



# FIRST THINGS FIRST

*The right system for bright futures*

## Statewide Initiatives Update

March 2010

**STATEWIDE STRATEGY:** Quality First!  
**GRANTEE NAMES:** United Way of Tucson and Southern Arizona (Coaching)  
Valley of the Sun United Way (Coaching)  
Southwest Human Development (Assessment)  
**STAFF CONTACT NAME:** Ena Binns, 602-771-5085

<i>Data</i>	Targeted	Actual	% Spent to Date	% Yr Completed
<b>Budget</b>	\$6,170,000	\$3,981,261	65%	67%
<b>Enrollment / Service #</b>	646	586		
<b>Other # - QF Statewide</b>	307	285		
<b>QF RPC</b>	339	301		

### ***Accomplishments to Date***

*(See PowerPoint report)*

### ***Barriers and Challenges***

*(See PowerPoint report)*

### ***Plans to Address Barriers***

*(See PowerPoint report)*

**STATEWIDE STRATEGY:** T.E.A.C.H. Early Childhood® ARIZONA  
**GRANTEE NAME:** Association for Supportive Child Care  
**STAFF CONTACT NAME:** Dr. Alicia Smith, 602-771-5008

<i>Data</i>	Targeted	Actual	% Spent to Date	% Yr Completed
<b>Budget</b>	\$1,500,000	\$166,724	11%	67%
<b>Enrollment / Service #</b>	2149	420		
<b>Other # - QF Statewide</b>	450	177		
<b>QF RPC</b>	475	110		
<b>RPC TEACH</b>	1224	133		

***Accomplishments to Date***

- *Hardship waivers of costs of release time and bonuses or salary increases have been implemented for programs currently experiencing financial barriers to participation.*
- *TEACH presented at the Intertribal Council of Arizona Early Childhood Workgroup and is meeting with Tribal Regional Coordinators and Coordinators with Tribal constituencies in their Regional Partnership Council areas to address barriers to TEACH participation.*
- *TEACH presented to the La Paz/Mohave RPC on January 28th, Santa Cruz RPC on February 3rd, NW Maricopa RPC on February 19<sup>th</sup> and re-visited the La Paz/Mohave RPC on February 25th.*
- *Ten Regional Partnership Councils are providing scholarship recipients in their area additional incentives for items such as computers, travel, and child care; ready for release by mid-March.*
- *The TEACH Advisory Committee met on February 1<sup>st</sup> and March 4<sup>th</sup> for this reporting period.*
- *TEACH has revisited the issue of eligibility for teachers working in programs that require a 10 hour a week home visitation as part of their 30 hour work week. TEACH will require that a minimum of 20 hours per week be direct service in a classroom with young children birth to five and the additional 10 hours per week may be home visitation or support service to the same children in the recipient's program. (Cooks, Van Drivers, etc. will continue to be excluded).*
- *Child Care Services Association (CCSA), which holds the TEACH license, completed the first monitoring visit of the TEACH Arizona Program. Feedback from CCSA was that the development and implementation of TEACH Arizona was progressing well. CCSA recommended that TEACH and First Things First develop a simplified system that allows TEACH candidates to come into the TEACH program through one avenue rather than the three pathways that currently exist. CCSA identified that TEACH Arizona has already accomplished 25% of what programs who have been in operation for eight or ten years have completed in the span of their program. CCSA also supported the idea of piloting a Bachelors Degree program in Arizona but strongly discouraged TEACH from rolling out a Bachelors model statewide initially. CCSA felt it would be best to work with a small number of recipients at a community college that has a strong existing articulation agreement in place to develop and pilot a Bachelors model.*

- *Spring semester update:*  
*Students Enrolled: 258*  
*Number of Credits Taken: 1561*  
*Number of Colleges Attended: 15*  
*Number of Children Impacted: Approximately 2064*

### **Barriers and Challenges**

- *Programs continue to experience economic hardships due to low enrollments and the DES subsidy waiting list. Some programs have cut back on staff hours as a way of remaining open.*
- *Certain regions continue to experience very low participation rates.*
- *Tribal colleges are still not on board with TEACH.*
- *Costs and other challenges relate to the development of a Bachelors Degree model.*

