



FIRST THINGS FIRST

ARIZONA EARLY CHILDHOOD DEVELOPMENT & HEALTH BOARD

Coconino Regional Partnership Council

DRAFT - Meeting Minutes March 9, 2015

Call to Order

The Regular Meeting of the First things First Coconino Regional Partnership Council was held on March 9, 2015. The meeting was located at the United Way of Northern Arizona, 1515 E Cedar Ave. Suite D-1, Flagstaff, AZ 86004.

Paula Stefani, Chair for the Coconino Regional Partnership Council, called the meeting to order at approximately 3:05 pm and welcomed all in attendance

Chair Stefani let the Regional Council know that she will move agenda items around because Robert Kelty will call in for part of the meeting.

Members Present:

Amanda Guay; Paula Stefani; Sherri Slayton; Beth Johndrow; Scott Deasy; Noreen Sakiestewa; Debbie Winlock; Allen Chapa

Members Present by Phone:

Robert Kelty

Disclosure of Conflicts

Agenda Item # 6 – Discussion and Possible Approval to Revise Council Action to Defund One QF Center Slot in SFY15 - Member Sakiestewa; Member Johndrow; Chair Stefani

Consent Agenda

Chair Stefani called for a motion to approve the February 9, 2015 minutes with suggested changes. Member Guay motioned to approve the minutes for the February 9, 2015 Coconino Regional Partnership Council Regular meeting. Member Johndrow seconded. Motion carried.

Call to the Public

Chair Stefani asked if there were any calls to the Public. Steve Peru, United Way of Northern Arizona, addressed the Regional Council. Mr. Peru introduced himself as the new CEO for United Way, offering his assistance in any way and thanked the council for the work they have done with KinderCamp.

Council Member Updates

Chair Stefani skipped to this agenda item and asked for any council member updates.

Member Sakiestewa thanked the grantees who presented to the Hopi Tribal Council on February 25.

Member Winlock reported that a job fair was held in Page with attendance at about 490 people looking for job. Member Winlock said she spoke with over 90 people about First Things First.

Discussion and Possible Approval to Revise Council Action to Defund One QF Center Slot in SFY15

Chair Stefani turned the discussion for this agenda item over to Vice Chair Amanda Guay. Vice Chair Guay turned the agenda item over to Ms. Majure for further discussion. Ms. Majure provided a brief explanation of previous actions taken by the Regional Council related to Quality First center slots, including the action taken on September 24th, 2014 in which the Council eliminated one QF center slot for SFY15. Ms. Majure recommended that the Regional Council partially revise that action taken last September which would now allow a new center to be enrolled into Quality First during this fiscal year.

Member Winlock moved that we revise the Regional Council action that was taken on September 24, 2014, which eliminated one Quality First center slot. This action will increase the total number of Quality First center slots to 19 in SFY2015. No additional funding is needed, as Quality First funding is available in SFY2015 to support the enrollment of one additional center into Quality First. Member Kelty seconded. Chair Stefani, Member Johndrow, and Member Sakiestewa declared a conflict of interest. Motion carried.

Grantee Presentations on Programs

Early Steps to School Success (Havasupai Tribe)

Chair Stefani introduced the presenter, Diane Lenz with Save the Children, for her presentation on the Early Steps to School Success home visiting program with the Havasupai Tribe. Ms. Lenz provided an update on the Early Steps to School Success home visiting program including their successes and challenges over this fiscal year along with a story illustrating the impact of their program.

Reach Out and Read (American Academy of Pediatrics, AZ Chapter)

Chair Stefani introduced the presenter, Pam Flake with American Academy of Pediatrics, AZ Chapter, for her presentation on the Reach Out and Read program. Ms. Flake provided an update on the Reach Out and Read program including their successes and challenges over this fiscal year along with a story illustrating the impact of their program.

Review and Discussion of SFY2015 Quarter Two Grantee Data and Financial Report

Chair Stefani turned the discussion for this agenda item over to Ellen Majure. Ms. Majure discussed and provided a review of the SFY2015 quarter two grantee data summary report and the grantee financial report to date.

Discussion and Possible Approval of FTF Directed SFY16 Community Awareness Strategy Budget

Chair Stefani turned the discussion for this agenda item over to Ellen Majure. Ms. Majure provided a review of the FTF-directed SFY16 community awareness strategy budget. Member Chapa moved that we approve the SFY2016 FTF directed Community Awareness Budget in the amount of \$10,000. Member Winlock seconded. Motion carried.

