



## FIRST THINGS FIRST

*The right system for bright futures*

### Statewide Initiatives Update

April 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, or Sandy Foreman, 602-771-5005

<i>Data</i>	<i>Targeted</i>	<i>Actual</i>	<i>% to Date</i>	<i>% Yr Completed</i>
<b>Budget</b>	\$6,170,000	\$4,115,181	67%	75%
<b>Total Participants Enrolled</b>	646	586	91%	75%
<b>Statewide Participants Enrolled</b>	307	285	93%	75%
<b>Regional Participants Enrolled</b>	339	301	89%	75%

***Accomplishments to Date***

- *92% of assessment observations for all enrolled participants have been completed.*
- *Nearly 50% of assessment reports have been completed and provided to coaches for discussion with enrolled participants.*
- *Quality First financial incentives are being ordered and delivered to assist Quality First participants meet their goals of quality improvement.*

***Barriers and Challenges***

- *The extra time required for coaches to translate materials into Spanish for Spanish-speaking participants, primarily family home care providers, is slowing the process.*
- *Caseloads for both coaches and assessors have been determined to be too high to realistically meet deadlines and provide the highest level of quality improvement.*
- *While most Extranet issues have been and are being addressed by FTF, some continue to impact performance.*

***Plans to Address Barriers***

- *FTF is exploring legal requirements related to the Arizona English Only Statute, and will take appropriate action related to translating materials as we receive clarification.*
- *Notice has been sent to Quality First grantees that they should submit budgets for fiscal year 2011 based upon an average caseload of 12:1 for coaches and 20:1 for assessors. That is a decrease of 3 participants per coach and 10 per assessor. There is continuing discussion between FTF and partners about how to appropriately assign participants to coaches, in order to maximize their ability to spend quality time and meet the varying needs of each participant.*
- *Extranet bugs and problems are being addressed as they arise and are communicated by Quality First partners to FTF staff in the PBS Division. Future meetings are being scheduled to review functionality of the Extranet and improve this tool which links all aspects of Quality First, including assessment, coaching, child care health consultation, TEACH, FTF Professional REWARD\$ and eventually, Quality Rating.*

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>	<i>Targeted</i>	<i>Actual</i>	<i>% to Date</i>	<i>% Yr Completed</i>
<b>Budget</b>	\$1,500,000	\$187,511	13%	75%
<b>Total # Scholarships Awarded</b>	2149	450	21%	75%
• <b>QF Statewide #</b>	450	183	41%	75%
• <b>QF Regional #</b>	475	118	25%	75%
• <b>Regional TEACH #</b>	1224	149	12%	75%

**Accomplishments to Date**

- 28 Hardship Waivers have been approved for programs experiencing financial barriers to participation.
- Ten Regional Partnership Councils are providing scholarship recipients in their area additional incentives for items such as computers, travel, and child care. Incentive forms were distributed via mail on March 4, 2010. To date, TEACH has purchased nine computers and 13 incentive application forms are currently being reviewed.
- On April 12, 2010, a College Liaison was added to the TEACH team to work directly with each of the community colleges participating in the TEACH Program to trouble shoot barriers and provide technical assistance.
- Spring Semester Update:  
 Students Enrolled: 299  
 Number of Credits Taken: 1583  
 Number of Colleges Attended: 15

**Barriers / Challenges**

- Child Care 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 to remain open.
- Tribal regions, as well as some rural regions, continue to experience low TEACH participation.
- The development of a Bachelors Degree Model continues, but there are many complex issues to resolve.

**Plans to Address Barriers and Challenges**

- TEACH is in the process of interviewing and hiring an Outreach Specialist (liaison to RPCs), a Program Specialist to be located in the ASCC Flagstaff office, and a Tribal Program Specialist dedicated to working with the tribes.
- Continued outreach planning for engaging Tribal colleges is being developed by TEACH in consultation with FTF Tribal Coordinators and Kim Russell, Inter Tribal Council of Arizona.
- TEACH has submitted a print media proposal to First Things First for approval. This print media campaign will focus on the top ten regions with the lowest TEACH participation and will target local community newspapers where TEACH will place print ads. In addition to the print media campaign, TEACH is exploring online advertising, social networking and producing an Informational DVD to be utilized in the rural communities.