### **Plans to Address Barriers**

- *Four additional TEACH Specialists are being hired- an Outreach Specialist (liaison to RPCs and colleges), one Program Specialist for the ASCC Flagstaff office, and two located in the Tempe office, one of which will be a Tribal Program Specialist.*
- *Twenty two (22) waivers have been requested by sponsors and 17 have been returned and approved. An additional option has been added to the hardship waiver form that allows providers who were working at least 30 hours per week, but have had their hours decreased to 25 or more per week due to economic hardship, to participate in T.E.A.C.H.*
- *Upcoming RPC presentations to identify barriers and strategies for region-specific outreach include Yuma March 18th, North Pima March 19th, Navajo/ Apache RPC March 10<sup>th</sup>, NE Maricopa RPC March 16<sup>th</sup>, Pinal RPC March 17<sup>th</sup>, and South Pima RPC March 18<sup>th</sup>.*
- *TEACH is developing a media campaign which may include print media, online advertising and producing an Informational DVD to be utilized in the rural communities.*
- *TEACH will be meeting with Amy Corriveau at Arizona Department of Education on March 22, 2010, to further explore the possibility of offering TEACH scholarships to those high school students who are enrolled in dual credit programs through their high school.*
- *Continued outreach planning for engaging Tribal colleges is being developed by Grantee in consultation with FTF Tribal Coordinators. Travis Le Duc has been successful in making contact with the Early Childhood Department Chair at Tohono O'Odham Community College and has been serving as a liaison between the college and the TEACH Program.*

STATEWIDE STRATEGY: FTF Professional REWARD\$  
 GRANTEE NAME: Valley of the Sun United Way  
 STAFF CONTACT NAME: Dr. Alicia Smith, 602-771-5008

<i>Data</i>	Targeted	Actual	% Spent to Date	% Yr Completed
<b>Budget</b>	\$222,000	0*	0	67%
<b>Enrollment / Service #</b>	800	N/A		
<b>Other # (if applicable)</b>				

\*No funds have been expended, as the Board just approved the award of this grant on January 26, 2010.

**Accomplishments to Date**

- *A Live Meeting was held with FTF regional staff on 3/4/10 to inform them about REWARD\$.*
- *A presentation was made at the Professional Career Pathways Program State Collaborators meeting (community colleges participating in PCPP) on 3/5/10.*
- *A meeting is scheduled for Apache/Navajo, Navajo Nation and Coconino area stakeholders on 3/9/10. Flyers and other marketing materials were developed and distributed 3/6/10 at Celebrate the Young Child Conference in Glendale.*
- *Website development is progressing; domain name application process begun.*

**Barriers and Challenges**

- *Quick start-up required to distribute 800 financial awards during fiscal year 2010 Need to finalize the model definitions and procedures prior to opening applications.*
- *Finalizing subcontracts with local community vendors to do outreach, identification of candidates for Professional REWARD\$, and provide assistance with applications.*

**Plans to Address Barriers**

- *Research other states' best practices and lessons learned during implementation of their compensation and retention strategies.*
- *Subcontract for research work to be finalized by 3/15/10, with work to begin immediately thereafter.*
- *Hold meetings during next 2 weeks (weeks of 3/8 and 3/15) with vendors to finalize subcontracts.*

**STATEWIDE STRATEGY:** Child Care Health Consultation  
**CONTRACTED WITH:** Pima County Health Department and 23 County Health Departments or Other Governmental Organizations  
**STAFF CONTACT NAME:** Kelley Murphy, 602-771-5087

<i>Data</i>	<i>Targeted</i>	<i>Actual</i>	<i>% Spent to Date</i>	<i>% Yr Completed</i>
<b>Budget</b>	\$1,000,000	\$87,637	9%	67%
<b>Enrollment / Service #</b>	46 Consultants Hired	26.5 Consultants Hired		
<b>Other # (if applicable)</b>	31 Contracts Signed	24 Contracts Signed		

***Accomplishments to Date***

- 26.5 Childcare Health Consultants have completed the 60 hour NTI training class.
- 397 Centers and Homes have been assigned a CCHC.
- 204 Centers and Homes have had an initial visit by a CCHC.

