

SECOND QUARTER NARRATIVE REPORT ENDING 12/31/12

City of Avondale Resource Center

Program Implementation:

Activity	Target Audience	Frequency of Activity	Number Reached
Catholic Charities Westside Head Start Policy Committee	Westside Head Start parents and staff	Monthly	30
Touchstone Behavioral Health, Teen Pregnancy Prevention Program Committee meeting	Staff of Teen Pregnancy Prevention Program and other Agencies on the committee	Quarterly	25
Deer Valley Family Resource Center	Resource Center staff	One-time	2
SNACK Car Seat education class	Parents/caregivers of children 0-8 years old attending class	Monthly	15
New Directions Institute on infant Brain Development	New Directions staff	One time	1
Chandler Christian Community Center	Community Center staff	One time	1
East Valley Child Crisis Center Resource Center	Resource Center staff	One time	1
Come & Play Groups	Children 0-5 years old and their parents/caregivers	2 weekly play groups	74 adults 97 children
West Valley Hospital	Hospital Social worker	One time	1
Lattie Coor Head Start Information session	Head Start parents	Quarterly	25
Resident Appreciation Night	Avondale	Yearly	1,200

	Residents		
Cashion Christmas	Cashion, AZ Residents	Yearly	800
Avondale Out and About Series	Avondale residents	Yearly	1,000
West Valley View articles on Resource Center events	Southwest Valley Residents	Monthly	77,000
Partner networking meeting	Partners agencies	Quarterly	24

Describe any particular successes with these activities:

1. Are there any specific outcomes that have been achieved during this reporting period that may not be reflected in the data reporting you have completed?

There were 13 Developmental screenings completed this quarter, 6 of them were screened with possible developmental delays. Staff referred one child to Arizona Early Intervention Program and four were referred to their local School District for further evaluation. One referral was made by staff to Raising Special Kids for assistance in helping parents understand the Individualized Education Plan for their child and to receive assistance with advocating for services. All parents are given information on developmental activities to encourage the progression of their child's development and encouraged to come back in 3 – 6 months for the next screening. Families are also given information on other programs for children 0-5 years of age and referrals were made to the programs that best fit the family's needs by the Outreach Coordinator. The outcomes of these referrals are tracked by the Outreach Coordinator.

This quarter, fourteen children had their hearing screened and one was referred to their pediatrician for further evaluation on their hearing. The outcomes of these referrals are tracked by the Outreach Coordinator. Outreach efforts to various programs, agencies, and child care centers are being done to make these screenings attainable to more children.

Collaboration and Communication:

2. Describe collaboration efforts that have been undertaken or are continuing during the reporting period. Describe the nature of the collaborative effort and who potential or current partners are in the effort. Briefly describe anticipated results of the collaboration.

1. Resource Center staff and Maricopa County Department of Public Health First Teeth First Program are currently in discussion of a partnership to bring First Teeth First services to the Resource Center next quarter.
2. The SNACK program began providing monthly car seat education classes at the Resource Center in October. These classes have been filled to capacity each month this quarter and brought in new residents to the Resource Center.
3. The City of Avondale, First Things First, and Care1st staff continues to conduct regular monthly meetings to coordinate efforts and to enhance communication between the stakeholders of the Care1st Avondale Resource and Housing Center. In addition, The City of Avondale coordinates a networking meeting with other First Things First SW region grantees and Resource Center partners every other month to enhance communication and knowledge about services offered by grantees and partners. This quarter, 24 professionals attended this quarters networking meeting.

This is a personal story from a mother that has utilized the Care1st Avondale Resource and Housing Center for parenting education classes, developmental screenings, Resource Center

Ortiz, Mickey:

The Resource Center benefits me by making me a better parent. I feel that being asked to be here makes me be a part of making the community better.

I appreciate the education and making a better future for our children. I like that it's convenient and that it's not packed in here. It's nice to make appointments and not have to wait many hours to be seen.

I like that you can come here and not be seen as a burden. I always felt welcomed. I have always been given more information about resources and events that are coming up. I feel bad going to the local DES office because I feel like the workers look at me annoyed.

I like that the staff gets to know me, like a little family. It was awesome that my daughter was able to be a part of the Naturalization ceremony.

My son and I want to get into GED. I was a young mom. I need to do that for me.

There are things that I want to do. I have goals. I moved to Arizona to start over. Being here I'm given a chance to have a life. You have all this opportunity.

We get flyers that tell us what it is coming up. Word of mouth when we talk to other parents. Our Head Start program tells us about what it going on at the Center too.

When we gather for classes we feel that our voice is heard. The Center makes me engage and get involved, to have a voice. It helped start asking myself, "How could I be a better parent?" I'm now the President of my Head Start group. I feel that I'm more comfortable dealing with new things and don't feel overwhelmed.

I've never liked to look ignorant, but I feel that being a part of the Center programs has exposed me to new things and I don't feel like I'm being judged that way anymore.

A handwritten signature in black ink that reads "Mickey Ortiz". The signature is written in a cursive style with a large, stylized "O" at the end.

Support or Additional Information:

- Describe any additional information you would like to share about program implementation.

The Avondale Family Education & Resource Program hosted the 2nd Annual Hometown Holidays at the Resource Center on December 14th. Santa Claus gave 113 children a holiday stuffed animal and a candy cane. Each family was able to have their picture taken with Santa. In an effort to promote early literacy, each child was provided a new book. The children and their families had a great time crafting their own holiday ornaments and enjoyed cookies and milk.



Resource Center staff has toured four other Family Resource Centers in Maricopa County to glean ideas to enhance the Care1st Avondale Resource and Housing Center. The resource centers that we toured were The Roosevelt Early Childhood Family Resource Center, Deer Valley Family Resource Center, Chandler Christian Community Center, and The Child Crisis Center Family Resource Center.

Town of Gila Bend

Program Implementation:

- Provide the following information on current outreach, recruitment and retention activities, as applicable:

Activity	Target Audience	Frequency of Activity	Number Reached
Readiness Basket	Parents	Every Day Until day of Seminar. The month of Oct and Nov	20
Kith & Kin Car Seat Event	Parents of the Kith & Kin Program	One Day	15
SWI Seminar-Passed flyers to parents visiting the RC	Parents	Every Day Until the day Of Seminar.	10
7 th Annual San Lucy District Health Fair	San Lucy Village	Saturday October 2012	150

Describe any particular successes with these activities:

Parents of Gila Bend registered for the SWI seminars and have been attending on a monthly basis.

Individuals from San Lucy got familiar with our programs and now attend the RC for further assistance with what they need. We now have San Lucy Residents coming in for AHCCCS applications and for assistance with filing for unemployment.

5. Are there any specific outcomes that have been achieved during this reporting period that may not be reflected in the data reporting you have completed?

Job Help Hub dedicates their time to help people find employment as well as assist with the application process. However, they also help out the RC employees by covering the Reception area when needed and have also helped individuals fill out their citizenship application. Thanks to their help and dedication every client receives help quickly without waiting.

6. Describe any barriers to successful implementation or other challenges. If the challenge is ongoing, what is your plan for resolving these issues?

The Resource Center is in need of volunteers for English Classes, Vita income tax preparations, along with other programs we want to bring to the community. By having dedicated volunteers we can have daily helpful activities to bring to our community. We have been letting our community know about these needs and are currently waiting for a response.

Collaboration and Communication:

7. Describe collaboration efforts that have been undertaken or are continuing during the reporting period. Describe the nature of the collaborative effort and who potential or current partners are in the effort. Briefly describe anticipated results of the collaboration.

The Resource Center collaborates with the Senior Center to refer people for any services they need. We also receive help from the Senior Center when one of our clients has transportation issues. The Senior Center has a van that they can provide to take the client home.

The Gila Bend Church helps us with funding when an individual is in need of gas money or any other expenses such as a bus ticket. Many of the clients we get are from out of town and are left stranded here in Gila Bend without transportation or any money. The Gila bend Church has helped individuals many times with transportation issues.

8. Are there successes that can be shared during this reporting period? Include success stories that would be of interest to stakeholders including First Things First Regional Partnership Councils, the Board of First Things First or the general public.

In the month of December we had an individual show up at our Resource Center seeking transportation to San Diego, Ca. He explained to us that he was in Mexico visiting his family, and on his way back home he got assaulted and most of his money was taken. Upon arriving to Gila

Bend he had no place to go for help since it was late at night and all businesses were closed. The man was forced to sleep outside in the cold weather with no money and nothing to eat. The following day he came to the Resource Center seeking some assistance to get home. The coordinator contacted the Gila Bend Church while the employee of Job Help Hub went home and prepared him a meal for him to eat. By the end of the day the gentleman was given some money to take the bus back home.

Family, Friends and Neighbors : Pilgrim Rest Foundation

Program Implementation:

Activity	Target Audience	Frequency of Activity	Number Reached
Network - Care1st – Avondale – Kids at Hope	Southwest Valley grantees	As needed	12 professionals
10/9/12 AZAEYC Meeting	Network with other professionals	Bi-annually	10 professionals
10/15/12 SWRMPC Grantee Meeting	Network with Southwest Valley grantees	As scheduled	22 Grantees
10/16/12 SW Maricopa Council Meeting	Network with council members, grantees and guests in attendance	Monthly	5 professionals
10/16/2012 – South Phoenix Maricopa council Meeting	Network with council members, grantees and guests in attendance	Monthly	17 professionals
10/17/2012 – SNACK Car Seat Training – Care1st Avondale	Families and childcare providers attending the program	Monthly	15 families
10/18/2012 – Goodyear Roundtable	Network of professionals in the Southwest Valley	Monthly	10 professionals
10/20/2012 – Goodyear GAIN Festival	Family, friend and neighbor childcare providers attending the festival	Annually	28 families
10/23/2012 – Tolleson Library	Families coming to library	As needed	5
10/23/2012 – Avondale SNACK – Safe Kids Car Seat Training	Families or childcare providers attending the program	Monthly	10
10/25/2012 – Avondale Care1st Resource Center	Families or childcare providers coming to the resource center	Monthly	varies
10/30/2012 – Maricopa County Health Dept.	Collaborate with grantee	As needed	varies
11/7/2012 – Avondale SNACK program – collaboration meeting	Childcare providers attending the program	As needed	varies
11/8/2012 – Paloma Elementary School	Families with children 0-5 years and providers of in-home childcare	As needed	6 families
11/8/2012 – Care1st Gila Bend Resource Ctr.	Families with children 0 – 5 years and those who provide	As needed	3 families

	in-home childcare.		
11/9/2012 – Collaboration Meeting – Counselor at Villa De Paz Elementary School	Counselor	N/A	N/A
11/9/2012 – Avondale 1 st Friday Street Fair	Families with children 0-5 yrs. and people who provide in-home childcare.	Monthly – Summer through Fall	30 families
11/15/2012 – Goodyear Roundtable	Network and collaborate with other groups in the Southwest Valley	Monthly	10 professionals
11/16/2012 – NWMRC meeting	Network and collaborate with other FTF Regional councils and grantees	Monthly	5 grantees
11/20/2012 – SWMRC	Network with local grantees	Monthly	5 grantees
11/21/2012 – SNACK Car Seat Training – Care1st Avondale Resource Center	Providers of FFN participants	Monthly	5 families
11/30/2012 – SNACK Training – Avondale	Meet childcare providers	Monthly	6 professionals
12/4/2012 – SWMRPC	Grantee collaboration meeting	Monthly	20 professionals
12/13/2012 – Resource Center Forum	Meet collaborators		N/A
12/17/2012 – NWRMPC meeting	Network and collaborate with other FTF council and grantees	Monthly	20 professionals
12/20/2012 – Ruth Fisher Elementary	Network with retiring principal	N/A	1 professional

The Southwest Regional Council grantee meetings have been particularly beneficial to our program. The Regional Director has taken time and skill to build a supportive Southwest Valley Regional grantee team where the importance of collaboration has been established. Grantees openly and willingly talk with each other on how to support and promote each other’s program and at the same time invite each other to program events to solicit clients.

