

2010 Cross-Regional Communications Plan

A partnership between the:

Navajo/Apache Regional Partnership Council
 Navajo Nation Regional Partnership Council
 White Mountain Apache Tribe Regional Partnership Council

Overview

Recognizing there is a need to articulate the vision and mission of First Things First three regions from the Northeast Regional Area are proposing a communications strategy for SFY2010. The proposed strategy will utilize existing un-allocated or unspent communications dollars for 2010 in order to host a series of Family Fun Days in all three regions.

In small rural regions in Arizona, one of the best forms of community awareness comes by hosting community events. Understanding that many of the strategies implemented by individual Regional Partnership Councils focus on education, skill building or some form of official training or education, this strategy strives to provide elements of education with the primary focus being a safe and fun event for families and their children.

This joint strategy will build on community assets and partners in order to address the following:

Goal Area:

Goal:

Key Measures:

Performance Measures:

Implementation

Implementation of the proposed strategy will rely heavily on the existing staff resources while utilizing Regional dollars.

The four Family Fun Days will be held according to the following timeframe and locations:

1. White Mountain Apache Tribe Region: Mid April
2. Navajo/Apache Region: Mid May
3. Navajo Nation Region (Eastern): Early June
4. Navajo Nation Region (Western): Late June

Task	Assigned To	Projected Completion Date	Actual Completion Date
Development of Implementation Plan			
Delegation of Responsibilities			
Order Event Supplies			
Develop Event Publicity			
Reserve Event Space			
<ol style="list-style-type: none"> 1. White Mountain Apache 2. Navajo/Apache 3. Navajo Nation (Eastern) 4. Navajo Nation (Western) 			

Create Event Evaluations			
Develop Evaluation Spreadsheet			
Input Event Evaluation Feedback			
Contact Community Partners 1. White Mountain Apache 2. Navajo/Apache 3. Navajo Nation (Eastern) 4. Navajo Nation (Western)			
Present and Receive Official RPC Approval 1. White Mountain Apache 2. Navajo/Apache 3. Navajo Nation (Eastern & Western)			

Budget: \$23,650

Understanding that all three regions have varying amounts of funding available for the implementation of this strategy, funds will be pooled and distributed evenly among the three regions with the cost savings coming in the form of staffing.

Budget considerations include but aren't limited to:

Space Rental Fees: \$1,000 x 4 = \$4,000

Narrative:

Waste Management Fees: \$1,000 x 4 = \$4,000

Narrative: This cost will cover dumpster and port a potty fees (if applicable). The goal will be to host events in locations that already have these services accessible such as community parks. However, in some rural and tribal areas, this is not always possible.

Door Raffle Prizes: \$300 x 4 = \$1,200

Narrative: This will cover the cost of 3 door prizes in the amount of \$100 each for four events.

Activities for Children: \$250 x 4 = \$1,000

Narrative: This cost will cover two "bounce house" items for four events

Publicity Materials: \$200 x 4 = \$800

Narrative: Cost will cover posters for four events.

Event Totes: \$1,625 x 4 = \$6,500

Narrative: The totes will provide an incentive for attendance but will also serve to allow families to collect hand-outs from all of the providers.

Other Chotchkies (spelling?): \$1,000 x 4 = \$4,000

Narrative: In the event that community partners cannot provide free hand-outs for families, these funds will be utilized to purchase hand-outs around the three strategy areas of:

1. Oral Health
2. Early Literacy
3. Nutrition/Obesity Prevention

Other Supplies: \$2,150

Narrative: This will cover those other costs not outlined.