***Barriers and Challenges***

- Consultants were unable to enter their data into the CareFacts database due to delays in integrating that system into the FTF data system.
- Challenges for contractors to hire qualified consultants in some geographical areas.
- In some regions, it has been difficult to find providers with the capacity to deliver the service.

***Plans to Address Barriers***

- Additional Microsoft and Carefacts licenses have been purchased
- Technical assistance provided to contractors in hiring, other contractors assisting in posting of positions
- Continue to work with regional coordinators and other community members to identify qualified candidates
- With assistance of finance, technical assistance in the contract/budgeting process will be provided

**STATEWIDE STRATEGY:** Early Childhood Mental Health Consultation – *Smart Support*  
**GRANTEE NAME:** Southwest Human Development  
**STAFF CONTACT NAME:** Dr. Judy Walruff, 602-771-5010

<i>Data</i>	Targeted	Actual	% Spent to Date	% Yr Completed
<b>Budget</b>	\$290,000 (State) \$1,764,994 (Total including Regions)	0 *	0	67%
<b>Enrollment / Service #</b>	7-15 Classrooms per consultant, depending upon service plan			
<b>Other # (if applicable)</b>				

\* This statewide strategy to fund an administrative home was just approved by the FTF Board in December 2009. Invoices have been submitted, but have not been processed by FTF.

**Accomplishments to Date**

- *Infrastructure for administrative home has been built, including negotiating contracts with Easter Seals Blake Foundation and Prevent Child Abuse Arizona.*
- *To date, 13 Mental Health Consultants and 5 supervisors are employed. Grantee continues to review resumes to fill a total of 32 positions funded by 9 Regional Partnership Councils.*
- *Staff Orientation session is scheduled for March 10, 2010, featuring Kadija Johnston, Director of the UCSF Infant-Parent Program. Meetings were held with Quality First coaching agencies and Child Care Health Consultant providers to coordinate service delivery and develop protocols for working together.*
- *A “request for services” application is in development to be available on line, and by phone through a toll free number.*
- *SWHD has secured the email, [smartsupport@swhd.org](mailto:smartsupport@swhd.org) for marketing/outreach purposes.*
- *The database is in development to capture service delivery and evaluation data.*

**Barriers and Challenges**

- *The primary barrier continues to be the limited supply of practitioners that have the requisite experience and credentials required to serve the birth through five age population.*

**Plans to Address Barriers**

- *Southwest Human Development is working with FTF staff to develop the guidelines for the tuition reimbursement and continuing education opportunities offered through this grant. Beginning in summer 2010, practitioners will have the opportunity to begin the coursework needed to qualify them to provide mental health consultation in child care settings as well as prepare practitioners to provide clinical services to children birth through age five.*
- *SWHD has a plan for marketing and outreach to recruit qualified individuals to serve as Child Care Mental Health Consultants.*

STATEWIDE STRATEGY: Increase Access to Oral Health  
 GRANTEE NAME: Arizona Department of Health Services  
 STAFF CONTACT NAME: Kelley Murphy, 602-771-5087

<i>Data</i>	Targeted	Actual	% Spent to Date	% Yr Completed
<b>Budget</b>	50,000	0	0	67%
<b>Enrollment / Service #</b>	1 Pilot Site in Navajo/Apache Region			
<b>Other # (if applicable)</b>				

***Accomplishments to Date***

- *Scope of work has been drafted by ADHS.*
- *Negotiations are ongoing with ADHS to purchase equipment for teledentistry pilot site.*

***Barriers and Challenges***

- *None identified at this time*

***Plans to Address Barriers***

- *None identified at this time*

STATEWIDE STRATEGY: **Building Workforce Capacity for Speech Language Pathologists**  
 GRANTEE NAME: **Arizona State University**  
 STAFF CONTACT NAME: **Allison Landy, 602-771-5031**

