



FIRST THINGS FIRST

Ready for School. Set for Life.

Agenda Item: Pinal Communications Outreach Update

Attachment: Pinal Communications Outreach Update - Attachment 05

Background: The Pinal Regional Partnership Council implemented Community Outreach and Community Awareness strategies to address the prioritized need to raise awareness of the importance of early childhood. The strategy is part of the statewide communications campaign. Since starting in October of 2010, the Community Outreach Consultant has distributed important information about First Things First, as well as information on child development, parenting and literacy. Due to the collaborative efforts of grantees, agencies, school districts, city/town governments and First Things First, there has been great improvement in the ability of families to get the information and support they need to help their children be healthy and ready to succeed in school.

Brett Haupt
Parent Awareness and Community Outreach Coordinator
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Recommendations: The Regional Director presents the Communication Update for Council review and update.



Early Childhood, Every Day

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



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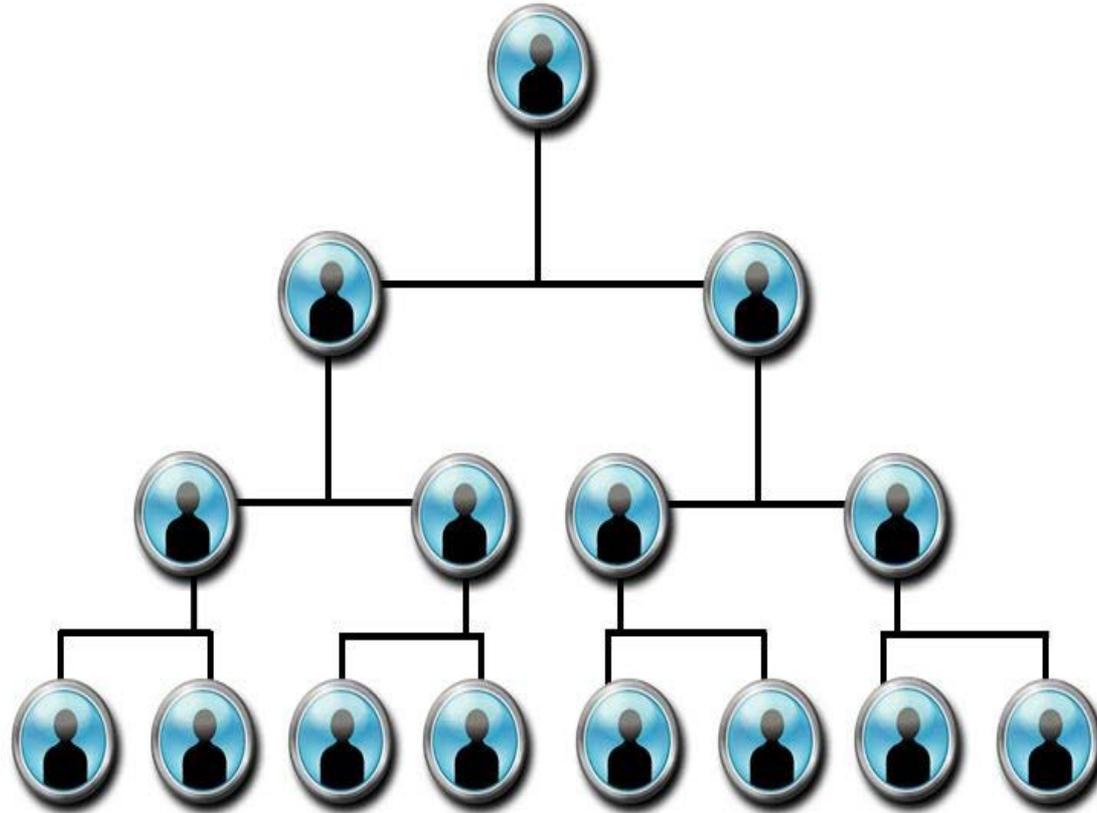
BUILDING A MOVEMENT

[Start by clicking here](#)

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RAISING AWARENESS STARTS WITH YOU!





SPREADING THE WORD: Early Childhood & First Things First



ELEVATOR SPEECH

First Things First partners with communities to strengthen families and help more kids arrive at kindergarten prepared to succeed.