We have participated in 25 outreach/partnership efforts. We plan to follow-up with Buckeye locations and churches next quarter, and continue outreach efforts to Tolleson, Gila Bend, Goodyear, Litchfield Park, Paloma, Tonopah, and Sentinel.

9. Are there any specific outcomes that have been achieved during this reporting period that may not be reflected in the data reporting you have completed?

This is the first full quarter KidsWatchAZ has been in operation. Our staff has worked very hard to reach 28 or 25.48 percent of our 110 caregiver goal. Additionally,

- Our KidsWatchAZ logo has been designed and approved.
- Marketing flyers have been produced.
- 30 names of childcare providers have been gathered through community outreach visits;
- Regular home visits are being scheduled.

- ASQ procedures and on-line capabilities are in place and coordinated by the Program ASQ Consultant.

10. Describe any barriers to successful implementation or other challenges. If the challenge is ongoing, what is your plan for resolving these issues?

One of the greatest challenges that remain in this region is locating the in-home childcare providers whose services are offered by family, friend, and neighbors. These “hidden” in-home childcare providers make up 60% of childcare providers in the Southwest Valley. We are finding that one-to-one conversations are necessary in helping parents and those “watching” children discover that they are eligible to participate in the program. Reaching our target goal one family at a time is challenging, but a do-able process. Word of mouth is slow, time consuming, and at the same time our most reliable process.

During the next quarter we plan to expand our outreach by talking with managers of places where families buy food and clothing. As we are approved, we will set up a registration table, pass out flyers to all interested parties and give a book to childcare providers who register on the spot. The KidsWatchAZ Team is very optimistic in being able to locate and enroll additional childcare providers.

Collaboration and Communication:

11. Describe collaboration efforts that have been undertaken or are continuing during the reporting period. Describe the nature of the collaborative effort and who potential or current partners are in the effort. Briefly describe anticipated results of the collaboration.

KidsWatchAZ appreciates and continues to support the Southwest Maricopa Partnership Council’s collaboration meetings. As a result KidsWatchAZ now collaborate events with SNACK, Care1st Avondale, Benevilla – Duet and other grantees in the Southwest Valley. These organizations invite us to attend their programs and introduce our program to their registered and unregistered families. In return, KidsWatchAZ shares pertinent information about these organizations to their families as well as hand out relevant flyers.

KidsWatchAZ staff participated in a multi-program event at Paloma Elementary School in November 2012. Participants included the First Teeth First Dental Program, Arizona Learning Institute’s (ALI) Learning Basket staff, and the SNACK Car Seat Program. Data from the dental and car seat program were collected and entered into the ALI/KidsWatchAZ Ages and Stages Questionnaire database for on-going monitoring. The Learning Basket staff did an excellent job in recruiting families to participate, as they had already established warm working relationships with families, especially those in remote locations. KidsWatchAZ staff explained the childcare support and education program, and recruited six caregivers. It was a great success, serving over 25 families.

12. Are there successes that can be shared during this reporting period? Include success stories that would be of interest to stakeholders including First Things First Regional Partnership Councils, the Board of First Things First or the general public.

During one home visit the coach was on the floor working with the childcare provider and child; the parents of the child were also home. The mother joined them on the floor; and after a few minutes into the session the father left his chair, joined everyone on the floor and started

working with the blocks with his daughter. Initially, he was hesitant to play games with his child, but then came up with different questions to ask her and added to the conversation with his child and acknowledged the importance of block play.

Hearing that we work with in-home childcare providers in the Southwest Valley a new member to the valley called on us in an outreach effort to assist them in finding a childcare provider for their 3 year old. KidsWatchAZ provided names of in-home childcare providers in her successful attempt to hire someone.

The Avondale Care1st Family Resource Center staff has been most welcoming in providing space and opportunities to meet families frequenting the center. Most of the identified families still result from these outreach opportunities.

Gangplank, the City of Avondale's free office cooperative, has provided a permanent space for KidsWatchAZ. This is an excellent opportunity to collaborate with private entrepreneurs!

Support or Additional Information:

13. What specific assistance or guidance do you need from FTF staff to ensure the success of your program?

KidsWatchAZ appreciates the support of the Southwest Maricopa Director and Outreach staff to inform providers and the community of our new program. All marketing assistance is helpful.

14. Describe any additional information you would like to share about program implementation.

As staff is preparing the *Parents as Teachers Supporting Care Providers through Personal Visits* curriculum for implementation, we are gratified with the comprehensive nature of the 20 visit topics as well as the 22 special interest topics. The curriculum provides handouts for both caregivers and parents, which encourages participation of parents in the learning process.

Though staff follows the curriculum, there are sufficient topics to provide caregivers with choices. Some topics already covered include: Amazing Brain; Look What I Can Do! (Child Development Series); ASQ Screening; Playing with Blocks, Stages of Child Development (Born Learning); Bilingual Families: A Special Advantage; Creative Experiences; Biting; and Toilet Training. Books, balls, blocks, and beads have been provided to stimulate creative play.

We believe in the ability of childcare providers to invite their friends and neighboring parents to join in will be extremely powerful, enabling us to reach many more children and families than the required 110 caregivers. This strategy will increase neighborhood and community skills, knowledge and relationships, thereby favorably impacting children birth to 5 yrs. in preparation for kindergarten.

**In the Data Submission Report (I understand there is an IT issue here – the true number of provider trainings in home based settings in November was 26 and the number of providers trained in home based settings was 14 (duplicated). For December the true number of provider trainings in home based settings was 19 and the number of providers trained in home based settings was 12 (duplicated).

Due to a harsh case of the flu season many providers had to cancel meetings.

Parent Education, Community Based Trainings

Southwest Institute for Families

Program Implementation:

Activity	Target Audience	Frequency of Activity	Number Reached
Outreach trip to Buckeye Public Library, October 3, 2012	Outreach to Buckeye community	As scheduled	Left 30 flyers, 30 event calendars, and 2 business cards.
Outreach calls to new and returning families in Gila Bend October 5, and 8, 2012	Outreach to Gila Bend families and community	As scheduled	Called 25 families and dropped off 25 event flyers and 10 Calendars. Total: 60
Outreach calls to Buckeye families, October 8, 2012	Outreach to Buckeye community	As scheduled	Called 25 families and sent 20 emails to parents
21 PEC Gila Bend Event, October 9, 2012	Families in Gila Bend with children between ages 0-5	As scheduled	Dropped off 50 flyers and 25 calendars
Outreach calls to new and returning families in Buckeye, October 10, 2012	Outreach to Buckeye community	As scheduled	Called 31 families and sent 10 email invites
Meeting with Karen Olson, Director of Special Education and Christina Alvarez, Assistant Principal at Littleton Elementary School, Avondale October 11, 2012	Families in Avondale with children between ages 0-5	As scheduled	1 director and 1 assistant principal
Emails sent to Avondale, Buckeye, Gila Bend, Tolleson, Tonopah, Goodyear, and Litchfield Park to invite families to event, October 11, 2012	Outreach to 7 communities	As scheduled	146 parents
21 PEC Buckeye Event, October 11, 2012	Families in Buckeye with children between ages 0-5	As scheduled	Dropped 50 flyers and 25 calendars
Grantee Meeting October 15, 2012	Grantees funded by FTF	As scheduled	About 15 grantees
Outreach trip to Tonopah School District and	Outreach to	As scheduled	Left 100 event calendars and

had meeting with school administrators, October 16, 2012	Tonopah community		300 flyers.
21 PEC Tonopah Event, October 16, 2012	Families in Tonopah with children between ages 0-5	As scheduled	Dropped off 300 flyers and 100 calendars
Southwest Maricopal Council Meeting, October 16, 2012	Outreach to council memembers and grantees	As scheduled	About 25 council members and grantees
Made calls to families in Tolleson, October 15 and 17, 2012	Outreach to Tolleson	As scheduled	Contacted 20 parents.
Met with Wally Campbell, City Council Member for Good Year and Goodyear Faith Community Roundtable October 18, 2012	Faith, Human Services and city personnel	As scheduled	24 human service personnel and Goodyear City council members
21 PEC Tolleson Event, October 18, 2012	Families in Tolleson with children between ages 0-5	As scheduled	Dropped off 50 flyers and 25 calendars
Outreach at the G.A.I.N. Event in Goodyear and registered families for 21 PEC events located in the community, October 20, 2012	Outreach to Avondale/Goodyear Families	As Scheduled	Reached 32 families at Goodyear's G.A.I.N. Event for 21 PEC.
21 PEC Avondale Event, October 23, 2012	Families in Avondale with children between ages 0-5	As scheduled	Dropped 50 flyers
Avondale Care 1st Center, October 23, 2012	Outreach to Avondale/Litchfield Communities	As scheduled	(Maria) gave 3 mothers each a calendar and flyer's.
Outreach trip to Litchfield Park Ranch Library, October 23, 2012	Outreach to Litchfield/Avondale Communities	As scheduled	Dropped off 20 flyers and 10 event calendars.
Outreach trip to Litchfield Elementary School District, October 23, 2012	Outreach to Avondale/Litchfield Communities	As scheduled	Dropped off business cards, 1 flyer and 1 event calendar for Superintendant approval.
Outreach trip to The Church at Litchfield Park on Old Litchfield Rd. & Fairway Dr., October 23, 2012	Outreach to Avondale/Litchfield Communities	As scheduled	Dropped off 5 flyers, 5 event calendars and 2 buisness cards.