<i>Data</i>	<i>Targeted</i>	<i>Actual</i>	<i>% Spent to Date</i>	<i>% Yr Completed</i>
<b>Budget</b>	\$280,000	\$275,000	98%***	66%
<b>Enrollment / Service #</b>	At least 7 enrolled	11 students enrolled in 09-10 school year		
<b>Other # (if applicable)</b>				

\*\*\*Contract stipulated an upfront payment rather than a cost reimbursement

***Accomplishments to Date***

- *Recruitment for the 2010-2011 program year has begun by posting information on the ASU website.*
- *Seven (7) applications have been received for five (5) openings.*

***Barriers and Challenges***

- *Submission of quarterly data was difficult to complete.*

***Plans to Address Barriers***

- *PBS and Finance worked to resolve the database challenges, and all submissions should go smoothly in the next quarter.*

STATEWIDE STRATEGY: Arizona Parent Kit  
 GRANTEE NAME: Consultant – Susan Fry  
 STAFF CONTACT NAME: K. Vilay, 602-771-5033

Data	Targeted	Actual	% Spent to Date	% Yr Completed
<b>Budget</b>	\$420,000	\$607,244*	145%*	67%
<b>Enrollment/Service #</b>	<u>Recruitment:</u> 100% of Birthing Centers/Hospitals  <u>Distribution</u> 80% of total births annually  <u>Outreach, Monitoring &amp; TA:</u> All sites via phone once monthly.  10% of all sites receive on-site visits monthly	<u>Recruitment:</u> 100%, or 55 hospitals  <u>Distribution:</u> Not Currently Tracked  <u>Outreach, Monitoring &amp; TA:</u> All sites contacted by phone  Six sites were visited in February		

\*Does not include payments from Piper Trust. See separate attachment regarding funding for Arizona Parent Kits.

**Accomplishments to Date**

- 5316 kits delivered to sites statewide in February: 4296 English; 1020 Spanish.
- The six sites visited in February were Phoenix visits to Banner Del Webb Hospital, Arrowhead Hospital, Banner Thunderbird Hospital, Phoenix Baptist Hospital, and Banner Good Samaritan Hospital. In Tucson, the consultant visited with the Carondelet warehouse.
- Sites visited in February have been participating in the Kit project since they were begun by the Piper Trust. Contacts shared their successes with Kit distribution with the consultant, who was also able to recommend enhanced dissemination plans. For example, if they were not distributing in birthing classes, they are now planning to do so. Some hospitals will be adding the Parent Kit to their agenda for follow-up calls after their moms are discharged (to make sure the mom received a Parent Kit). Finally, more of these hospitals will be opening and reviewing the Kits with their moms before they go home to encourage them to utilize the kit as much as possible.

- *In February, sixteen hospitals outside of Maricopa County received Kits and seventeen Maricopa County hospitals received Kits (33 hospitals total). Outside of Maricopa County, 1,260 English Kits were delivered and 384 Spanish Kits were delivered (1,644 total kits).*
- *The consultant is working with Marilee Dal Pra and Piper Trust to get a Parent Kit t-shirt and thank you note designed and mailed to the Maricopa County hospitals (who have participated in this project for almost four years) and FTF regional coordinators and managers by the end of April. FTF staff and the consultant met with the Trust's communication department to conceptualize implementation of this recognition activity and design of the cards and T-shirts.*

### **Barriers and Challenges**

- *Implementation varies from site to site – all operate on a voluntary basis and some sites are more consistent than others, based upon lack of storage capacity at some sites, turnover of staff who stock and distribute kits at some sites.*
- *Hospital dock workers occasionally refuse the Parent Kit shipments because they have just received a large shipment of product for the hospital (food, medical supplies, etc.).*
- *The consultant continues to work closely with some of the sites that are struggling to get the kits disseminated. These sites include Sierra Vista Regional Medical Center, Yuma Regional Medical Center, and Western Arizona Regional Medical Center.*
- *Lack of community/ family awareness in some locations about kit availability. An awareness plan by FTF Communications Division was scheduled to begin by 1/31/10. This has been delayed due to more pressing deadline and priorities.*

