

COMMUNITY OUTREACH & AWARENESS PLAN FY 2013 Central Phoenix Regional Partnership Council

Goals of Community Outreach

1. Educate the Central Phoenix Region about the importance of early childhood broadly and FTF specifically.
2. Motivate Arizonans to get involved in the conversation about early childhood health and education in Arizona, and to take action to get all children ready for school.

Target Audience for Community Outreach in Central Phoenix

Priority Target Audience:

Regional: Parents and caregivers (These would be a priority to select committed champions that would continue the work or raising awareness)

Statewide: K-12
Faith organizations
Business groups
Seniors
Public safety

Community Outreach Tools and Measures

Tactic: Presentations/Outreach & Networking Events

Target: At least five (5) per month

Community Outreach Coordinator will represent First Things First and speak about the importance of early childhood health and development and:

- Will secure presentation opportunities in cross regional scenarios
- Offer training Session: Early Childhood Everyday including social media
- Will maintain active involvement in community meetings and events
- Will participate in one-on-one meetings with community members
- Will assist in the development of Region-specific collateral items.

First Things First Staff and Central Phoenix Regional Partnership Council

- **First Things First staff** and **Central Phoenix Regional Partnership Council (CPRPC)** members may be asked to attend outreach events and presentations to represent First Things First. The **Community**

Outreach Coordinator is responsible for coordinating and preparing **FTF staff** and **CPRPC** members for these opportunities.

First Things First outreach materials, such as Fact Sheets and Sign-Up sheets, will be used.

Tactic: Success Stories

Target: At least one (1) per month

Community Outreach Coordinator

- The **Community Outreach Coordinator** will collect and write stories about the success of FTF-funded early childhood programs for newsletter use, media submission, emerging media opportunities, and for distribution by grantees and supporters.
 - Stories will be collected by visiting grantee sites and events, and/or meeting with program participants.
 - These stories will be offered to the Regional Council for their use and distribution.
 - In addition, the **Community Outreach Coordinator** will offer trainings on writing successful impact stories to FTF grantees and interested early childhood supporters.

Tactic: Site Visits

Target: Quarterly

Community Outreach Coordinator

- The **Community Outreach Coordinator** will coordinate site visits of FTF-funded programs, inviting elected officials, members of the media, and key community leaders. The **Community Outreach Coordinator** will work with **FTF grantees** and community partner sites to develop an agenda and prepare staff with talking points. The **Community Outreach Coordinator** will work with **FTF External Affairs staff** to plan the site visit.
- The **Community Outreach Coordinator** will take pictures or assign a member of **FTF staff** to take pictures during the site visit. These will be sent with cut lines to the **FTF Director of Brand Advancement** to publish on social media platforms.

Tactic: Earned Media

Target: 1 per month

Community Outreach Coordinator and Consultant

- **Radio and Television-** The **Community Outreach Coordinator** will secure media opportunities on both radio and television to speak about the importance of early childhood and FTF and to provide relevant FTF updates.
- **Press Releases-** The **Community Outreach Coordinator** will write press releases concerning early childhood and FTF updates/events, to be distributed to local community partners and media contacts. The **Community Outreach Coordinator** will work with **External Affairs Staff** for the development and dissemination of press releases.

- **Newsletter Submissions**- The **Community Outreach Coordinator** will secure opportunities for publication of FTF newsletter article submissions concerning early childhood, funded programs, updates or events.

First Things First Grantees

- The **Community Outreach Coordinator** will connect **FTF grantees** to media opportunities when appropriate.

Tactic: Speaker's Trainings

Target: 1 per quarter/ as needed

Community Outreach Coordinator and Consultant

- The **Community Outreach Coordinator and Consultant** will offer speaker's trainings to any interested individual or group wishing to receive instruction and practice in consistent messaging to help spread the word about early childhood and FTF.
- The **Community Outreach Coordinator** will offer the following speaker's trainings:
 - Basic Speaker's Training:
 - Early Childhood, Everyday- *Simple ways to spread the word about early childhood and First Things First in your community*
 - Extended Speaker's Trainings:
 - The Write Way- *Writing Effective Impact Stories*

Community Awareness Tools/educational reinforcements

Target: Distributed as appropriate

Community Outreach Coordinator

- Educational Reinforcement items will be distributed by the **Community Outreach Coordinator**. The distribution of Educational Reinforcement items will be determined based on the demographic and knowledge of each audience.
- **FTF supporters and community partners** who have attended a speaker's training will also be eligible to distribute educational reinforcements, and will work with the **Community Outreach Coordinator** to determine where and how these items will be used.
- Educational Reinforcement items will be given to individuals who have first received general information about early childhood and FTF.

