



Early Childhood, Everyday

*Simple ways to spread the word
about early childhood and First
Things First in your community*



FIRST THINGS FIRST

Outline:

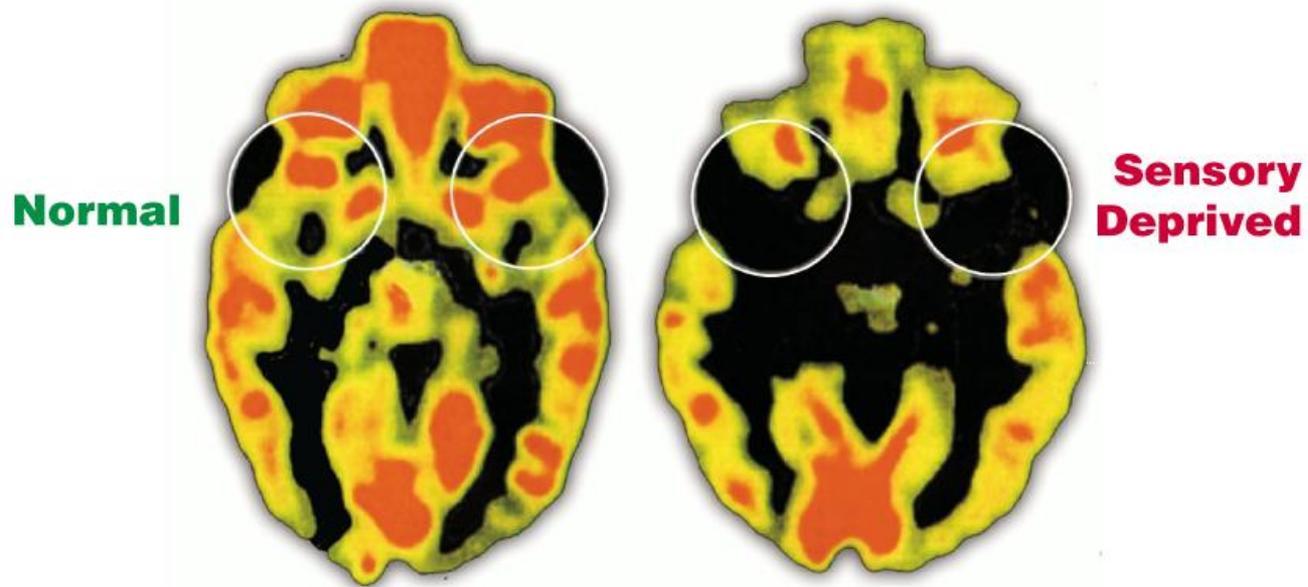
1. Why Early Childhood?
2. First Things First Basics
3. Why Outreach?
4. You Can Share the Secret!
5. Strategies, Tips and Tools
6. Activity





**Research has proven, by
the time a child is 3,
most of their brain is
already developed.**

Normal vs. Deprived Brain of a Three Year Old Child



Source: Newsweek, Spring/Summer 1997 Special Edition:
"Your Child: From Birth to Three", pp. 30-31.



Early Childhood Development & Navajo Tradition

- **Blessing Way Ceremony**
- **Feeding of Corn Pollen**
- **Naming Ceremony**
- **Cradle Board**
- **Baby's First Laugh**



EARLY CHILDHOOD MATTERS

Early education improves
language, math & social
skills

Early education prevents
failing grades

Stakes are high for
today's kindergartners





**Quality
health is
important
for every
child**





The Basics:

what everyone should
know about First
Things First



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- Created by **Arizona voters** in 2006; voters recommitted in 2010
- Dedicated funding stream for young kids: 80-cents per pack tax on tobacco



FIRST THINGS FIRST

Leadership and Structure

- **90 cents of every dollar** generated goes to programs serving children
- Statewide **Accountability**
- Driven by **Local Communities: Regional Partnership Councils**



First Things First in the community



In the Navajo Nation, FTF funds programs such as:

- Birth to Five Helpline
- Home Visitation
- Food Security
- Nutrition Education & Obesity Prevention
- Many more...