### **Plans to Address Barriers**

- *The consultant is addressing delays in moving the Parent Kits from the hospital docks to the OB units.*
- *Consultant is prioritizing site visits based upon phone contacts and regular feedback from regional staff.*
- *Technical assistance includes strategies to offer the Kit prior to birth e.g. tours, birth education classes, antepartum visits.*
- *FTF Policy staff and the consultant are engaging the FTF Regional staff to develop additional strategies to address the ongoing issues in Sierra Vista.*
- *FTF Policy staff, the consultant and Piper Trust staff are developing an outreach strategy to have Kits available for check-out from state and city libraries in order to help build awareness.*
- *FTF Policy and Communications staff are developing new timelines for integrating awareness of the Parent Kits into the overall parent awareness and education plan.*

**STATEWIDE STRATEGY:** Birth to Five Helpline  
**GRANTEE NAME:** Southwest Human Development  
**STAFF CONTACT NAME:** K. Vilay, 602-771-5033

<i>Data</i>	Targeted	Actual	% Spent to Date	% Yr Completed
<b>Budget</b>	\$90,000	\$58,781	65%	67%
<b>Enrollment / Service #</b>	Public awareness with all families with children birth through five campaign to ensure calls from all regions of the state.	Calls received from 20 FTF regions		
<b>Other # (if applicable)</b>				

***Accomplishments to Date***

- *There were 570 calls from 20 Regional Partnership Council areas during the last quarter.*
  - *52% were new calls*
  - *48% were repeat calls*
  - *Of the new calls, 92% were from parents or caregivers of children from birth through five years of age*
  - *65% of new callers were referred for follow-up services*
  
- *Outreach activities continue throughout the state for a wide variety of audiences e.g. increased communication with pediatric practices and hospitals via the marketing and outreach specialist and DES staff posted Helpline information on their Intranet and Internet in December which included specific information on how to order Helpline materials.*
  
- *Administered satisfaction surveys to over ten percent (90) of the callers that called during the reporting period of October 1, 2009 through December 31, 2009. Ninety six percent of families reported they are both satisfied with the accessibility of information and resources as well as their competence and confidence surrounding their ability to support their children’s safety, health, and wellness. Four percent of callers reported they were adequately satisfied with the Helpline.*
  
- *Fussy Baby (12 months and younger) call topics fell largely into the following categories: infantile colic/excessive unsootheable crying; feeding; health; sleep; infant development; transition to parenthood issues.*
  
- *Calls regarding children over 12 months of age tended to be related to the following topics: development; health and safety; sleep; and feeding concerns.*
  
- *Over 80% of callers identify the Arizona Parent Kit as the source i.e. Helpline magnet*

**Barriers and Challenges**

- *No Significant Barriers*
- *Challenge in that grantee continues to see an increase in calls over the same time period last year*

**Plans to Address Barriers**

- *Grantee anticipates need to hire additional staff at the end of FY 2010 to manage the escalated call volume.*

STATEWIDE STRATEGY: Reach Out and Read Arizona  
 GRANTEE NAME: Arizona Academy of Pediatrics  
 STAFF CONTACT NAME: K. Vilay, 602-771-5033

<i>Data</i>	Targeted	Actual	% Spent to Date	% Yr Completed
<b>Budget</b>	\$492,191	\$271,072	55%	67%
<b>Enrollment / Service #</b>	<p>Establish RORAZ regional coalitions in underserved areas by hiring four new staff.</p> <p>Add 4 new RORAZ practices by 1/31/10 and 19 by 4/1/10 in Yuma, Graham/ Greenlee, Maricopa, Southern &amp; Northern Arizona</p>	<p>RORAZ is fully staffed. All open RORAZ coordinator positions are now filled.</p> <p>12 new participating practitioners in 9 new participating offices or clinics</p>		
<b>Other # (if applicable)</b>				

**Accomplishments to Date**

- RORAZ distributed books, recruited and trained in **14** Regional Partnership Council areas
- RORAZ trained **54** new practitioners in 11 new offices or clinics
- **82,271** books were distributed
- Opened the first ROR site in San Luis AZ in Southern Yuma County.