Discussion on Unfunded Approach – Enhancing the Early Care and Education System in Flagstaff

Chair Stefani turned the discussion for this agenda item over to Ellen Majure. Ms. Majure provided a brief review of the Regional Council approved unfunded approach from the SFY16 Funding Plan that focuses on enhancing early care and education system in Flagstaff. Ms. Majure then introduced Sylvia Johnson, Flagstaff Unified School District Director of Educational Enrichment, who provided an overview on the work of the Flagstaff Commission on Excellence in Education and how that work aligns with the identified unfunded approach. Ms. Johnson also spoke about the Flagstaff Community Transition Team.

The Regional Council briefly discussed the unfunded approach, but did not determine the next steps in moving this work forward. The possibility of forming a sub-committee to further identify and action plan was discussed but the Regional Council did not determine if that would be beneficial. The Regional Council will discuss the unfunded approval again at the April 13 Regional Council meeting in order to determine if the approach is clearly defined, identify the next steps and determine Council member and staff roles in this process.

Regional Director's Report

Chair Stefani turned the discussion for this agenda item over to Ellen Majure. Ms. Majure provided a review on the regional director's report.

Next Regional Council Meeting Date: April 13, 2015 at 3:00pm at North Country Healthcare Flagstaff, Arizona

The next Regional Council meeting will be held on Monday, April 13, 2015 at 3:00pm at, Flagstaff Arizona.

Adjourn

Chair Stefani called for a motion to adjourn the meeting. Member Johndrow moved to adjourn the meeting. Member Sakiestewa seconded. Meeting adjourned at 5:00pm.

Dated this 25th day of March 2015

ARIZONA EARLY CHILDHOOD DEVELOPMENT & HEALTH BOARD

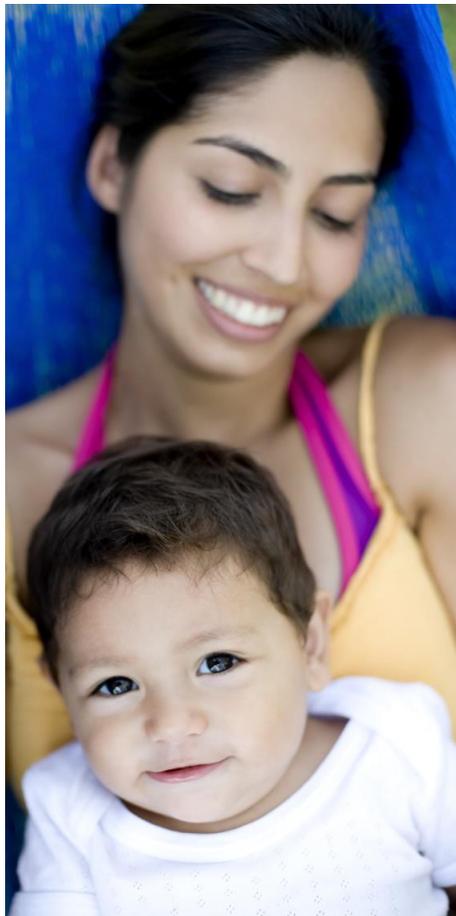
Coconino Regional Partnership Council



Ellen Majure, Regional Director

Approved by:

Ellen Felty, Administrative Assistant III



Community Outreach & Engagement

*3rd Qtr. Community Outreach Report,
FY2016 Regional Implementation Plan &
Champion for Young Children Award*