Outreach at the Tolleson Community Health & Neighborhood Expo in Tolleson and registered families for 21 PEC events located in there community, October 27, 2012	Outreach to Tolleson families	As scheduled	Reached 21 families at at the Tolleson Community Health & Neighborhood Expo for 21 PEC.
Emails sent to Avondale, Buckeye, Gila Bend, Tolleson, Tonopah, Goodyear, and Litchfield Park to invite families to event, November 5, 2012	Outreach to 7 communities	As scheduled	117 parents
Sent 21 PEC Event reminder emails to Buckeye families, November 5, 2012	Outreach to Buckeye community	As scheduled	Emailed 20 families and and sent 20 event flyers.
Outreach calls to new and returning families in Buckeye, November 7, 2012	Outreach to Buckeye community	As scheduled	Called 25 families
21 PEC Buckeye Event, November 8, 2012	Families in Buckeye with children between ages 0-5	As scheduled	Dropped 50 flyers and 16 calendars
Sent 21 PEC Event reminder emails to Tolleson families, November 9, 2012	Outreached to Tolleson	As scheduled	Sent 15 emails to Tolleson parents.
Gave 30 flyers and 10 Calendars to 21 PEC facilitator from Tolleson community for outreach November 13, 2012	Outreached to Tolleson	As scheduled	Contacted 20 parents.
Outreach calls to returning and new Tolleson families, November 14, 2012	Outreached to Tolleson	As scheduled	Called 32 families
21 PEC Tolleson Event, November 15, 2012	Families in Tolleson with children between ages 0-5	As scheduled	Dropped off 50 flyers and 15 calendars
21 PEC Gila Bend Event, November 20, 2012	Families in Gila Bend with children between ages 0-5	As scheduled	Dropped off 50 flyers
Sent 21 PEC Event reminder emails to families with internet access, November 16, 2012	Outreach to Gila Bend Community	As scheduled	Sent 5 event reminder emails in English/espanol.
Made 21 PEC Event reminder calls to returning families, November 19, 2012	Outreach to Gila Bend Community	As scheduled	Called 12 families
Made 21 PEC Event reminder calls to Avondale new & returning families,	Outreach to Avondale	As scheduled	Called 58 families for Avondale event

November 23, 2012	Community		
Sent 21 PEC Event reminder emails to families with internet access, November 26, 2012	Outreach to Avondale Community	As scheduled	Sent 40 event reminder emails in English/espanol.
Made 21 PEC Event reminder calls to Tonopah families, November 26, 2012	Outreach to Tonopah Community	As scheduled	Called 16 families in Tonopah
Sent 21 PEC Event reminder emails to Tonopah families with internet access, November 26, 2012	Outreach to Tonopah Community	As scheduled	Sent 4 event reminder emails to families in Tonopah
Made 21 PEC Event reminder calls to Avondale new & returning families, November 23, 2012	Outreach to Avondale Community	As scheduled	Called 58 families for Avondale event
21 PEC Avondale Event, November 27, 2012	Families in Avondale with children between ages 0-5	As scheduled	40 flyers and 25 event calendars for January 21 PEC event
21 PEC Tonopah Event, November 27, 2012	Families in Tonopah with children between ages 0-5	As scheduled	Dropped off 300 flyers
21 PEC Litchfield Park/Avondale Moms Club Event, November 28, 2012	Families in Avondale with children between ages 0-5	As scheduled	Dropped off 13 flyers
Sent 21 PEC Event reminder emails to Assistant Principal teachers, etc., December 3, 2012	Outreach to Littleton Elementary School	As scheduled	Emailed 13 School faculty members and sent 160 event flyers to School- made announcement about event.
SW Maricopa Region Grantee Meeting, December 4, 2012	Outreach to council members and grantees	As scheduled	About 25 council members and grantees
21 PEC Littleton Elementary School Event, December 5, 2012	Families in Avondale with children between ages 0-5	As scheduled	Dropped off 21 flyers and 21 calendars
Met with Jim Keith, Principal and Liz Burton, Assistant Principal of Ruth Fisher Elementary School, December 5, 2012	Families in Tonopah with children between ages 0-5	As scheduled	Dropped off 300 flyers

Avondale Network Meeting , December 5, 2012	Human services and city personnel	As scheduled	About human service personnel
Mailed Special 21 PEC Holiday Event Flyers and Invitations (for returning Tonopah families) , December 14, 2012	Outreach to Tonopah Community	As scheduled	Sent 25 special event invitations to Tonopah families
Sent 21 PEC Event reminder emails to Tonopah families with internet access , December 17, 2012	Outreach to Tonopah Community	As scheduled	Sent 4 event reminder emails to families in Tonopah
Made 21 PEC Event reminder calls to Tonopah families , December 19, 2012	Outreach to Tonopah Community	As scheduled	Called 20 families in Tonopah to invite them to event
21 PEC Tonopah Event , December 20, 2012	Families in Tonopah with children between ages 0-5	As scheduled	Dropped off 300 flyers

Describe any particular successes with these activities:

Outreach at the G.A.I.N. Event in Goodyear and registering families for 21 PEC events located in the community, October 20, 2012: Southwest Institute for Families and Children’s 21 PEC staff was invited to participate in the annual Goodyear G.A.I.N. event at the Goodyear Ballpark. Families were happy to hear about such a wonderful program near their home. They received the information about the next family event including a flyer of all SW Maricopa 21 PEC events scheduled for November, a book, monthly family literacy activity calendar, and a take and make activity to do at home with their children. A total of 32 families registered for 21 PEC events during the G.A.I.N. Event.

Outreach at the Tolleson Community Health & Neighborhood Expo in Tolleson enrolling families for 21 PEC events located in their community, October 27, 2012: Southwest Institute for Families and Children’s 21 PEC staff was invited to participate in the Tolleson Community Health & Neighborhood Expo event at the Goodyear Ballpark They received the information about the next family event including a flyer of all SW Maricopa 21 PEC events scheduled for November, a book, monthly family literacy activity calendar, and a take and make activity to do at home with their children. A total of 21 families registered for 21 PEC events during during the Expo.

Meeting with Karen Olson, Director of Special Education and Christina Alvarez, Assistant Principal at Littleton Elementary School, Avondale, October 11, 2012: At the meeting, SWI Director of Educational Services, Cathy Otto, and 21 PEC Project Director, B-K You, explained the 21 PEC project. Ms. Olson and Ms. Alvarez were very interested in the program and asked if the Littleton preschool classes could participate in these events. It was determined that 21 PEC would provide two events, one in December 2012, and the other in March 2013. Littleton Elementary School would be the site for the 21 PEC family events and assist in contacting parents through robo calls as well as send flyers home with children for the events. The result of this collaboration was successful with the December event drawing 77 in attendance (21 adults and 56 children).

Meeting with Jim Keith, Principal and Liz Burton, Assistant Principal of Ruth Fisher Elementary School, Tonopah, December 5, 2012: This collaborative meeting with school administrators and 21 PEC staff resulted in a successful event for the busy month of December increasing attendance by adjusting the event date, robo calls, and flyers sent home to families. The result was very successful with a total of 77 participants (30 adults and 47 children) attending the event.

Outreach calls, emails, and visiting organizations: The 21 PEC community coordinators, Maria Perez and Jared Stewart, called, emailed, and visited schools, churches, and other organizations to share information about 21 PEC events giving meeting flyers with dates and times and 21 PEC yearly calendars. Information about 21 PEC was posted on the switoday.com and parentchataz.org websites and the 21 PEC Facebook page. These websites and the Facebook page are monitored daily. Through these many and varied outreach activities, our events had 213 adults and 332 children for the months of October, November, and December.

15. Are there any specific outcomes that have been achieved during this reporting period that may not be reflected in the data reporting you have completed?

Due to our diligent outreach to the communities and our informative events during this second quarter, 224 adults and 332 children (total 556 family members) attended our 21 PEC events. Our grant target population is 300 adults for the year, and we have already reached more than that. A total of 327 adults and 447 children (774 family members) attended our 21 PEC events for the first and second quarters.

21 PEC Community Events October 1 – December 31, 2012

Activity	Number Reached
Gila Bend Care1st Resource Center Event: Language Development: Words to Navigate the World, October 9, 2012	9 adults; 15 children
Buckeye Chamber of Commerce Event: Language Development: Words to Navigate the World, October 11, 2012	18 adults; 24 children
Ruth Fisher Elementary School Event: Language Development: Words to Navigate the World, October 16, 2012	18 adults; 35 children
Tolleson Parks and Recreation Event: Language Development: Words to Navigate the World, October 18, 2012	17 adults; 31 children
Avondale Care1st Resource Center Event: Language Development: Words to Navigate the World, October 23, 2012	23 adults; 23 children
Buckeye Chamber of Commerce Event: Nutrition: Healthy Food for a Healthy Body, November 8, 2012	16 adults; 21 children
Tolleson Parks and Recreation Event: Nutrition: Healthy Food for a Healthy Body, November 15, 2012	11 adults; 9 children
Gila Bend Care1st Resource Center Event: Nutrition: Healthy Food for a	6 adults; 10 children

Healthy Body , November 20, 2012	
Avondale Care1st Resource Center Event: Nutrition: Healthy Food for a Healthy Body , November 27, 2012	17 adults; 27 children
Ruth Fisher Elementary School Event: Nutrition: Healthy Food for a Healthy Body , November 27, 2012	11 adults; 9 children
Litchfield Park/Avondale Moms Club: Nutrition: Healthy Food for a Healthy Body , November 28, 2012	13 adults; 15 children
Six hour Early Literacy Training provided to Buckeye area Child Care and Family Care Home providers by Cathy Otto, SWI Director of Educational Services , December 1, 2012.	11 adults
Littleton Elementary School Event: Language Development: Words to Navigate the World , December 5, 2012	21 adults; 56 children
Ruth Fisher Elementary School Event: Culture: Learning from Who We Are , December 20, 2012	30 adults; 47 children
Total Adults and Children reached 2nd Quarter via 21st Century Parents Education and Coordination Events	224 adults; 332 children

