



FIRST THINGS FIRST

Navajo Nation Regional Partnership Council

Agenda Item:

SFY2014 Community Awareness Budget

Background:

The community awareness plan and budget includes variety of community-based activities and materials to increase public awareness of the critical importance of early childhood development and health so that all Arizonans are actively engaged in supporting young kids in their communities.

Recommendation:

Review and approve the SFY2014 Community Awareness budget



FIRST THINGS FIRST

Community Awareness Budget - FTF Directed Strategy

Budget Category	Description of Line Item	Total Cost
Total Allotted Budget		\$ 50,000.00
CONTRACTED SERVICES	Contracted Services Subtotal	\$ 50,000.00
Educational Reinforcement	FTF branded educational reinforcements	\$ 16,555.00
Collateral Materials	Scholastic books and external printing	\$ 19,400.00
Event Sponsorships	Sponsorship of region specific events	\$ 13,745.00
Event Participation	Informational booths at conferences	\$ 300.00
OTHER OPERATING EXPENSES	Other Operating Sub Total	\$ -
Total		\$ 50,000.00

Budget Narrative: provide description of the activities and rationale for funding level for each line item

Educational Reinforcements	Educational reinforcement items to be disseminated to families at regional and sponsored events. In addition, 1500 newborn onesies will be included in the Early Literacy Companion Kit. These kits are distributed to new moms at the three birthing hospitals on the Navajo Nation.	\$ 16,555.00
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Quantity	Item	Unit	Total Cost
1500	Newborn Onesie	\$5.95	\$8,925
1500	Jumbo Crayons	\$0.75	\$1,125
700	Grocery Bags	\$1.40	\$980
6000	Book Name Plate Sticker	\$0.40	\$2,400
500	Infant Dental Care Kit	\$4.25	\$2,125
500	Magnetic Message Board	\$1.50	\$750
500	Fridge Magnet "My Art"	\$0.50	\$250

Collateral Materials and External Printing		\$19,400
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Children's books will be purchased from Scholastic Books for distribution to children at regional and sponsored events. 6000 books @ \$2.50 = \$9,000

Approximately 12,000 of the "Early Childhood Everyday" newsletter will be circulated across the Navajo Nation semi-annually in SFY2014. Regional staff will continue to develop the content of the newsletter and in partnership with Navajo Times; Navajo Times will print, insert and distribute the ECE newsletter for a cost of \$2,200 for each edition.

Event Sponsorships:	Navajo culture centers around social experiences, which includes social events such as regional fairs and rodeos. These events provide tremendous opportunity to provide information and awareness to a vast array of families and service providers. Sponsorship and participation in these events continue to build brand recognition in the region and connects the community to FTF. The sponsorship package includes recognizing FTF as a sponsor in event programs, banners, billboards, digital marquee, rodeo flags, logos on websites, etc.	\$13,745
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Annual Breastfeeding Celebration \$545

The annual celebration is a health fair featuring a baby expo, Child Find screenings, nutrition/cooking demos, music, games, and many more activities to promote and support breastfeeding among the local community. This year's event will be held on Friday, August 2, 2013 at the Zoo to showcase the nursing mammals side to breastfeeding.

Navajo Nation Fair, Window Rock - September 2013 \$3,000

Sponsorship will focus on the Baby Contest to provide meaningful public awareness on the importance of early childhood development and health.

Western Navajo Fair, Tuba City - October 2013 \$2,000

Sponsorship will focus on Youth Day to provide meaningful public awareness on the importance of early childhood development and health.

Navajo Nation Just Move It (JMI) \$5,000

Two JMI events to be sponsored, Tuba City and Fort Defiance, each area serves more than 12 neighboring communities providing a broader range of community outreach. The JMI events serve as a catalyst to bring families and communities together to create healthy lifestyle changes. As a community partner, the importance of early childhood development and health care will be promoted.

Sponsorship for each JMI is \$2,500. Tuba City serves 13 communities, which equates to \$192.31 for each community. Fort Defiance serves 16 communities, which equates to \$156.25 for each community. The total cost for JMI sponsorships is \$5,000.

Week of the Young Child \$2,000

Purchasing air time for a book reading series during the Week of the Young Child. The book-reading program will be aired on local radio stations, KTNN, KUYI, and KGHR. The intent will be to identify a community leader and/or a regional council member to read a Native American book. The program will be between 10 to 20 minutes in length.

ZOOFest \$1,200

The Navajo Nation Zoo will host the 6th Annual ZOOFEEST event in May 2014. The ZOOFest engages families in various activities such as face-painting, balloon animals, coloring pages, Zoo Bingo, long-jump, beanbag toss and many other games. The event also features a magician and ventriloquist to entertain the crowd throughout the day. This free event has increased its attendance each year. In 2012, approximately 5,650 people attended the event.

Event Participation

Three conferences that are held in or near the region will be identified to set up an FTF booth to provide network opportunities with conference attendees.

\$300