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

<i>Data</i>	<i>Targeted</i>	<i>Actual</i>	<i>% to Date</i>	<i>% Yr Completed</i>
<b>Budget</b>	\$222,000 (State)	0	0%	40% <sup>1</sup>
	\$1,540,000 (Regional)	0	0%	40%
<b>Total # Incentives Awarded</b>	800 by 7/1/10	N/A	N/A	40%

\*

**Accomplishments to Date**

- *Statewide outreach and marketing has focused on community colleges, providers, FTF Regional Coordinators and Managers, QF Coaches and Coach Supervisors, TEACH®ARIZONA staff, CCHC, MHC, United Way agencies; PowerPoint presentations and brochures, as well as fliers have been developed and customized/refined for particular audiences; Grantee had a vendor table at Celebrate the Young Child Conference in March*
- *Outreach and marketing has occurred in 2 of the 6 Regional Areas (Apache/Navajo, Navajo Nation and Coconino in the NE Region; Pima in the Southeast Region), with 2 scheduled for Maricopa County (Phoenix in the Phoenix and Yavapai Region; Southeast Maricopa in the Maricopa Region) and 2 to be finalized (San Carlos Apache Tribe and Pinal in the Central East Region; Yuma in the Southeast Region).*
- *Development of website and database are progressing; website address has been purchased: [www.azftfwards.org](http://www.azftfwards.org) and is in the process of further development to have similar look to FTF website.*

**Barriers and Challenges**

- *Determining a method of sharing data between the Grantee and FTF has required more time and effort than anticipated, slightly delaying development of the REWARD\$ website and database.*
- *Outreach and marketing has been expanded to include additional audiences and regional areas, which has required more travel costs than budgeted, as well as extension of the original timeline.*

**Plans to Address Barriers and Challenges**

- *Work collaboratively with FTF to obtain data about enrolled and eligible Quality First centers and homes to allow successful selection of REWARD\$ recipients.*
- *Work with FTF to develop strategies and budget modifications to address expanded travel required for outreach activities.*
- *Continue to plan and schedule outreach meetings in Yuma and San Carlos, although these may occur outside the original timeframe of March and April.*

<sup>1</sup> The grant was approved January 26, 2010, so this figure represents 2 out of 5 months, or 40%.

**STATEWIDE STRATEGY:** Child Care Health Consultation  
**CONTRACTED WITH:** Pima County Health Department and 24 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>% to Date</i>	<i>% Yr Completed</i>
<b>Budget</b>	\$1,000,000	\$179,764	18%	75%
<b>Total CCHC FTEs</b>	46 Consultants	27.5 Consultants	60%	75%
<b>Total # Signed Contracts with CCHC Grantees</b>	31 Contracts	24 Contracts	77%	75%

***Accomplishments to Date***

- 27.5 Child Care 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 it into the FTF data system.
- Contractors continue to have challenges hiring qualified consultants in some geographical areas.
- In some regions, it has been difficult to find providers with whom to contract for the service.

***Plans to Address Barriers***

- Additional Microsoft and CareFacts licenses have been purchased.
- Technical assistance regarding hiring is being provided to contractors, and other contractors are assisting in posting of positions.
- Contractors will continue to work with regional coordinators and other community members to identify qualified candidates
- With assistance of the FTF Finance Division, 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>	<i>Targeted</i>	<i>Actual</i>	<i>% to Date</i>	<i>% Yr Completed</i>
<b>Budget</b>	\$362,655 (State)	\$46,722 (State)	12%	50% <sup>2</sup>
	\$1.6 M (Regions)	\$31,845 (Regional)	.02%	50%
<b>Total # Consultants</b>	32	18	56%	50%
<b>Total # Supervisors</b>	5	5	100%	50%

**Accomplishments to Date**

- A comprehensive orientation/training for 23 mental health consultants and supervisors was held March 10-12, 2010. Topics covered included core values, reflective supervision, evaluation and assessment, process and protocol, and best practices based on the research and training developed by the **Center on the Social and Emotional Foundations for Early Learning (CSEFEL)**.
- Consultants are scheduling outreach meetings with early care and education providers. They are also researching different referral agencies in their regions and will put together referral packets for centers and homes that may need additional services.
- The FTF data reporting template for Mental Health Consultation was completed and provided to Southwest Human Development. The first quarterly report is due April 20, 2010.
- Consultants and supervisors are receiving follow-up training on the evaluation and assessment process as well as training on each of the measures. They will also learn how to incorporate the measures into an action plan and use the data in a functional way.