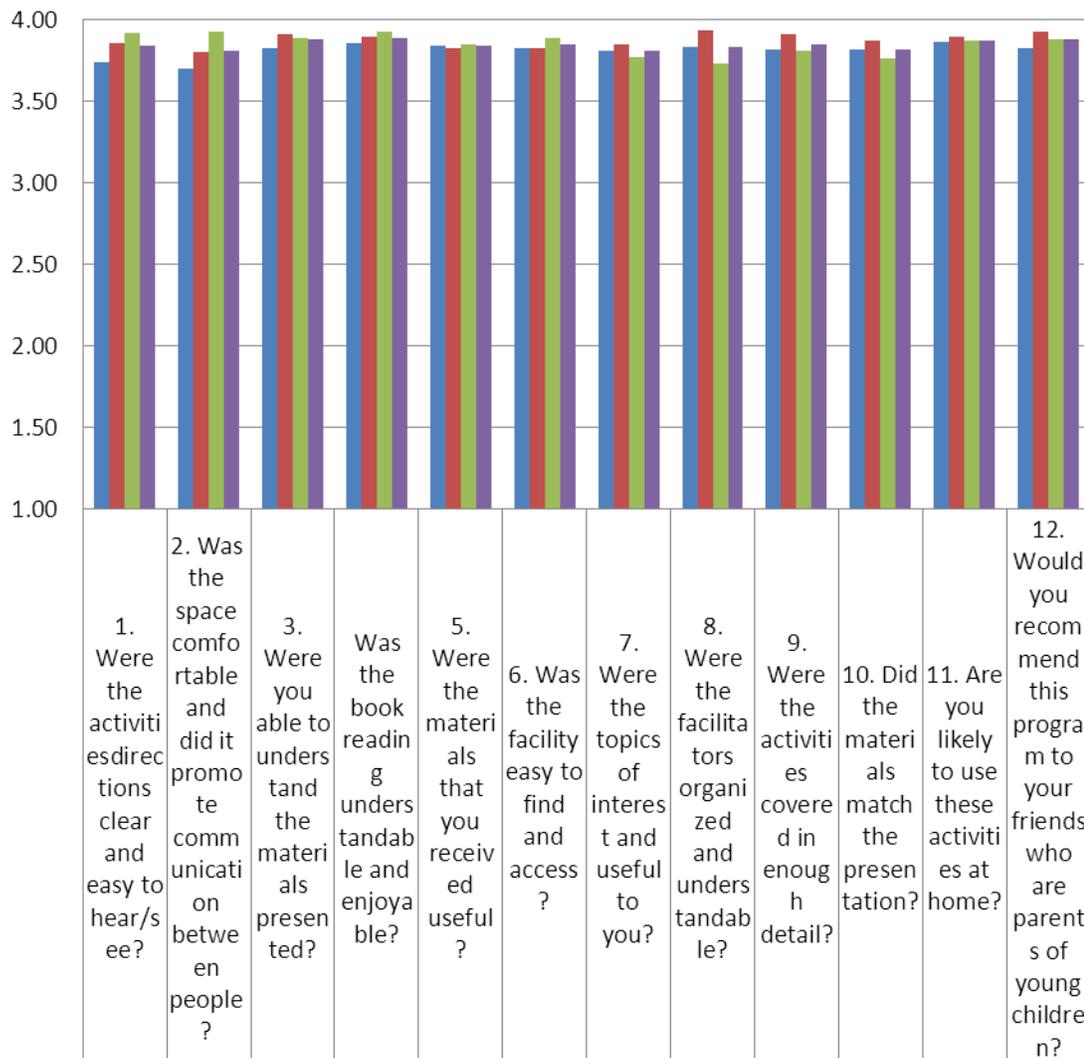
At each monthly event, families/ participants receive station tickets (which can be used as a bookmark) that are stamped as the family completes each literacy station, a copy of the children’s book read during the event, a family literacy activity calendar, a “Baseball Card” filled with reading tips, a packet that contains all the event activities to replicate at home, and a take and make activity to complete with their children. In addition, families receive a tote bag filled with literacy manipulatives that they can use at home to help replicate the activities.

Curriculum Topics and Books for 2nd Quarter

- October – Topic: “*Language Development: Words to Navigate the World*”
Book: *Llama, Llama Mad at Mama***
- November – Topic: “*Nutrition: Healthy Food for a Healthy Body*”
Book: *Bread, Bread, Bread***
- December – Topic: “*Culture: Learning from Who We Are*”
Book: *Can You Say Peace?***

At the end of each event, families are asked to complete a voluntary survey sharing their feedback on the event stations, the monthly topic, requests for more information, and suggestions. A total of 139 adults (parents and grandparents) participated in the survey. The results indicate that the families were significantly satisfied with this quarter’s events. The total mean of all the items is 3.88. This mean is higher than that of the first quarter (3.81). The comments by survey takers who attended 21 PEC events were significantly positive. The quantitative and qualitative analysis indicates that most participants were satisfied with the events and more families stated they would attend the future events.

Evaluation for 21 PEC Events (2nd Quarter)



■ October	3.74	3.70	3.83	3.86	3.84	3.83	3.81	3.84	3.82	3.82	3.86	3.83
■ November	3.86	3.80	3.91	3.89	3.83	3.83	3.85	3.93	3.91	3.87	3.89	3.93
■ December	3.92	3.93	3.89	3.92	3.85	3.89	3.77	3.73	3.81	3.76	3.87	3.88
■ Total Mean	3.84	3.81	3.88	3.89	3.84	3.85	3.81	3.83	3.85	3.82	3.87	3.88

Facebook Data Analysis

In order to evaluate the impact of the 21 PEC Facebook website, Facebook data below were tracked and analyzed. The comparative analysis will be conducted over all quarters of this contract year. Facebook data report varying levels of exposure. *Total reach* is a page that is seen any content associated with our web page. *Organic reach* is a page that is seen due to a direct visit (by an existing friend). The *viral reach* is a page or post that is seen as a result of a story published by a friend. The impact of our 21 PEC Facebook website is enormous. It impacts not only the families in Southwest Maricopa communities but also other families in the world. As seen in the following table, the number of *people talking about our webpage, page stories, page engaged users, total reach, organic reach, viral reach, total impressions, organic impressions, viral impressions, reach of page posts, organic reach of page posts, viral reach of page posts, total impressions of our posts, organic impressions of our posts, viral impressions of our posts, total consumers, and page consumptions* has generally decreased from October to December

2012. One of the reasons might be the number of event provided. In particular, there were only two events in December; thus, the number of each category was decreased. However, each category has generally increased from the first quarter to the second quarter. The result of the analysis shows that 21 PEC Facebook website has continually impacted many families over the quarter.

Facebook Insights	Oct. 1 –Oct. 31, 2012		Nov. 1 – Nov. 30, 2012		Dec.1 – Dec. 31, 2012	
28 Days People Talking About This: The number of people sharing stories about your page. These stories include liking your Page, posting to your Page's Wall, liking, commenting on or sharing one of your Page posts, answering a Question you posted, RSVPing to one of your events, mentioning your Page, phototagging your Page or checking in at your Place. (Unique Users)	1528 Total	49 Average /day	1285 Total	43 Average /day	488 Total	16 Average /day
28 Days Page Stories: The number of stories created about your Page. (Total Count)	6461 Total	208 Average /day	5698 Total	190 Average /day	1480 Total	48 Average /day
28 Days Page Engaged Users: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)	3089 Total	100 Average /day	2208 Total	74 Average /day	957 Total	31 Average /day
28 Days Total Reach: The number of people who have seen any content associated with your Page. (Unique Users)	17955 Total	579 Average /day	12188 Total	406 Average /day	5064 Total	163 Average /day
28 Days Organic Reach: The number of people who visited your Page, or saw your Page or one of its posts in News Feed or ticker. These can be people who have liked your Page and people who haven't. (Unique Users)	2263 Total	73 Average /day	2279 Total	76 Average /day	2109 Total	68 Average /day
28 Days Viral Reach: The number of people who saw your Page or one of its posts from a story published by a friend. These stories include liking your Page, posting to your Page's Wall, liking, commenting on or sharing one of your Page posts, answering a Question you posted, RSVPing to one of your events, mentioning your Page, phototagging your Page or checking in at your Place. (Unique Users)	16340 Total	527 Average /day	10595 Total	353 Average /day	3254 Total	105 Average /day
28 Days Total Impressions: The number of impressions seen of any content associated with your Page. (Total Count)	240062 Total	7744 Average /day	190583 Total	6353 Average /day	78074 Total	2519 Average /day
28 Days Organic impressions: The number of times your posts were seen in News Feed or ticker or on visits to your Page. These impressions can be by people who have liked your Page and people who haven't. (Total Count)	100325 Total	3236 Average /day	105467 Total	3516 Average /day	56630 Total	1817 Average /day
28 Days Viral impressions: The number of impressions of a story published by a friend about your Page. These	128202 Total	4136 Average	75583 Total	2519 Average	15869 Total	512 Average

stories include liking your Page, posting to your Page's Wall, liking, commenting on or sharing one of your Page posts, answering a Question you posted, RSVPing to one of your events, mentioning your Page, phototagging your Page or checking in at your Place. (Total Count)		/day		/day		/day
28 Days Reach of page posts: The number of people who saw any of your Page posts. (Unique Users)	6084 Total	196 Average /day	5131 Total	171 Average /day	3164 Total	102 Average /day
28 Days Organic Reach of Page posts: The number of people who saw your Page posts in News Feed or ticker, or on your Page's Wall. (Unique Users)	2263 Total	73 Average /day	2279 Total	76 Average /day	2109 Total	68 Average /day
28 Days Viral Reach of page posts: The number of people who saw your Page posts via a story from a friend. (Unique Users)	3992 Total	129 Average /day	3016 Total	101 Average /day	1069 Total	34 Average /day
28 Days Total Impressions of your posts: The number of impressions that came from all of your posts. (Total Count)	113122 Total	3649 Average /day	117810 Total	3927 Average /day	59851 Total	1931 Average /day
28 Days Organic impressions of your posts: The number of impressions of your posts in News Feed or ticker or on your Page. (Total Count)	100325 Total	3236 Average /day	105467 Total	3516 Average /day	56630 Total	1817 Average /day
28 Days Viral impressions of your posts: The number of times users saw your posts via stories published by their friends. (Total Count)	12797 Total	413 Average /day	12343 Total	411 Average /day	3221 Total	104 Average /day
28 Days Total Consumers: The number of people who clicked on any of your content. Clicks generating stories are included in "Other Clicks." Stories generated without clicks on page content (e.g., liking the page in Timeline) are not included. (Unique Users)	2793 Total	90 Average /day	1975 Total	66 Average /day	889 Total	29 Average /day
28 Days Page consumptions: The number of clicks on any of your content. Clicks generating stories are included in "Other Clicks." Stories generated without clicks on page content (e.g., liking the page in Timeline) are not included. (Total Count)	16579 Total	535 Average /day	12599 Total	420 Average /day	6028 Total	194 Average /day

21 PEC Facebook Website



Parent Chat AZ Facebook Page (www.facebook.com/parentchataz) [October Activity](#)

Collaboration and Communication:

16. Describe collaboration efforts that have been undertaken or are continuing during the reporting period. Describe the nature of the collaborative effort and who potential or current partners are in the effort. Briefly describe anticipated results of the collaboration.

SWI has collaborated with: Avondale and Gila Bend Care1st Resource Centers, Buckeye Chamber of Commerce, Tolleson Parks and Recreation Center, and Ruth Fisher Elementary school. The stakeholders of these community organizations have been responsive and very supportive. The continuous collaboration with the current partners will bring more families and increase the resources for families. For example, working with the Care 1st Avondale Resource Center has provided our program a place where we can advertise our events. Each month at the Avondale meeting, we have informed other FTF grantees about our upcoming events, the topics we are covering in the curriculum and shared flyers that they, in turn, have given to the families they serve. At Tolleson, the staff at the library informs the families that attend the library programs about the events and also assist our team with the station activities. The school in Tonopah has started providing parents phone alerts about our upcoming events in Tonopah.

During the second quarter, we formed new partnerships and collaboration with Littleton Elementary School and Litchfield Park/Avondale Moms Club. These two collaborations contributed to two successful events in November and December 2012.

17. Are there successes that can be shared during this reporting period? Include success stories that would be of interest to stakeholders including First Things First Regional Partnership Councils, the Board of First Things First or the general public.

At the Buckeye event on November 8, 2012, FTF council members and Buckeye community leaders visited our 21 PEC event. It was a wonderful opportunity for them to experience first-hand a parent education program in Buckeye. At the event, Ms. Otto, Education Director, introduced the 21 PEC program and explained how the program has helped parents and children. The 21 PEC team also explained 21 PEC's social media/teach components and the e-book program, Tumblebooks that is available for families as a result of our program subscription. All the visitors participated in the five literacy stations and observed all the materials and interactive activities for those in attendance: parents, children, and facilitators. One of the Buckeye community leaders also claimed that she would do her best to let other families in the Buckeye area know about the excellent 21 PEC event in their area.