CORE MESSAGE: “ALL KIDS”

First Things First supports the health and education of **all young children** in Arizona.





CORE MESSAGE: “STRONG FAMILIES”

Strong families are the building blocks of strong communities.





CORE MESSAGE: “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, and First Things First gives children the tools to make that happen.





CORE MESSAGE: “LITERACY”

More than 40% of Arizona’s 4th graders are not reading at grade level. The best way to reverse this trend is to help children develop language and expose them to books before they enter kindergarten.





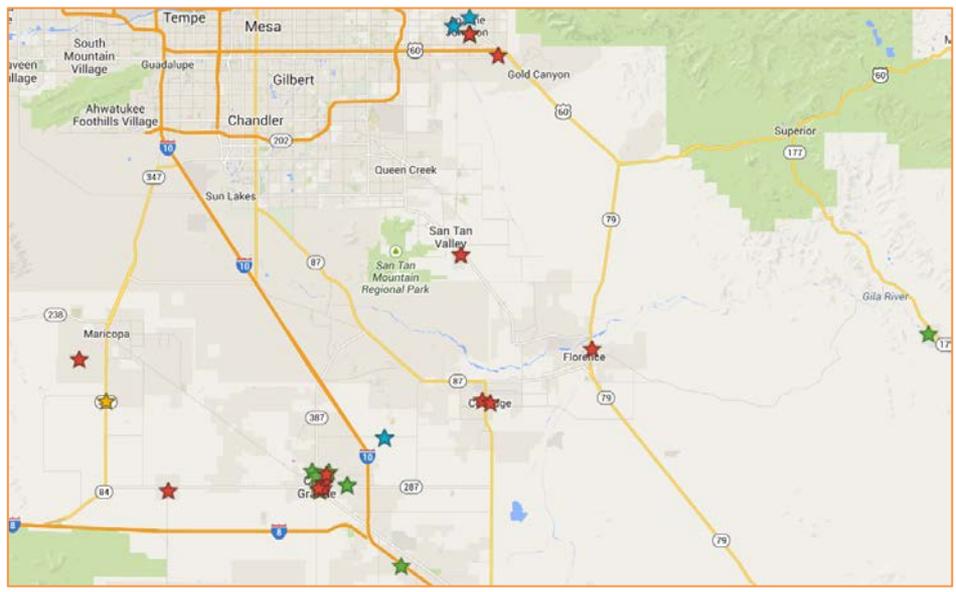
CORE MESSAGE: “QUALITY EARLY LEARNING”

Critical skills, like motivation, self-discipline, focus and self-esteem, begin to take root from birth to 5 years old. Successful people share these traits and we must give children the tools to develop these essential skills.





WHERE IN THE WORLD IS BRETT HAUPT?



[Link to google maps tracker here.](#)

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OUTREACH EVENTS: PAST AND FUTURE

Since last council meeting:

- The Network Meeting X2 (Apache Junction)
- ECED Pres. To PAT All Staff (Apache Junction)
- Pinal County Network Meeting X2 (Coolidge)
- FFN Mini Conf. Story Banking (Maricopa)
- CARE Network Meeting X2 (Casa Grande)
- FFN Caregiver Connection (Winkelman)
- Met Staff of CG Dispatch (Casa Grande)
- Met Staff of Maricopa Monitor (Maricopa)
- Give Kids a Smile Day (San Manuel)
- Law Enforcement Symposium (Eloy)
- Coolidge Unit CPS Presentation (Casa Grande)
- Spring Festival (Anthem)
- Meeting with Staff of San Manuel Miner

Upcoming events and outreach:

- The Network Meeting X2 (Apache Junction)
- One on One with SEPS Director (Apache Junction)
- PAT Family Fun Fest (Apache Junction)
- Child Abuse Conference (Casa Grande)
- Compassion Queen Creek (San Tan Valley)
- Pinal County Network Meeting X2 (Coolidge)
- Child Find (Apache Junction)
- Meet with Staff of Eloy Enterprise (Eloy)
- CARE Network Meeting (Casa Grande)
- Meet with Staff of Coolidge Examiner (Coolidge)



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Thank You For Your
Participation!

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