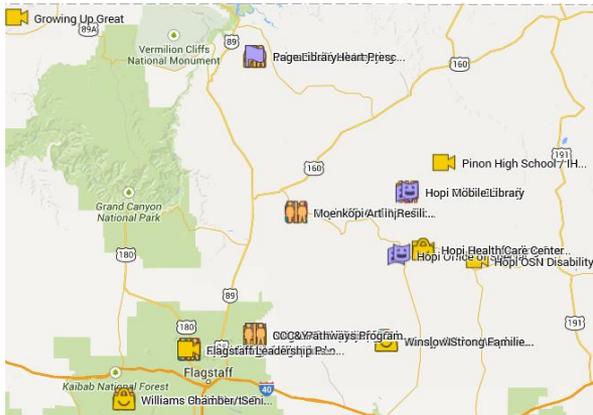
FIRST THINGS FIRST

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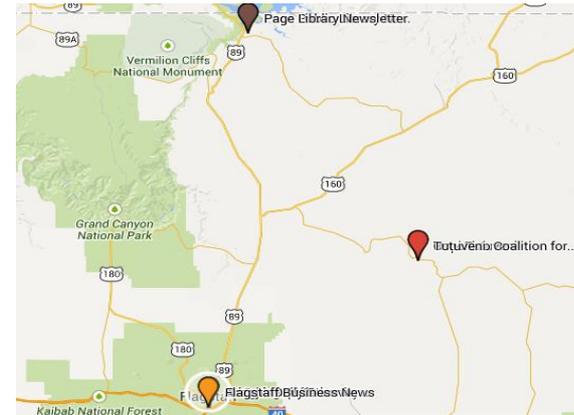
OUTREACH & ENGAGEMENT

Activities



<http://goo.gl/acKTaZ>

Earned Media



<http://goo.gl/HDdi50>





A STORY OF GENESIS & MARIENDIA

“My family loves him. He’s just like ours.”



“When I heard about the [Growing Up Great] program, I knew it would be good to be reminded about parenting skills... The #1 thing that I am doing more now, is E-Parenting [a lesson in the program]... I spend a lot of quality time with him and my husband and sons talk a lot to him. He’s began repeating. He says mamma and papa. He loves to dance and is into exploring everything now.” – Mariendia, Page



FY16 REGIONAL IMPLEMENTATION PLAN

FY14-FY16 Statewide Strategic Communication Plan Goals

1. Raise awareness of, and build public support for, the importance of early childhood.
2. Position First Things First as a recognized and trusted voice in early childhood.
3. Build awareness of early childhood programs and services, particularly First Things First statewide initiatives and locally supported programs among priority audiences.

Focus on Engagement

- Awareness – Recruitment – Engagement – Renewal
- Friends, Supporters and Champions Calls to Actions
 - Refer us
 - Get Trained
 - Attend a site tour
 - Help table or organize an event
 - Share success story
 - Apply to serve on the council



YOUR ROLE IN IMPLEMENTATION PLAN

- Guidance
- Expertise
- Involvement
- Your Voice
- Support to You



Community Outreach: Regional Partnership Council Role

1. Provides input and expertise in the development of the community outreach plan.
2. As our highest-level Champion, works with **Regional Directors** and **Community Outreach Coordinator** to attend and/or present at local events, media opportunities, etc.
3. Provides ongoing feedback and guidance to both the **Regional Director** and **Community Outreach Coordinator** for leads, next steps, and recommendations for the successful implementation of the Community Outreach and Awareness strategies.



INPUT ON PRIORITY AUDIENCES



FY15

- Health
- Local Elected Leaders
- Civic Orgs
- Pre K-12
- Parents & Caregivers
- Business

FY16

What other regional considerations do you have for community outreach?



COUNCIL ENGAGEMENT

- Referrals to priority audiences
- Attend a Site Tour
- Letter to Editor
- Validator Quote
- Get Trained



What other support and guidance would you like to feel more prepared to participate in outreach and awareness building in our region?



CHAMPION FOR YOUNG CHILDREN AWARD

- Recognition Program
- Guidelines and Selection Criteria – April 15
- Regional and Statewide Recognition
- 2015 Nominee is...



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Ready for School. Set for Life.

Cynthia Pardo

First Things First Coconino Region
Community Outreach Coordinator

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COMMUNITY OUTREACH REPORT

FY15 3rd Quarter Report



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Summary of Activities (January – March)

22 Activities were a Result of a Friend Referral

12 Champion or Supporter Led Action

8 Engagement Support / Provided collateral or ERI to Friend, Supporter, or Champion

7 Events, including African American History Month Celebration, Lakeview Elementary Parent Night in Page, Williams Chamber Mixer at Senior Center

20 Networking Meetings, including: Alliance for Children's Early Success, Coconino Coalition for Children and Youth, FlagCHAN, Flagstaff Independent Business Alliance Mixer, Hopi Breastfeeding Coalition, NACA's Circles of Care Advisory Meeting, NARBHA's Northern Arizona's Children's Council, Page Resource Meeting, Williams Child Abuse Prevention Council, Winslow Strong Families Coalition

18 One on One Meetings, including FUSD Family Resource Center, Immaculate Heart Preschool in Page, Sacred Peaks Health Care Center

10 Presentations, including: Coconino County Board of Supervisors, Flagstaff Leadership Program, Hopi Tribal Council, Hopi Disability Awareness Conference, Inter-Tribal Advisory Council, Inter-Tribal Advisory Council Community Health Forum