**Barriers and Challenges**

- Recruitment to fill the allocated slots for the Phoenix and Maricopa regions has been challenging. Anecdotally, the Grantee has heard candidates express concern about the future of FTF.

**Plans to Address Barriers**

- Grantee will continue to recruit and provide updates regarding the status of any ballot initiatives affecting the future operations of FTF.

---

<sup>2</sup> The grant was approved in December 2009, so this figure represents 3 of 6 months or 50%.

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

<i>Data</i>	<i>Targeted</i>	<i>Actual</i>	<i>% to Date</i>	<i>% Yr Completed</i>
<b>Budget</b>	\$50,000 <sup>3</sup>	0	0%	40%
<b>Pilot Site in Operation</b>	1 Pilot Site in Navajo/Apache Region	0	0%	40%

***Accomplishments to Date***

*A Scope of work has been written and is awaiting final approval and signature from ADHS, who will administer the funds that support the pilot tele-dentistry site in the Navajo/Apache Region.*

<sup>3</sup> This strategy was approved by the FTF Board on January 26, 2010, so this figure represents 2 out of 5 months or 40%..

STATEWIDE STRATEGY: Physician Outreach and Training  
 GRANTEE NAME: Arizona Academy of Pediatrics  
 STAFF CONTACT NAME: Kelley Murphy, 602-771-5087

<i>Data</i>	<b>Targeted</b>	<b>Actual</b>	<b>% to Date</b>	<b>% Yr Completed</b>
<b>Budget</b>	\$270,000	\$40,000	27%	50% <sup>4</sup>
<b>Enrollment #</b>	60 practices enrolled	0 practices enrolled	0%	50%

***Accomplishments to Date***

- *Assistant Director and Administrative Assistant were hired.*
- *Grantee is interviewing for Coaching positions.*
- *Office space, equipment and supplies have been secured.*
- *Application has been made for IRB<sup>5</sup> approval of the **Promoting Healthy Development Survey.***
- *Grantee is negotiating for online management of data system.*
- *Outreach has begun, with seven physician practices expressing a desire to participate once IRB approval and data management are secured.*

***Barriers and Challenges***

- *Hiring staff has taken longer than anticipated.*
- *Securing appropriate approvals for the survey and data management was challenging.*

***Plans to Address Barriers***

- *Grantee is working with FTF Finance and Policy Divisions to secure appropriate approvals.*

---

<sup>4</sup> The grant was approved in December 2009, so this figure represents 50% of 6 months.

<sup>5</sup> The Institutional Review Board (IRB) is a committee established to review and approve research involving human subjects.

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>% to Date</i>	<i>% Yr Completed</i>
<b>Budget</b>	\$280,000	\$275,000	98% <sup>6</sup>	75%
<b>Enrollment #</b>	At least 7 students enrolled	11 students enrolled in 09-10 school year	100%	100%

***Accomplishments to Date***

*More students are involved that originally anticipated.  
 Grant renewal is currently being completed.*

<sup>6</sup> The contract stipulated an upfront payment rather than a cost reimbursement

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

<i>Data</i>	<i>Targeted</i>	<i>Actual</i>	<i>% to Date</i>	<i>% Yr Completed</i>
<b>Budget</b>	\$853,000 <sup>7</sup>	\$615,065	72%	75%
<b>Recruitment #s</b>	<u>Recruitment:</u> 100% of Birthing Centers/Hospitals	<u>Recruitment:</u> 100%, or 55 hospitals	100%	75%
<b># Kits Distributed</b>	<u>Distribution</u> 80% of total births annually	<u>Distribution:</u> 45,430 Kits July 2009 – March 2010: 38,038 English and 7,392 Spanish.	To be Determined	75%
<b>Monitoring/TA Provided</b>	<u>Outreach, Monitoring &amp; TA:</u> All sites via phone once monthly. 10% of all sites receive on-site visits monthly	Data on births available only on annual basis  <u>Outreach, Monitoring &amp; TA:</u> All sites contacted by phone Six sites were visited in March	100%	75%