During the event at Littleton Elementary School on December 5, 2012, one of the Special Education teachers said, "The boys have never cooperated on anything before in class or ever... This is the first time I've ever seen them work together to achieve something and have fun while doing it. I can't believe they actually listened to you all and followed directions!" After the event, the children were going back to their classroom. One of the children said, "This is awesome," showing his thumbs up. Another child added, "You will come back, right? See you next time," Our team will never forget the child's pure smiling face and waving little hand!

At our December 20th event at Ruth Fisher Elementary School in Tonopah 30 adults and 47 children (total 77 participants) attended. One of the special stations was a winter scene in front of a fireplace where their family portrait was taken. The families also received a picture frame kit that they could take home to make and add the picture of the family. Each child had the opportunity to chose an educational toy such as a puzzle or magnetic letters or a writing slate. Sub sandwiches were donated and snacks were given for all the families. The book read that night was "Can You Say Peace?" which shares the many ways families across the globe say the word "Peace." This event was one of the most meaningful and pleasant events!



Families have the opportunity to participate in an Assessment Station where they can complete the Ages and Stages Questionnaire with the assistance of one of the 21 PEC facilitators. By doing this assessment the families report they have increased their awareness of how their children are

developing and it has given them ideas for activities at home. Families receive a written report to share with their family medical home provider.

Support or Additional Information:

18. What specific assistance or guidance do you need from FTF staff to ensure the success of your program?

The communication between FTF staff and the 21 PEC staff has been very helpful and has contributed to the success of the 21 PEC program. We appreciate the networking opportunities at the quarterly grantee meetings. In addition, it has been informative to attend the Southwest Maricopa Regional Partnership Council meetings. The opportunity to collaborate with other SW Maricopa FTF grantees and the information from the monthly council meeting has benefitted the families who attend 21 PEC events.

SOURCE OF ALL REFERRAL INTO PROGRAM		NUMBER
1	Early Care and Education (Child Care)	3
2	Community social service provider	6
3	Community support group	20
4	Early Intervention/Therapy (ex. AZEIP, special education pre-schools, physical/speech)	
5	Education – School District	38

Program Implementation: DUET

1. Provide the following information on current outreach, recruitment and retention activities, as applicable:

Activity	Target Audience	Frequency of Activity	Number Reached
Goodyear City Council & Mayor presentation	Council Members and Public	1x	12
Visited 22 preschools w/Sherry	Staff	1 – 3 times	22
Visited 10 Churches	Pastor	1x	10
Networking Meetings:	Various agencies	1-3 x	136
- AZ Kinship Care -AZ Council of churches -KidsWatchAZ	So. PHX Healthy Start Consortium -AZ Grandparents Ambassadors	-W. Valley Human Services Alliance Duet GRG Advisory Council	-Care1st Avondale Monthly Networking Meeting

Mass mailing to schools & community			330
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Describe any particular successes with these activities:

Met with Councilwoman Wally – Goodyear, Az. 10/22/12. She has set up a meeting for me with the Mayor and City Council of Goodyear for November 8th to introduce the Council to GRG services in both SW Valley.

Presented to the Mayor and City Council of Goodyear. As a result, the Pastor of Christ Evangelical Lutheran Church agreed to provide space for the upcoming Educational Workshops, to be held January 5 – March, 2013.

2. Are there any specific outcomes that have been achieved during this reporting period that may not be reflected in the data reporting you have completed?

I was a Presenter on Developing and Maintaining Healthy Families at the Foster Care Fusion sponsored by AZ DES and Division of Children, Youth and Families

I conducted educational workshop, “Coping With Holiday Stress” – November 27, 2012 – Care 1st Resource Center – GRG – 10 people in attendance.

3. Describe any barriers to successful implementation or other challenges. If the challenge is ongoing, what is your plan for resolving these issues?

Even though the statistics and research indicate that there are grandparents who are raising grandchildren in the Southwest Valley, one of the challenges is getting the grandparents to come to educational and support groups. Duet is certainly flooding the media, spreading the word of services available to GRG, networking, collaborating, etc., however we still face the challenge of “no shows.”

We are finding, on the other hand, that one way of addressing this issue is the offering of social activities, i.e.,. In these forums, we are finding that grandparents connect, bond, and find ways to share. As stated in our Powerful Families Educational Group, “wow, I did not know that these services were available....I am so glad I came out to this workshop....”

Collaboration and Communication:

4. Describe collaboration efforts that have been undertaken or are continuing during the reporting period. Describe the nature of the collaborative effort and who potential or current partners are in the effort. Briefly describe anticipated results of the collaboration.

Sherry (Benevilla) and I (Duet) are partnering in doing Outreach in both the NW and SW. This way, we are able to cover more territory in spreading the word about the GRG services.

Sherry and I meet regularly to plan the GRG Conference in March – we have visited the AASK Center where the event will be held several times. WE have contacted and confirmed with Speakers and are working on marketing and various conference details. Save the date fliers have been mailed out. We continue to network and collaborate with John F. Long Resource Center, West Valley Human Services Alliance, and Care 1st Resource Center. Invited to participate in a Focus Group, sponsored by FTF, on the relationship between GRG and Family Resource Centers – December 13, 2012.

Met with Coordinator for Headstart for Maricopa in an attempt to collaborate and coordinate services for GRG – December 17, 2012

We are collaborating with Dr. C. Dawson, KidsWatch Az in an effort to reach more grandparents in the SW Valley.

Program Implementation: TOPS

19. Provide the following information on current outreach, recruitment and retention activities, as applicable:

Activity	Target Audience	Frequency of Activity	Number Reached
Outreach visits, calls and written correspondence	Doctors, clinics, hospitals, schools	Monthly – 70 hours	Over 130
Formal presentations	Midwives, Office staff, Community liasons, Chamber and Club members, High school counselors	As requested – 3.5 hours	65
Avondale’s Out & About Event Series: All About Giving	Avondale Community (general public)	One time - 3 hours	Over 200

Describe any particular successes with these activities:

TOPS’s outreach staff makes regular visits to over 130 locations, including pediatricians, OB/GYN practices, health clinics, hospitals, and schools. During the second quarter of Fiscal Year 2013, we again spent 70 hours marketing to these locations, ensuring they had necessary referral forms and kept up-to-date on our program and services offered.

During the second quarter of Fiscal Year 2013, TOPS gave formal presentations to Bethany Women’s Healthcare, the Phoenix Unified High School District Community Liasons, the Glendale Chamber of Commerce, the Kiwanis Club of Glendale, AZ, and the Tolleson High School District. TOPS’s outreach staff not only provided information about our program and services offered but also discussed collaboration.

TOPS had an informational booth at Avondale’s Out & About Event Series: All About Giving. TOPS’s outreach staff provided information about our program and services offered and as an interactive activity, attendees were encouraged to try on our empathy belly which gives a better understanding carrying a baby in the womb. Staff handed out TOPS brochures, pens, condoms, and notepads.

20. Are there any specific outcomes that have been achieved during this reporting period that may not be reflected in the data reporting you have completed?

During the second quarter of Fiscal Year 2013, TOPS enrolled and is currently providing services to 25 additional pregnant and parenting teens (13 in Northwest Maricopa and 12 in Southwest Maricopa).

Because of the education and supportive services received this quarter, teens participating in TOPS in Northwest and Southwest Maricopa County continue to complete our classes with an average 80% mastery of knowledge concerning the immediate health and safety needs of their unborn baby and the early development of their child.

TOPS babies historically have positive birth and early childhood outcomes. For the second quarter of Fiscal Year 2013, we had 18 births in Northwest and Southwest Maricopa County:

- Average gestational age was 38.5 weeks (37 weeks or greater is considered full term)
- Average birth weight was 6lbs 12.8oz (5.5 lbs. is considered full weight)
- More than 70% of the teens reported they delivered vaginally
- More than 60% of the teens reported they were breastfeeding at the time of their discharge from the hospital

21. Describe current issues related to staffing necessary for program implementation.

Our most veteran Case Manager/Health Educator was in an automobile accident early December, putting her out of the office the entire month. Our team pulled together and assisted as much as possible to ensure program and service delivery, however, it was difficult to *completely* cover all of her job responsibilities. We are happy to report this Case Manager/Health Educator is back in the office on a part-time basis.

We hired a full-time Parenting Case Manager/Health Educator. This individual will start at the beginning of the third quarter of Fiscal Year 2013 so we look forward to sharing her impact on our program and services offered in our next report.

We are still in the process of hiring a part-time Fatherhood Facilitator. It has been difficult finding the right fit to ensure this program starts off on the right foot. We will provide an update on filling this position in our next report.

Collaboration and Communication:

22. Describe collaboration efforts that have been undertaken or are continuing during the reporting period. Describe the nature of the collaborative effort and who potential or current partners are in the effort. Briefly describe anticipated results of the collaboration.

During the second quarter of Fiscal Year 2013, TOPS brought 42 individuals through the doors of the Care1st Avondale Resource and Housing Center. Our Southwest Maricopa County Case Manager/Health Educator not only educates teens and their families about our program, but continues sharing what other resources are available to them and their families through Care1st. During this quarter, we enrolled and provided services to a monolingual Spanish-speaking teen out of the Care1st Gila Bend Resource Center. The Resource Center Coordinator was able to offer translation services. We continue to offer services to teens in Buckeye, who have been willing and able to attend classes at Banner Estrella in Phoenix. We are looking forward to collaborating with Edny Gonzales at Helping Families in Need to provide services in Tonopah as well and will provide any enrollment information in a future report.

In Northwest Maricopa County, Banner Del Webb Medical Center and Adelante Health Care are happy to continue providing teaching and case management space to ensure we are accessible to pregnant and parenting teens in that area.

Are there successes that can be shared during this reporting period? Include success stories that would be of interest to stakeholders including First Things First Regional Partnership Councils, the Board of First Things First or the general public.

Because we relocated our TOPS West Valley office from Peoria to Glendale during the first quarter of Fiscal Year 2013, we thought it was important to host an Open House for our teens and their families this quarter. We tied it to our yearly Halloween Party and had a great turn out; 38 teens plus their babies and guests. Teens and their families received a safety presentation from the Glendale Police Department, enjoyed Halloween activities like decorating a pumpkin and had a chance to see the new office and meet all of the staff.



We also thought it was important to host an Open House for our community partners during this quarter so they too could see the new TOPS West Valley office. An official ribbon cutting ceremony took place with the Glendale Chamber of Commerce. Our guests had the opportunity to see the new office but also learned more about our program and services offered. One of the Chamber members appreciated our program so much she assisted with our holiday party gift drive by setting up a donation box at her place of work. Each year we have a Holiday Party for our teens and their families. This quarter we hosted a light meal, pictures with Santa, a holiday craft activity, and gifts for the teens and their babies at the Pendergast Learning Center. We had a great turn out; 39 teens, plus their babies and guests. The Kiwanis Club of Glendale, AZ donated clothes, books and toys which covered majority of our gifts. Some of their members were able to make it to the party and were happy to see all of the smiling families.



