Parent Outreach and Awareness Strategy

Yuma Regional Partnership Council

April 18, 2013

Raising Yuma Magazine

Utilize Raising Yuma Magazine to distribute First Things First participating agency directory and program content to parents of young children in Yuma County. Sun Media will publish a directory of Family support programs as well as Health and education resources in each issue of Raising Yuma and online on the Raising Yuma website. The First Things First ad published in Raising Yuma will also be published in Yuma Sun and Bajo El Sol to reach additional families.

Work Group Recommendation

SFY14 (Funding Plan)

Media Strategy 109,263

- 20,000 (Create Parent Outreach and Awareness)

SFY14 Funding Plan Change if approved:

Media Strategy: $89,263

Parent Outreach and Awareness: $20,000

(work through Moses Anshell, a media marketing firm to develop an agreement with the Yuma Sun).

FIRST THINGS FIRST

Ready for School. Set for Life.

First Things First > Division/Unit > Information Technology > Strategy Universe > Parent Outreach and Awareness

Strategy Universe: Parent Outreach and Awareness

Alert Me

Goal Area	Family Support
Goal Area Description	First Things First will expand families' access to the information, services and supports they need to help their young children achieve their fullest potential. To make the best choices, families need access to information that educates them about what their child is learning and doing, how to optimally support early childhood development and child health and what resources or programs are available in their community. Families also need opportunities to connect with other families in their community. The continuum of high-quality services and support will be planned, developed, funded, and delivered in a family-centered, comprehensive, collaborative, culturally and linguistically responsive manner that best meets the needs and preferences of families, leverages available resources, and involves families in the program development and implementation. As a result of First Things First's efforts, families who need or want assistance have the support they need to use language and play throughout their daily routines and interactions, read with their children daily and increase their competence and confidence about their ability to support their child's safety, health and well-being.
Strategy Name	Parent Outreach and Awareness
Notes on Strategy Update	Strategy Summary Document complete. SOP revised 2/16/12.
Strategy Description (Impact)	Improves child development by educating parents and connecting them to resources and activities that promote healthy growth and school readiness.
Strategy Description (Use of Funds)	Provides families with education, materials and connections to resources and activities that promote healthy development and school readiness.
Strategy Summary	Strategy Summary Parent Outreach and Awareness
Program Staff Member	K. Vilay
Estimated Costs	Costs range from $500 to $1,000 per family per year for resource distribution and/ or workshop activities.
SOP	SOP Parent Outreach and Awareness
SOP Document Link 1	SOP Parent Outreach and Awareness
SOP Document Link 2	
SOP Document Link 3	
SOP Document Link 4	
SOP Document Link 5	

Standard SOW for Strategy	
TSU Guidance Doc	http://ftf/extranet/apps/pgms/GranteeResourceDocuments/Target%20Service%20Units%20FOLDER/Parent%20Outreach%20and%20Awareness.docx
TSU 1 Short Name	Number of books distributed
TSU 1 YTD Logic	
TSU 2 Short Name	Number of local resource guides distributed
TSU 2 YTD Logic	
TSU 3 Short Name	Number of workshops held
TSU 3 YTD Logic	
TSU 4 Short Name	Number of events held
TSU 4 YTD Logic	
TSU 5 Short Name	
TSU 5 YTD Logic	
Indicators	
Indicator Rationale	
Narrative Template	
Data Template Instructions	http://ftf/extranet/apps/pgms/GranteeResourceDocuments/Data%20Template%20Instructions/Family%20Support%20Strategies/Parent%20Outreach%20and%20Awareness%20Instructions.pdf
FAQs	
Goal Area ID	
Strategy ID	48
Strategy	Parent Outreach and Awareness
TSU ID	
DisplayOnWeb	Yes
ShowLinkToStrategy	Yes
Finance Staff Member	
Internal Only Documents	