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Building a Movement



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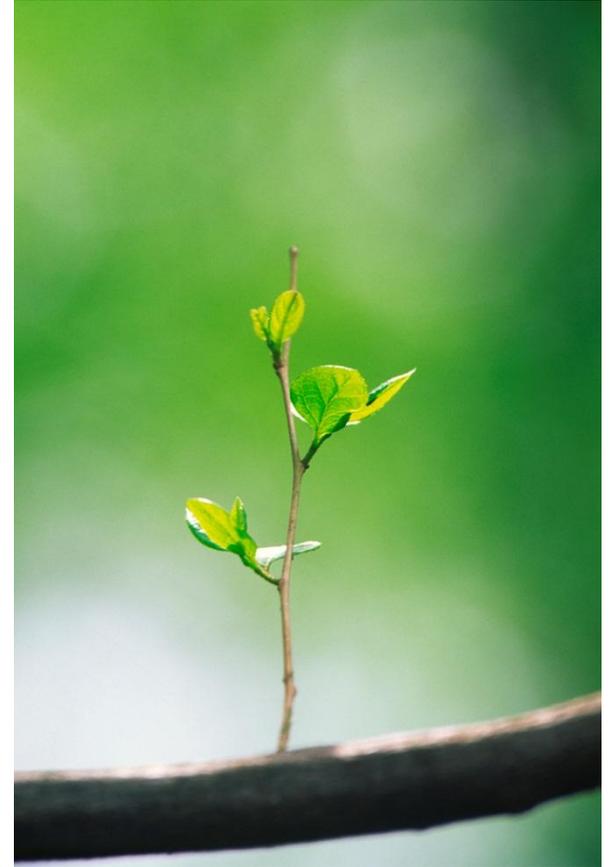
Why do outreach?

- Public Awareness: It's the Law!
- Intense Grassroots Engagement - “going to the people”
- Long-term sustainability – “by the people”



Grassroots outreach: it starts with you

If you told **two people** about early childhood and asked **them** to each **tell two people**, who would then each **tell two people**, and so on, the **entirety of Arizona** would be **aware of the importance of early childhood** in **23 days**.



First Things First Outreach Tactics

- 1:1 Meetings/ Conversations
- Event Participation
- Presentations about early childhood
- Writing articles/ letters to the editor
- Securing media opportunities





Communication Styles



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How do you “let the cat out of the bag?”

- Do you call your best friend?
- Do you text your friends and family
- Do you post it on your Facebook or Twitter?





Spreading the word about early childhood

Talking Points



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Elevator Speech

First Things First partners with parents and families to make sure **all kids**, ages birth to five years, are healthy and ready to succeed in school.



Learning Begins at Birth

About 90% of a child's brain develops before age 5. The job of helping children succeed in school starts the day they're born.



Quality Early Education

Children who have quality early education **have better math, language and social skills**, and are more **likely to go to college.**



Literacy

The best way to help children develop language and prepare for school is to expose them to books before they enter kindergarten.



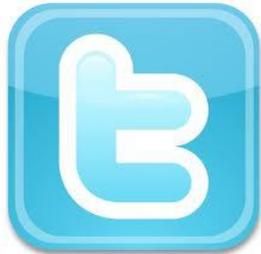
Social Media



azftf.gov/brains



facebook.com/AZFirstThingsFirst



@AZFTF



Collateral

- “Why Early Childhood Matters” Accordion Card
- “Good Things Are Happening” Postcard
- Fact Sheets
- Birth to Five Helpline Cards

Talking Points

- Reference Sheet



Tools

Born Learning Materials

- 5 Key Idea Posters
- Grocery Store Tip Pad
- Kid Basics
- Playbook

Educational Reinforcement Items

- Dental Kits
- One-sies
- Message Boards





Practice



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Personal Networks Activity

- Take 5 minutes to fill in your sheet
- Each person will answer:
 1. What's one opportunity you will commit to sharing the early childhood message?
 2. How you will convey the message? Which talking points?
 3. What tools do you need from me?



Group Activity

1. Share what you wrote down with your group
2. Out of that sharing, write down 5 things your group commits to do.
3. How will you convey the message?
4. What do you need from me?

Each group will share their ideas!





Thank you for your participation!

If you need anything, please contact me:

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