SOURCE OF ALL REFERRAL INTO PROGRAM		NUMBER
1	Community social service provider	6
2	Primary Care Physician	1
3	Prenatal Group	10
4	Other (please identify)	15 (14 self or unknown, 1 friend)

*Specialized medical - related to a child's documented and ongoing medical conditions and/or disability. E.g. children referred from the Office of Children with Special Healthcare Needs (OCSHCN).

Program Implementation: ORAL

1. Provide the following information on current outreach, recruitment and retention activities, as applicable. Describe any particular successes with these activities.

Activity	Target Audience	Frequency of Activity	Number Reached
Visited Quality First CCCCs and preschools to provide outreach (establish working relationship; explain program, deliver copies of parent letter/ consent, schedule visit for services) NW & SW	Directors/ staff of Quality First CCCCs and preschools		Provided outreach to 6 centers/preschools in the NW and SW Maricopa Regions in October.
Visited Quality First CCCCs and preschools to provide outreach (establish working relationship; explain program, deliver copies of parent letter/consent, schedule visit for services) NW & SW	Directors/staff of Quality First CCCCs and preschools	Approximately bi-weekly	9 sites visited in Nov.

2. Are there any specific outcomes that have been achieved during this reporting period that may not be reflected in the data reporting you have completed?

The First Teeth First staff attended a half day seminar, *Cultivating Intercultural Competence*. The class emphasized skills to support effective and appropriate interaction in a variety of cultural contexts. The staff reported an increased understanding and awareness in their communication at our various sites.

The database that was created for us within the county is up and running. We have staff inputting data from the consent forms that were backlogged, and we are looking to roll out laptops at each of the sites so that the data to ensure live data collection.

All the staff completed the First Things First workshops including The Write Way workshop.

The Outreach Specialist was hired at the end of October. Her education and experience brings a new perspective and outside of the box thinking. She has been active in making community contacts and we look forward to exciting collaborations in the coming quarters.

In the first couple of months of 2013, we are looking to start providing not only education to pregnant women but oral screenings as well. We are currently providing just education to pregnant women and a toothbrush, we will be conducting oral screenings and referrals to pregnant women as needed.

3. Describe any barriers to successful implementation or other challenges. If the challenge is ongoing, what is your plan for resolving these issues?

One issue that we have found in ALL OF THE REGIONS is the challenge of receiving signed consent forms at the childcare centers and schools. This is a widespread issue, and many schools now report a decrease in returned consent forms for immunization. One way that we have been working to correct this is a week before we are scheduled at a location, we send someone from the office to go to the location in the late afternoon when parents are picking up their children, it hasn't been a great success but we are working with each site as needed if they feel it will help us to receive signed consent forms.

Another barrier is helping the parents understand the importance of the program for their child's overall health. They figure that if they see a dentist once, maybe twice a year, their child will be fine. We know a child's oral health can change drastically and quickly. That is why it is important for our program to provide an oral screening to all the children. We are educating the parents and the site directors to help them understand the importance of consistent oral health care and preventive services for children.

Southwest

One barrier that we are having in the area is the childcare centers that we see have a small number of children they care for (the mom and pop locations). We are working with the sites to either provide them with locations that they can receive the services OR we schedule several of the small childcare centers in the same area at the same time. We are always cost conscious with the focus to provide services to all the children in an area.

Collaboration and Communication:

4. Describe collaboration efforts that have been undertaken or are continuing during the reporting period. Describe the nature of the collaborative effort and who potential or current partners are in the effort. Briefly describe anticipated results of the collaboration.

A new avenue that we are looking to explore in the collaboration efforts is the faith-based locations and organizations in all of the regions. We are working with Tina Oluyi, the Northeast Outreach person to schedule a meeting with the Jewish Bureau of Education in March to present our program to their directors that have locations all across Maricopa County.

We have been in talks with TOPS (Teen Outreach Pregnancy Services) within the region to start providing oral screenings and education to the teens in all three regions.

We have collaborated with Healthy Mothers, Healthy Babies to work on presenting to their promotoras and look to continue to have outreach throughout all of the regions by them regarding our program.

We have continued to partner with John C. Lincoln Desert Mission Children's Dental Clinic and have added the additional resource of St. Vincent De Paul children's dental clinic which has two locations that we can refer our urgent needs children to for all of the regions.

Southwest

In November we partnered with S.N.A.C.K. and the Readiness Basket program to go down to the Paloma area for one of their events and provide services. After the Paloma event, we went to the Gila Bend Resource center and spent the remaining afternoon there providing services.



Luis in Paloma receiving his toothbrush after his exam and varnish.

We are partnering with Avondale Care1st Resource Center for their Resource Fair in January. In addition to that we are working with them to start having services at the Resource Center every Monday from 9am-4pm starting in the month of February.

We are looking to do a "Day of Dental" in several of the Southwest areas where we see 2 or 3 small towns in the same day so that we can provide services in a cost efficient manner while reaching smaller populated areas that are really in need.

The program has been attending the SW Collaboration meetings and networking with those other organizations that are currently funded in the region, looking for ways that we can collaborate.

5. **Are there successes that can be shared during this reporting period? Include success stories that would be of interest to stakeholders including First Things First Regional Partnership Councils, the Board of First Things First or the general public.**

Southwest

Cruz was in pain when he came to our clinic in Avondale. Our dental hygienist did an examination on Cruz and found he had 10 untreated teeth with deep caries, Early Childhood Caries (ECC) and had been in the hospital just weeks before with inflammation in the cheek due to infection. Our hygienist applied the fluoride varnish where she could and then we contacted St. Vincent De Paul Children's Dental Clinic. The clinic has scheduled them an appointment and is looking to find a provider within the area to continue dental care for the child in the future.

Support or Additional Information:

6. **Describe any additional information you would like to share about program implementation.**

The Office of Oral Health Supervisor, Dr. Kirsten Roling has been working on the protocol for screening pregnant women, we are working on rolling that program out in the first few weeks of February 2013. We will continue to educate pregnant women as well as provide oral screenings to them.

Southwest

In the second quarter, we were able to see the following sites and the following children at each site:

- (1) Preschool: St. John Vianney
- (3) Childcare/Learning Centers: La Petite, Goddard and Tutor Time
- (1) Community Event at Gila Bend/Paloma

Program Implementation:SNACK

1. Provide the following information on current outreach, recruitment and retention activities, as applicable:

Activity	Target Audience	Frequency of Activity	Number Reached
Website Postings: ADHS Empower Pack page, SNACK website on MCDPH website	Child Care staff, residents of Arizona	Ongoing	5,000 Adults
St Luke's Health Initiatives Garden Network	Community Health Professionals	Monthly	25 Adults
Catholic Charities West Head Start Advisory Meeting	Head start professionals	Quarterly	25 adults
Feature article in Early Childhood Quarterly	Child Care staff	Quarterly	15,000+ Adults
Maricopa County Child Care Health Consultants – CCHCs provide SNACK marketing materials in visits	Child Care Providers in NW Valley	Ongoing	30 Adults
CPST Collaboration and Knowledge Building Group	Non-profits, EMS, Hospitals, Child Cares, Government, etc.	Quarterly	30 Adults
West Valley Human Services Alliance	Social Workers and agency staff – west valley	Quarterly	35 Adults
Color Me Healthy Parent Newsletter and Info Mailings	Child care providers	Ongoing	300 adults
Child Passenger Safety Parent Education Classes and car seat checks	Parents of small children	Ongoing, as requested	608 Adults/495 car seats
Child Passenger Safety seats distributed directly to agencies to serve their families	Agencies that work with children 0-5 that SNACK has certified	Ongoing, as requested	230 Adults/156 car seats
E-blasts and Flyer Distributions of car seat check events	CPSTs	As needed	6,035 Adults
Featured article in The Avondale Rave (community magazine) and the about.com website	The community of Avondale	ongoing	5,000 people
FindHelpPhx presentations	Agencies that work with families in need and children 0-5	ongoing	512 people

Describe any particular successes with these activities:

ACCESS TO HEALTHCARE

On October 1st, the new www.FindHelpPhx.org website went live!!! FindHelpPhx.org is an easy to use bilingual website with almost 1,000 resources that empowers residents of Phoenix and the West Valley find free and low-cost healthcare and social services. Each service has been verified for accuracy. Adrienne has focused outreach for the site in the Southwest Valley and the Northwest Valley. She has been educating childcare providers, teachers, social service providers, and parents on how to use the site and highlights services that may be of particular interest. She also distributes FindHelpPhx business cards at the car seat check events.

In the first three months online there were about 6,000 visits to the site. The typical user searched for resources in at least two different categories. Feedback has been very positive.

Laura Kandel, Director of Social Work at the Arizona State Hospital, said,

“We are awed by your hard work. This came in handy last week when I got a call from a man seeking DDD services for his child. Thank you again.”

Catherine Keedy, Community Development Officer at Arizona Call-A-Teen, commented,

“This is a wonderful website and I intend to share it with our partners and community members.”

FindHelpPhx is continuously being edited with information updates, as there are new services to add, edits, and changes to be made to existing services. Agencies will be contacted via email every six months in order to capture any program changes.

FindHelpPhx.org is also featured on the Public Health Home page with a hyperlink to the site.

Community outreach is essential for high use of the site. Adrienne has spoken at 28 locations this quarter with a total audience of 512 people. The locations for this quarter alone include: **Bicentennial Family Resource Center in Glendale, Safe Kids Coalition of Maricopa County, Phoenix City Managers’ Meeting, Domestic Violence STOP, Child Care Health Consultation, John F. Long Alliance, FTF Family Resource Centers, Chrysalis Domestic Violence Shelter, UMOM Safety Fair, Mexican Consulate, Avondale Care1st, West Valley Human Services Alliance, Teach for America, Family Support Coordinators – Family Support Alliance, United Way, Maricopa County Public Health Hard to Reach Populations Workgroup, Phoenix Police Department, Valley of the Sun United Way Project Connect, South Phoenix Healthy Start Collaborative, Phoenix Children’s Academy, Sunnyslope Family Services, Muhammad Ali Parkinson’s and Movement Disorders Clinic, NW/SW Grantee Meeting, Native Connections, WIC.**

Adrienne was invited to speak on the Silent Witness Radio Show on KTAR/KEZ. SilentWitness.org She spoke about www.FindHelpPhx.org. This program has over hundreds of listeners throughout the valley. The way silent witness work is Police officers answer the Silent Witness telephone line 7 days a week, 24 hours a day. They take your information and direct it to the proper department for action. The program keeps going thanks to the community’s support. Silent Witness is supported by donations from businesses, civic groups, and several individuals. The civilian board actively oversees the operation of the Silent Witness program.

A companion hard-copy resource guide to FindHelpPhx was printed in October, and about half of the 300 copies have been distributed. There continues to be a demand for the guides because of the ease of use during home visits and other places where an internet connection isn't possible.