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FAMILY SUPPORT AND LITERACY

STRATEGY: PARENT OUTREACH AND AWARENESS

STRATEGY SUMMARY	EVIDENCE / RESEARCH	CONSIDERATIONS FOR IMPLEMENTATION AND COST	COST
Provides families of young children with information, materials or connections to resources and activities that increase awareness of early childhood development and health and the resources, supports or programs available for young children and their families. Activities include: ✓ Media ✓ Resource distribution (e.g. children's books, resource guide, child development and child health fact sheets or parenting tip sheets) ✓ Parent/ Family Workshop (one time session) Parents and Families benefit from more, better, and readily accessible information about child development, including: • Clear and specific information on the importance of frequent and attentive interaction with their child with specific examples and guides • Parent tips and resources on how to use TV and other educational items should be clear about intention of use: to enrich interactions with their child not substitute interactions	According to the First Things First Family and Community Survey on Early Childhood, A Baseline Report on Families and Coordination 2010, overall, Arizona's parents understand that early childhood development is important, with over 75% of parents acknowledging that they can significantly impact children's brain development at or before birth. While Arizona's parents understand the importance of early brain development, not all are sure what they can do to best support their child's optimal development. Results also indicate that parents can benefit from clear, research based information to help them support their child. Additionally, results indicate that parents with lower incomes and educational attainment can benefit even more from additional information.	<u>Capacity for Expansion and Links to Other Strategies</u> Opportunities to partner with other State and local agency efforts should be considered. For example, resource distribution and workshops: councils can partner with libraries to provide story times for families of young children, offer free children's' books for each family to take home while information on the importance of early literacy and reading to children daily is shared with families. Workshops can offer low-income or at-risk families of the availability/ eligibility requirements of programs such as WIC and AHCCCS and how to enroll and/or provide information on the availability of free or low-cost medical or immunization clinics. Another example, outreach activities can provide families with information about the value of home visitation and how families can enroll and participate. <u>Multi-Year Commitment and Timeline for Implementation</u> If development of new media or new materials is necessary, considerable time will need to be dedicated prior to distribution. For example, if a resource guide must be newly created, this may take several months to identify content, format and design. Time for printing and production is also a factor. <u>System-Building Issues and Recommended Saturation Level</u> As part of a comprehensive system of early childhood development and health, reasonable investments in universal parent outreach and awareness can increase all parents and families awareness of child development and child health and the availability of resources, support and services so that they have the information and tools to support their child's growth and development. Currently, the Arizona Parent Kit and the Birth to Five Helpline family support strategies that are implemented statewide. The Kit is available to all families of newborns as they are discharged from their birthing hospital while the Helpline is a toll-free phone service open to all families with young children looking for the latest child development information from experts in the field. Regionally	Costs range from $500 to $1,000 per family, per year for resource distribution and/or workshop activities. When considering budgets, consider the following components: • Materials (pamphlets, brochures, books, resource guides) that cover the variety of child health and child development topics and community resources. • Staffing or contracted services for material development/ distribution and for family workshops

• Research based knowledge about what to expect from their child at each age to help parents guide their child and set appropriate rules and boundaries • Targeted outreach for parents of lower income and education related to current research in brain development, enrichment resources, and developmental milestones • Targeted outreach for parents with children in poor health or children who have developmental delays related to available services and eligibility • Targeted outreach for parents of lower income and education related to available services and eligibility		funded parent awareness and outreach strategies can build upon the implementation of these strategies. This is a supporting strategy to other evidence based strategies that FTF is implementing or with linkages to other public and private programs in the community. For example, All materials distributed using FTF funds should be easily recognized as coming from FTF. To do this, a consistent look, feel, tone and style must be applied to all internal and external communications and collateral (fliers, brochures, etc.). Approved logos, typefaces, color palettes, images and copy (text) are provided by FTF to help ensure this consistency is upheld by all staff, Regional Councils, grantees, partners and anyone else using the FTF brand.	

First Things First
Annual Program
Timing 2013

Program Scope: Utilize Raising Yuma Magazine to distribute First Things First participating agency directory and program content to parents of young children in Yuma County. Raising Yuma is distributed in schools, medical offices, day care centers and other locations where parents visit.
Sun Media will publish a directory of Family support programs as well as Health and education resouces in each issue of Raising Yuma and online on the Raising Yuma website. The First Things First ad published in Raising Yuma will also be published in Yuma Sun and Bajo El Sol to reach additional families.
Online banner advertising will reach more families throughout the year with link to the First Things First website.

Publication	Description		Size	Per Issue Price	Annual Frequency	Annualized
Raising Yuma Magazine	4x year Parenting News & Info	Informational Ad	Page 3 - Full Page	$ 786.25	4	$ 3,145.00
Raising Yuma Magazine	4x year Parenting News & Info	Program List	Full Page - Lead-In to Directory	$ 629.00	4	$ 2,516.00
Mom E-Newsletter	4x year Parenting News & Info	Link to FTF Site	Big Box	$ 149.00	4	$ 596.00
Yuma Sun	English Newspaper	Pickup of Informational Ad	1/3 Page Ad	$ 808.64	4	$ 3,234.56
Bajo El Sol	Spanish Newspaper	Pickup of Informational Ad	1/3 Page Ad	$ 456.00	4	$ 1,824.00
YumaSun.com	English Website	Link to FTF Site	20,000 impressions / cpm	$ 10.00	12	$ 2,400.00
Bajo El Sol.com	Spanish Website	Link to FTF Site	10,000 impressions / cpm	$ 10.00	12	$ 1,200.00
						$ 14,915.56
Value Added Partnership				Value	Frequency	
Yuma Sun	English Newspaper	Reference ad to Raising Yuma Website	weekly: minimum 8"	$ 170.24	52	$ 8,852.48
Bajo El Sol	Spanish Newspaper	Reference ad to Raising Yuma Website	weekly: minimum 8"	$ 96.00	52	$ 4,992.00
Raising Yuma Magazine	4x year Parenting News & Info	Directory Pages of FTF Agencies	appx 5 pages per issue	$ 3,145.00	4	$ 12,580.00
Raising Yuma Magazine	Column	Written by First Things First				
						$ 26,424.48

Total cost:

$ 14,915.56