6 Trainings:

3 Early Childhood Every Day trainings

3 Write Way trainings: Shungopavi, ASCC Staff in Flagstaff, Hopi Library

22 Earned Media hits, including:

- ♦ *2015 Family Resource Calendar* - CCC&Y E-Newsletter
- ♦ *Growing Up Great in Page* - Page Library Newsletter
- ♦ *Improving Children's Lifelong Success Through Family and Friend Training* - Hopi Tutuveni
- ♦ *Smart Smiles at North Country* - Mandy Metzger E-newsletter
- ♦ *Why Early Childhood Matters* - CCC&Y E-Newsletter
- ♦ *Parent Tips: Protecting young teeth increases school attendance later on; Babies and Toddlers Need More Reading Time* - Amigos NAZ, CCC&Y E-Newsletter, Flagstaff Cooperative Preschool Newsletters, Hopi Tutuveni, Page Public Library Newsletter, 93.5 Flagstaff Country Mornings Radio Show Interview

Get Involved:

April 17 - Fairy Tale Friday, Elks Lodge in Winslow

April 18 - Early Childhood Fair, Coconino High School in Flagstaff

May 22 - Growing Great Kids Early Childhood Fair, Page Library

Share this FTF core message:

First Things First helps families to feel confident in their role as their child's first and best teacher.



Outreach
Activity Map

<http://goo.gl/acKTaZ>



Earned Media Map

<http://goo.gl/HDdi50>

Cynthia Pardo
Community Outreach Coordinator
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Foster mother Mariendia Nezy is rediscovering what it is like to raise an infant, now that she and her family are fostering baby Genesis.

With a 14- and 11-year-old at home, Nezy knew she could use the help with Genesis from the Growing Up Great parent education classes offered at the Page Library in northern Arizona.

“When I heard about the program, I knew it would be good to be reminded about parenting skills,” said Nezy, who is a Parent Advocate at the Page Head Start. “It’s always good to be reminded about the importance of brain development and what I can do.”

First Things First funds the parent education program through a grant to the Association for Supportive Child Care (ASCC), which provides education and support to parents to help their children ages birth to five grow up socially, emotionally and cognitively ready to achieve in school and in life.

Research shows that 90 percent of a child’s brain is developed during the first five years of their life. Parents in the Growing Up Great program are learning that the higher the quality of care and positive experiences that infants and toddlers have, the stronger their brain connections, making them more likely to find success in school.

The seven week program meets once a week at the library. The program includes on-site child care and interaction with the children during the second part of the class.

Program topics include: Attachment and Bonding, Caring for Your Family, Social and Emotional Development, Cues and Communication, Physical and Brain Development.

Nezy, who participated in the class in the fall, said the E-Parenting lesson was extremely helpful.

“This is about quality time and understanding what the baby’s feelings are, and being able to reiterate that and put a label on his feelings,” Nezy said. “I spend a lot of quality time with Genesis and my husband and sons talk a lot to him.”

Nezy and her family watch as Genesis learns every day.

“He’s begun repeating. He says momma and papa,” she said. “He loves to dance and is into exploring everything now.” Nezy began fostering Genesis when he was three months old and he recently celebrated his first birthday.

“My family loves him,” Nezy said. “He’s just like ours.”



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AGENDA ITEM: Unfunded Approach and Identification of Possible Next Steps

BACKGROUND: The purpose of this agenda item is to continue the discussion that began at the March 9, Regional Council meeting on the Unfunded Approach. Through this discussion, we hope to:

1. Determine if the approach is clearly defined
2. Identify the next steps for the three outcomes we hope to achieve through this approach
3. Determine Council member and staff roles in this process.

Current System Building Approach (from SFY16 Funding Plan):

Using the StriveTogether collective impact framework, the Flagstaff Commission on Excellence in Education in partnership with the Coconino Regional Council will enhance the early care and education system in Flagstaff.

Identified Outcomes:

- Increased access to high quality, enriching early learning experiences for the neediest families through public/private partnerships
- Increased public awareness about quality early learning opportunities
- Stronger community connections to quality early learning opportunities through improved coordination of early education providers.

RECOMMENDATION: Engage in a thoughtful discussion to determine if the approach is clearly defined, identify next steps for the three outcomes to achieve and determine Council member and staff roles in this process.

PLACEHOLDER
ATTACHMENT #04