The Maricopa County WIC program ordered 3,000 "Tiny Help Cards" that were developed last year. These English and Spanish cards are business-size cards that unfold to reveal 6 panels of information – similar to the FTF awareness cards. Each card contains information on 25 different resources that are often needed by lower-income families and increase the probability that clients will connect and receive such services. Several WIC staff shared stories of mothers needing to escape domestic violence situations, extreme depression related to perinatal mood disorder, and malnutrition and commented that the cards would save much time for them in quickly locating resources for these clients.

Many community residents continue to call Adrienne for assistance in locating community resources. Adrienne received 54 calls, with the breakdown of the most frequent needs as follows: 16 families were referred to AHCCCS or other free/discount services for health care enrollment; 8 families were referred to food and clothing assistance, 6 families were referred to housing assistance; 7 families referred to mental health assistance; and 4 families referred to dental health assistance.

INJURY PREVENTION

The injury prevention team spent the second quarter in the **Southwest Region delivering 8 parent education classes** in places such as in-home child care providers, Paloma, Goddard School and Care 1st Avondale Resource and Housing Center. The team continues its partnership with existing public safety departments such as Avondale Police and Fire, Tonopah Fire, Goodyear Fire, and Luke Air Force Base Fire Department. **In total for the SW Region, 102 adults received intensive education and 97 car seats were distributed to families in need. In the Northwest Region, the team continues their strong partnerships and has educated 519 adults and distributed 346 seats to families in need.**

In November, the injury prevention team initiated a partnership with Care1st Avondale Resource and Housing Center and now hosts monthly parent education classes on the third Wednesday of each month. Parents register for the class through the Care1st office. In November and December, a total of 38 parents were educated a total of 39 new car seats were distributed.

SNACK recognizes the barriers agencies have in serving remote areas; this is why the SNACK capacity building or train the trainer model works so well for areas that are farther away from Metro Phoenix.

In October, the injury prevention team held a child passenger safety technician certification training in Surprise and **certified 20 new people from both the NW and SW valley as car seat technicians.** A second certification training is planned in Avondale, next quarter. The injury prevention team is currently recruiting agencies in the SW region to have their staff become certified as child passenger safety technicians. Agencies that have expressed interest are: in-home child care providers from Tolleson and Buckeye, Care1st Avondale Resource and Housing Center, and the Readiness Basket.



The SNACK team provides technicians in the area with a comprehensive toolkit developed in-house for holding car seat check and distribution events and staying current in child safety issues. SNACK will follow up with and maintain relationships with each of the technicians in the region in order to build the capacity of their agencies and to provide quality child passenger safety services. They can also receive free car seats from the SNACK program to distribute through their technician. **In continuation of our capacity building efforts already underway, 224 car seats were given to Northwest agencies and 6 car seats to Southwest agencies that have SNACK certified technicians on staff and now distribute car seats and provide education to their clients independently.**

The Injury Prevention team maintains a car seat database that displays a graph with zip codes of the cities that have received car seats by the SNACK program and/or their partnering agencies. This graph aides the program by ensuring that we are providing services to all designated cities in the Northwest and Southwest Region according to population and need. **The graph below demonstrates that the zip code 85301, Glendale, received the most car seats this second quarter.**

Below are photos of two of the four gardens that had been planted during the 1st quarter of the FY13 cycle. *(Spirit of Hope Montessori and St. John Vianney Catholic Preschool)*



Ms. Colleen of Spirit of Hope Montessori said the kids are so excited – she reported that they are eating veggies their parents said they would never taste at home. Eggplants are especially prolific! Another story she shared was- when the pumpkins were just about the size of a quarter, a little girl picked one. Her classmates were so upset, one little boy said “now you know it won’t grow anymore”!!

St. John Vianney Catholic Preschool



Color Me Healthy

The Color Me Healthy (CMH) team had continued success this quarter. **For this quarter, the team has trained 19 providers in the Northwest region and 63 in the Southwest region. Year to date the Color Me Healthy staff have trained 203 providers in the Northwest and Southwest region.**

In the southwest region the Color Me Healthy team has continued the partnership and collaboration with the Gila Bend and Avondale Care 1st Resource centers. The Color Me Healthy team conducted training in November in Avondale including a detailed presentation by SNACK Social Worker, Adrienne Decker-Delgado, on the new resource mapping project. The center has also opened the upcoming training up to all community partners. A Color Me Healthy training was conducted in Gila Bend and a walk through was conducted on the centers garden area. Program flyers have continuously been distributed to the resource center to share with their clients; in addition, Family Friend and Neighbor flyers have been distributed at the onsite WIC clinic. The family friend and neighbor flyers consist of all of the information about our program. Due to limited child care centers in Gila Bend we expect the Family, Friend and Neighbor partnership to flourish in this rural area. We are currently in the process developing a plan to develop a community garden at both centers resource center.

The SNACK team conducted its first family night event for the FY13 grant cycle. The event was held at Phoenix Children's Academy at Estrella Mountains. This event was a huge success which allowed parents to gain knowledge on the importance health/nutrition, physical activity, child passenger safety and available resources. The SNACK team created several different workshops and activities throughout the center for participants. Directors from other childcare facilities were invited to the event to understand the concept of our family nights in hopes of opportunities to schedule future events. Three additional family events have been scheduled to take place in the third quarter at the following centers: Avondale Care 1st, Head Start and Goddard School.

The team has also met with the Maricopa County WIC program manager to work on creating a strong partnership with each of the northwest and southwest WIC clinics. Presentations have been scheduled with each of the southwest and northwest Maricopa County WIC clinics.

The team continues to publicize the USDA's 2010 Dietary Guideline Messages by including digital informational videos on the website www.maricopa.gov/publichealth/Programs/SNACK/videos.aspx (*select nutrition tips*). This quarter's message is "Make Half Your Whole Grains Whole". These brief yet information clips can be used in the classroom as well as help inform teachers how to be good role models for the children in their care.

Additionally, the CMH team specified outreach efforts to the Family, Friend and Neighbor providers. With the weakened economy, many families are utilizing either friends or family for child care services and SNACK is concentrating efforts to reach this population. Over 500 Family, Friend and Neighbor outreach materials were distributed this quarter.

Collaboration and Communication:

2. Describe collaboration efforts that have been undertaken or are continuing during the reporting period. Describe the nature of the collaborative effort and who potential or current partners are in the effort. Briefly describe anticipated results of the collaboration.

SNACK has forged meaningful partnerships with many agencies working in the Northwest and Southwest Region including the O'Neil Community Center; Peoria, Glendale, Wickenburg, Surprise, Aguila, Sun City Fire Departments; Catholic Charities Head Start, Glendale Elementary School District Family Resource Center, Maricopa County WIC programs, Banner Del Web Medical Center, Safe Kids of Maricopa County, Macaroni Kids, La Voz, Chicanos Por La Causa (CPLC), El Mirage Family Health Center, Dysart Community Center and Teen Outreach Prevention Services. In the Southwest, SNACK has created partnerships with the Care 1st Resource Centers in Avondale and Gila Bend, Avondale and Tonopah Fire, Dr. Sade Recreational Center, and Goddard School.

For Injury Prevention collaboration please see question one, Injury Prevention for strong collaborations with many agencies this last quarter including Care1st Avondale.

Staff members have presented the SNACK program to the Quality First coaches at ASCC and Southwest Human Development. We have actively kept the Quality First coaches updated on our program and what our program has to offer to their NW and SW centers. Quality First coaches have been invited to our trainings as well as collaborate with them in creating a partnership with the childcare centers.

SNACK recently participated in the Tonopah Health and Safety Wellness Fair. The fair focused on the direct services that are available to community members. The fair was well attended and gave the SNACK program an opportunity to market the program to the community and establish partnerships with other agencies in the area. We look forward to the opportunities in collaboration in the town of Tonopah in the southwest region.

The Color Me Healthy team has also created a strong partnership with the Avondale Care 1st Resource center. The Color Me Healthy team is currently meeting with Jennifer Griffin to coordinate a family fun event and garden activities. The center has also opened the upcoming training up to all community partners. Marketing materials have been distributed to the

resource center to share with their clients as well as SNACK information on their monitors in the family waiting room area and through the onsite WIC clinic.

SNACK has maintained a strong partnership with the Child Care Healthcare consultants; we receive quarterly updated lists of assigned lead CCHC's to childcare centers in the NW and SW regions. We then contact the assigned CCHC when we visit any of their assigned sites. CCHC's have been invited to attend the child care center trainings. Additionally, SNACK CMH team has actively trained all of the CCHC's with the Color Me Healthy trainings and one of our Registered Dietitians has trained their staff through nutrition trainings.

Currently, we are collaborating with Sawsan Madanat and Adrienne Udarbe, with Arizona Department of Health Services Empower program, on conducting trainings for the Town of Buckeye Community Services staff. This collaboration will consist of the 2 hour Color Me Healthy training and possibly an additional hour of training on child passenger safety or possibly collaborating with the First Teeth First program. We will be working with Sawsan Madanat and Erin Sparks, with town of Buckeye, to coordinate group trainings for childcare staff in the third or fourth quarter.

As mentioned in the sections above, we have held successful events at many these agencies and continue to provide them with an array of capacity building services so that they can improve the quality of their childcare

3. Are there successes that can be shared during this reporting period? Include success stories that would be of interest to stakeholders including First Things First Regional Partnership Councils, the Board of First Things First or the general public.

Color Me Healthy (CMH) trainings have been successful in implementing healthy choices and physical activity. The following inserts are success stories from participants of the CMH trainings:

SNACK has such great resources for providers and Jasmine and Kim were such terrific spokespersons for your agencies. Thank you for sharing your programs with our partners. I informed staff from FTF, as well, so that they are aware of the strong partnership and collaboration that is already taking place on our communities!

Best regards,
Andy Romley
Community Impact Manager (Quality

(Referring to SNACK Color Me Healthy Training)

The staff enjoyed the training, they really liked the parachute activity and of course the resources. SNACK trainings are always fun, interactive and you get great information that benefits the whole program.

I also like how flexible the SNACK staff has been and how SNACK's staff wants to get out and help our program with excellent resources.