First Things First Staff and Central Phoenix Regional Partnership Council

- The **Community Outreach Coordinator** will work with the **Central Phoenix Regional Director** to implement the Community Awareness Budget, including event participation and the purchasing of Educational Reinforcement items.

- The **Community Outreach Coordinator** will work with the **Central Phoenix Regional Director** to identify appropriate sponsorship opportunities and submit these for final approval to **FTF External Affairs Staff**.

Tactic: Social Media

Target: 2 submissions per month

Community Outreach Coordinator

- The **Community Outreach Coordinator** will submit interesting and relevant posts from the region to the **FTF Director of Brand Advancement** to publish on social media platforms. Submissions will include photographs taken at early childhood events in Central Phoenix.
- The **Community Outreach Coordinator** will encourage supporters to get informed, get involved, and get young children ready by promoting the use of social media to all audiences.

Working with the Central Phoenix Regional Partnership Council

Community Outreach Coordinator

- **Regional Partnership Council Meetings-** The **Community Outreach Coordinator** will provide quarterly written updates and twice a year verbal presentation during **Central Phoenix Regional Partnership Council Meetings**. Updates will include the number and nature of recent presentations, media opportunities, stories, and other community outreach updates. **Central Phoenix Regional Partnership Council Members** may provide feedback, recommendations, and direction during the meeting.
- **Grantee Meetings-** **Community Outreach Coordinator** will work with **Phoenix FTF staff** to provide speaker's trainings, communications guidance, and updates to **FTF grantees** at grantee meetings. **Grantees** may provide feedback, recommendations.

Community Outreach & Awareness: Role of Central Phoenix Regional Partnership Council

1. Provide input and expertise in the development of the community outreach plan.
2. Work with **Central Phoenix Regional Director** and **Community Outreach Coordinator** to identify, attend and/or present at local events, media opportunities, regional sponsorship and event participation opportunities, etc.
3. Provides ongoing feedback and guidance to both the **Central Phoenix Regional Director** and **Community Outreach Coordinator** for leads, next steps, and recommendations for the successful implementation of the Community Outreach Strategy.

Requests of First Things First Grantees

1. **Success Stories- First Things First grantees** are asked to work with the **Community Outreach Coordinator** to invite program participants to be interviewed for a success story.
 - **First Things First grantees** are requested to communicate good story opportunities in person, through email and phone to the **Community Outreach Coordinator**.
2. **Outreach Opportunities- FTF Grantees** are encouraged to recommend presentation opportunities to the **Community Outreach Coordinator**, to participate in FTF Speaker's Series trainings, and to engage in the conversation about early childhood on their personal social media platforms.
 - The **Community Outreach Coordinator** will communicate outreach opportunities, such as tabling events, to **First Things First grantees** so that they can consider raising awareness of their services at the event either in conjunction with FTF or on their own.
 - **FTF Grantees** are expected to follow grantee protocol as it pertains to First Things First branding. As a reminder, First Things First must be mentioned as a funder within every press release, on grantee collateral material and at grantee events.

Central Phoenix Regional Partnership Council

Information Item: Community Outreach Strategy Report November 2012 – March 2013

Background: Central Phoenix Outreach Coordinator, Susana Ibarra, will review some of the highlights during quarter November 2012 to march 2013. The focus will remain to increase public information on the importance of early childhood development and health.

Quarter November – March Update:

Since November, I have continued to present to public, raising awareness of First Things First and local services funded by Central Phoenix Regional Partnership Council. The new strategic outreach to spread the word has been focusing on the training sessions known as Early Childhood Everyday and The Wright Way. Though, presentations to parents and school liaisons remain a constant, as well as working on the story bank, presentations to QF Child Care Centers and new partners and non-partners.

Included in the community outreach coordinator report is a specific report of all the activities done during the quarter period from November 2012 to March 2013. You can check it at:

<https://maps.google.com/maps/ms?msid=218271411033532947780.0004d6e442bcfc4f18ee2&msa=0>

Even though December is a slower month because of the holiday period I have been busy preparing the training sessions, gathering stories that reflect the success of the programs funded by the CPRPC, improving the collaboration amongst the Phoenix Regions and getting ready for the Site Visit in May and updating the Parent Guide.

More Actions:

- Continue the emphasis on presentations and meetings with the targeted audiences to provide Parent Awareness
- Promote Speakers Series Training.
- Promote the Parent Guides.
- Continue media awareness by sending articles and newsletters to champions.
- Prepare site visit to QF Phoenix Day Child Care Center in May.