**Barriers and Challenges**

- Distance and travel is a challenge in the North Eastern regional area.

**Plans to Address Barriers**

- Submit a budget amendment to FTF to add staff funding and increasing the mileage line item.

**STATEWIDE STRATEGY:** Family, Friend and Neighbor Care  
**GRANTEE NAME:** Association for Supportive Child Care  
**STAFF CONTACT NAME:** Katie Stevens, 602-771-5071

<i>Data</i>	Targeted	Actual	% Spent to Date	% Yr Completed
<b>Budget</b>	\$616,917	\$179,562	29%	67%
<b>Enrollment / Service #</b>	75	66		
<b>Other # (if applicable)<sup>i1</sup></b>	Up to 1000	385		

***Accomplishments to Date***

- *In Yuma County established partnerships with WACOG Head Start for the delivery of four (4) traditional model training-support groups for 34 kith and kin providers in San Luis, Somerton and two in Yuma.*
- *In Coconino County established partnership with Killip Elementary School (Flagstaff Unified SD) for the delivery of a traditional model training-support group in Flagstaff. Began delivering services to 18 providers through this model in January.*
- *Established a partnership with the Tuba City School District for the delivery of a traditional model training-support group in Tuba City. Delivered services to 7 FFN providers in this model in February.*
- *Training and support were delivered to seven (7) kith and kin providers in LeChee, Page, Williams and Tuba City through the home visiting model.*
- *Currently working on identifying the locations for the Health and Safety Training Day for both counties.*
- *Staff members in both counties are conducting two hour observations related to the evaluation component of the program. Data gathered includes: how the children and providers communicate, the provider’s responsiveness, activities available, safety of the environment, materials available and detailed information about the provider-parent child care arrangement.*
- *The Safety Mobile and Injury Prevention staff members are scheduled to deliver the injury prevention training components and materials, such as car seats, cribs, home safety equipment and CPR / First Aid certification in early April after participants complete the first half of the curriculum topics.*
- *The grantee has regional funding for an additional 50 training-support groups in four (4) Regional Partnership Council areas in Maricopa County. There are 39 of the 50 groups currently in progress or scheduled to begin in March. Staff continue to work on identifying partners for the remaining 11 groups.*

<sup>1</sup> Includes additional training-support groups funded by Regional Partnership Councils

### **Barriers and Challenges**

- *Conducting the initial, two (2) hour Child Care Assessment Tool for Relatives (CCAT-R) observation has presented challenges. Certain participants have not been comfortable with this observation; others have cancelled their scheduled appointments.*
- *The implementation of the home visiting model has presented challenges and learning opportunities in both counties. Interest in this model and delivery method has been lower than expected.*
- *One of the training-support groups in Yuma has just two (2) people in attendance, while the group in San Luis in Yuma County has a waiting list. With only one staff member in this county, the number of groups that can be offered is limited.*

### **Plans to Address Barriers**

- *Staff members help participants understand the impact of their participation in the CCAT-R and the impact this information will have across the state and the country. Appointments are rescheduled as needed to accommodate participant's needs and availability.*
  - *It was expected that participants in the more rural areas of the state would be more interested in the home visiting model. After doing outreach and recruitment, the grantee has learned from the community that the traditional group training model is a better fit in certain areas. As a result, the program has implemented a blend of both traditional 14 week training-support groups and home visits based on the needs and requests of our communities, partners and family, friend and neighbor child care providers in those areas.*
  - *Program staff will be looking at other avenues for outreach for the group in Yuma. In addition, program staff will be discussing with our partner in San Luis the possibility of implementing a second training-support group in this area to accommodate those on the waiting list. For the two (2) individuals in the Yuma group, the option of attending another group or receiving home visits will be offered.*
-