Thank you,

Shandeen Gomez

Catholic Charities, WSHS

Education Manager

**Home Visitation, Child & Family Resources
Program Implementation:**

Activity	Target Audience	Frequency of Activity	Number Reached
<p>OUTREACH EFFORTS</p>	<p>Community awareness and outreach activities are conducted for a target audience of families who are expecting a baby or those that are parenting a newborn, older infant, or toddler.</p> <p>The Choices for Families program plans and completes outreach throughout the entire community in the Southwest Maricopa Region, including establishing and maintaining collaborative relationships with other service providers and agencies.</p>	<p>Our Parent Educators and Program Director spent time during the 2nd quarter representing the Choices for Families Program during First Things First Events. This included FTF Southwest Regional Partnership Council Meetings, FTF Grantee Orientation Meeting, and the Boundary Lines Focus Groups. The team was also able to connect with the Southwest Maricopa Community Outreach Coordinator when assistance or questions arose.</p> <p>The Choices for Families Parent Educators worked with the Family Success Project through collaboration and to gain referrals with information about the program.</p> <p>The Parent Educators have met with staff at the Care1st in Avondale and Gila Bend regarding the program, referrals, and Parents As Teachers Parent Group facilitation at their locations.</p> <p>Program director and parent educators were able to successfully transition families from another provider to the Choices for Families program as their program will not be providing home visitation services in the SW area. We continue to collaborate with Parenting Az for cross referrals.</p> <p>The Parent Educators have contacted key personnel at the</p>	

		<p>following WIC locations: Avondale (Care1st), Maricopa Avondale, Adelante Buckeye, Adelante Gila Bend, and Mountain Park Health Center WIC offices for on-site referrals and outreach.</p> <p>The Parent Educators have contacted key personnel at the following local libraries to represent the program and gain recruitment: Civic Center, Buckeye, Sam Garcia, Litchfield Park, Gila Bend Public Libraries through story times that target expectant families or families with children under 3 years old. The parent educators also established an agreement with the Avondale library to hold PAT Group Connections at their facility.</p>	
<p>REFERRALS, RECRUITMENT, & ENROLLMENT</p>	<p>The target audiences during recruitment and enrollment activities are parents who are expecting a new baby or parenting a child birth to 3 years of age in the Southwest Maricopa Region.</p> <p>The Choices for Families program focuses on referrals, recruitment, and enrollment throughout the Southwest Maricopa Region.</p>	<p>The Choices for Families program has consistently received referrals from previously established collaborations and new relationships with other providers in the Southwest Maricopa community and surrounding areas.</p> <p>The Choices for Families Program continues to be present in the Southwest Maricopa Region by collaborating with partners in the region including schools, libraries, medical offices, hospitals, child care centers, preschools, Head Start, and faith based organizations/churches. Choices for Families staff have been present at resource / community fairs to promote awareness of the program and take on site referrals.</p>	<p>In the 2nd quarter, Choices for Families received 30 referrals resulting in 20 ongoing families. 10 referrals at the time of this report had pending enrollments or the Parent Educators were unable to enroll due to lack of contact with the potential participant or the family declined services. The referrals came from the outreach and recruitment or existing collaborations that the program have in the Southwest Maricopa Region.</p> <p>The 30 referrals were from the following sources: Parent Partners Plus: 12, Parenting Az: 2, Self Referrals: 13, New Life Center: 1, Department of Developmental Disabilities: 1, Nurse Family Partnership: 1</p>

RETENTION	All enrolled and participating families, from the time of referral to appropriate closure. All efforts are made to retain eligible families in the Choices for Families program to provide family support and parent education through home visitation using a Parents as Teachers model.	Choices for Families staff retain clients by building rapport with families, by being available to families during regularly scheduled visits, by setting realistic goals with families, and providing quality information, resources, and education for the families enrolled in the program.	Year to Date, Choices for Families has provided support and parenting education to 90 families in the Southwest Maricopa Region.
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23. Are there any specific outcomes that have been achieved during this reporting period that may not be reflected in the data reporting you have completed?

Choices for Families provided 460 home visits to families enrolled in the program in the 2nd quarter.

The Choices for Families program has focused outreach efforts on families with children birth to 3 for enrollment and participation in the program. There are currently 44 children enrolled in the program that are under the age of 3 and 2 being served prenatally.

We have implemented the use of the Life Skills Progression assessment tool to be able to report on additional outcomes based on family functioning. We have completed the initial assessment on each enrolled family but do not have post measures at this time since there have been no closure assessments.

We have held a total of 3 PAT Group Connections during the 2nd quarter, with 20 enrolled parents with children birth to 5 years old in attendance. The parents and children attend these groups together, offering learning and social time for both. These groups will be scheduled bimonthly in different locations in the Southwest Maricopa Region to ensure that as many interested program families can attend as possible.

24. Describe current issues related to staffing necessary for program implementation.

Choices for Families is currently full staffed.

Child and Family Resources, Inc has demonstrated a commitment to providing statewide consistency and fidelity of the Parents as Teachers model through an agency restructuring. There is now a Statewide Senior Program Director (Kristina Fortner) supervised by the Vice President of Family and Community Services (Lydia Medina). The roll of the statewide senior program director is to provide support and guidance through reflective supervision in all Child and Family Resources, Inc Parents as Teachers programs across the state. This position assures compliance with and adherence to all aspects of the PAT program. She will provide training on the use of assessment tools, outcome measurement tools, and use of the web based data tracking tool. She also collaborates with funders and community partners for the benefit of families in the program and community.

25. Describe any barriers to successful implementation or other challenges. If the challenge is ongoing, what is your plan for resolving these issues?

A current challenge for the Choices for Families program is engaging clients from the time of the referral. Referrals have been received through third parties, which has made it more difficult to connect with the families initially and schedule the first home visit. For process improvement purposes, the parent educators have revised their approach and introduction during the initial phone conversation to explain the program more thoroughly based on where the referral originated from. We have seen a slight increase in the number of referrals that result in an enrolled family in the 2nd quarter.

We have continued to reach out to other agencies providing family support services in Southwest Maricopa communities, have informed them of the program, and have been able to secure several locations throughout the region where we can hold PAT Group Connections parenting groups other than our agency to make these groups as convenient for participants as possible. Some rural communities have only parks that would be adequate to hold a group, but that is recognized as a location at times where outdoor weather would be appropriate. As part of the Parents as Teachers model, parent educators conduct hearing and vision screenings while completing a health record on children in the home under 5 years old. We are attempting to connect with medical professionals and agencies in the Southwest Maricopa region that do more comprehensive hearing and vision screenings to provide that information to our families as a referral source.

Collaboration and Communication:

26. Describe collaboration efforts that have been undertaken or are continuing during the reporting period. Describe the nature of the collaborative effort and who potential or current partners are in the effort. Briefly describe anticipated results of the collaboration.

The following organizations collaborate with Child & Family Resources, Inc. and the Choices for Families program to include cross referrals to and from our agency, share clients with our agency and work collaboratively for the benefit of the families.

- Care 1st -Family Resource Center – Avondale
- Care 1st – Family Resource Center – Gila Bend
- St. Mary’s Food Bank
- Department of Economic Security – Division of Developmental Disability
- Goodwill of Central Arizona
- South Phoenix Healthy Start
- Adelante – WIC program in Avondale, Buckeye & Gila Bend
- Teen Outreach Pregnancy Services
- Mountain Park Health Center – WIC Office in Goodyear
- New Life Center- Goodyear
- Luke Air Force Base - AZNG Family Programs
- School Districts – Avondale, Tolleson, Litchfield, Buckeye, & Gila Bend
- Southwest Institute
- Parenting Arizona
- Southwest Human Development
- Parent Partners Plus
- Buckeye, Avondale, and Tolleson Head Start

- Civic Center, Buckeye, Sam Garcia, Litchfield Park, Avondale, Gila Bend Public Libraries
- SNACK

Child & Family Resources staff attends the First Things First Southwest Maricopa Regional Council meetings and the Grantee Collaboration Meetings to be available for any questions but also to build collaborations with other agencies present at the meetings. We also have found it helpful to hear concerns regarding FTF expectations of grantees. The Choices for Families program has initiated meetings with FTF grantees and other family support service providers in the Southwest Maricopa region to tour their facilities, discuss the program, and locate options throughout the region to hold PAT Group Connections that will be convenient to participants to attend.

27. Are there successes that can be shared during this reporting period? Include success stories that would be of interest to stakeholders including First Things First Regional Partnership Councils, the Board of First Things First or the general public.

We have been able to focus enrollment on prenatal families and children under 3 years old during the 1st and 2nd quarter. During the 2nd quarter alone, 16 children under the age of 3 and 1 prenatal family were enrolled. The parent educators have been able to connect the enrolled prenatal mothers to baby care parent education classes and early prenatal care (through insurance or low cost providers in the Southwest Maricopa region). We have assisted the families in understanding the growth and development of their child prior to birth or during the newborn age, encouraging bonding and attachment at the earliest possible time.

A parent educator who is fluent in American Sign Language was able to enroll a family with two deaf parents. The family is not originally from the United States. They moved to this country from Poland fairly recently and although American Sign Language is not the first way they learned to communicate, the family is able to work successfully with our parent educator. The staff has worked together to make accommodations for this family to appropriately provide family support and parent education for them. For example, 2 parent educators attended the intake and enrollment home visits to ensure that the information the family offered was recorded and documented accurately. The parent educator is also able to communicate by phone with this family via technology that is in place in the family home and is able to assist the family in advocating for their child by connecting them with resources and interpreting information as they need her to.

Support or Additional Information:

28. What specific assistance or guidance do you need from FTF staff to ensure the success of your program?

At this time we do not need any assistance but appreciate all the support we have received.

29. Describe any additional information you would like to share about program implementation.

Child and Family Resources, Inc was approved as an Affiliate through the national Parents as Teachers office. The agency will continue in this process, beginning with the scheduling of a Model Implementation training for all parent educators to take place in February 2013 and will ensure fidelity to the PAT model with full participation in the quality assurance process, annual reporting, and PAT guidelines.

Staff Training

Date	Staff Name (attending)	Topics	Hour(s)
10/11/12	Sandra Lerma Espinoza, Sonia Garcia, Flor Berber, Valerie Hurtado	FTF Speakers Training – Early Childhood Everyday by Reina El Mosio	2 hours
10/13/12	Flor Berber	New Directions Institute Brain Box training	8 hours
10/30/2012	Lydia Medina, Heidi Christensen, Kristina Fortner, Sandra Lerma Espinoza	Strategies for Breaking Poverty Barriers: An Insider Perspective on What Works – Concrete Tools for Breaking Barriers	7 hours
11/11/2012-11/14/2012	Lydia Medina	Systems Thinking Conference: Leadership, Outcome Measurement, Successful Meetings, Diversity in Supervisory Styles	21 Hours
12/27/12	Lydia Medina	Sexual Harrassment Training (Prevention & Intervention)	1 hour
12/27/12	Lydia Medina	Bloodborne Pathogens	1 hour
12/27/12	Lydia Medina	Stafety in the Workplace	1 hour

Describe staff recruitment and retention activities.

An internal candidate (Heidi Christensen) was hired as the new program director for the Choices for Families program as the previous program director's (Kristina Fortner) title and responsibilities were changed to the statewide senior program director over the PAT programs at Child and Family Resources, Inc. The program director held Choices for Families team meetings on 10/8, 10/22, 11/5, 12/3, and 12/17. Child & Family Resources (Phoenix All Staff) Meetings were held on 10/18, 11/16, and 12/21. Each staff member was encouraged to ask questions, make comments, or discuss any concerns regarding services to families, transitions, and there was open discussion regarding the change in forms and the implementation process. The Program Director also scheduled bimonthly with each Parent Educator for individual supervision and training as needed.

SOURCE OF ALL REFERRAL INTO PROGRAM		Number
1	Early Care and Education (Child Care)	
2	Community social service provider	2 – Parenting AZ , 12 – Parent Partners Plus 1 - Nurse Family Partnership, 1 – New Life Center
3	Early Intervention/Therapy (ex. AZEIP, special education pre-schools, physical/speech)	1 - DDD
4	Other (please identify)-	13 – Self Referral