**Accomplishments to Date**

- 5,280 kits were delivered to sites statewide in March: 4,284 English and 996 Spanish.
- The six sites visited in March were Flagstaff Regional, Tuba City, Banner Page, Verde Valley, Yavapai Regional and Casa Grande.
- The Cochise Regional Coordinator established contact with Sierra Vista Hospital’s CEO to discuss strategies to improve their distribution of the Parent Kits. Due to a shortage of storage space, the site is now receiving an increased frequency of shipments (twice weekly), and all departments within the hospital have committed fully to this project.
- Piper Trust is moving ahead, as planned, with the ‘thank you’ project for Maricopa County sites and FTF staff. FTF Communications Division approved the t-shirt design which includes FTF logo and branding.

**Barriers and Challenges**

- The consultant continues to work closely with some of the sites that are struggling to get the kits disseminated, such as Phoenix Baptist in the Central Phoenix regional area.
- 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, but has been delayed.

**Plans to Address Barriers**

- To address the lack of participation by Phoenix Baptist Hospital, the consultant will now contact other hospitals within the Abrazo network (who continue to participate as distribution sites in other parts of the state) to help re-establish a relationship.
- FTF Policy and Communications Division staff have developed new timelines for integrating awareness of the Parent Kits into the overall Communications Plan.

<sup>7</sup> Does not include the Piper Trust donation.

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

<i>Data</i>	<i>Targeted</i>	<i>Actual</i>	<i>% to Date</i>	<i>% Yr Completed</i>
<b>Budget</b>	\$90,000	\$43,517	48%	75%
<b>Outreach</b>	Public awareness campaign for all Arizona families with children birth through five to ensure that families are aware of this program and call, as needed, from all regions of the state.	Calls have been received from 20 FTF regions. <sup>8</sup>		75%

***Accomplishments to Date***

570 calls from 20 Regional Partnership Council areas were received 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
- Over 80% of callers identify learning about the Helpline services through the Arizona Parent Kit (e.g. Helpline magnet)

***Barriers and Challenges***

Grantee continues to see an increase in calls over the same time period last year, creating a greater demand for these services.

***Plans to Address Barriers***

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

---

<sup>8</sup> Grantee submits report on a quarterly basis. Next quarterly report due April 20, 2010.

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

<i>Data</i>	<i>Targeted</i>	<i>Actual</i>	<i>% to Date</i>	<i>% Yr Completed</i>
<b>Budget</b>	\$492,191	\$238,381	48%	75%
<b># Regional Coalition FTEs Hired</b>	Hire 4 FTEs in underserved areas	Four FTEs have been hired and RORAZ is fully staffed. <sup>9</sup>	100%	75%
<b># RORAZ Medical Practices</b>	Add 23 new RORAZ practices (offices or clinics) in Yuma, Graham / Greenlee, Maricopa, Southern & Northern Arizona	11 new practices (offices or clinics)	48%	75%

***Accomplishments to Date***

*RORAZ distributed books and recruited and trained health providers in 14 Regional Partnership Council areas. RORAZ trained 54 new practitioners in 11 new offices or clinics. 82,271 books were distributed during the last quarter.*

***Barriers and Challenges***

*Distance and travel remains a challenge in the North Eastern Regional Area.*

***Plans to Address Barriers***

*Grantee will submit an amendment to FTF for additional funding for the mileage line item in the budget.*

<sup>9</sup> Grantee submits report on a quarterly basis. Next quarterly report due April 20, 2010.

**STATEWIDE STRATEGY:** Kith and Kin / Family, Friend and Neighbor (FFN) Care  
**GRANTEE NAME:** Association for Supportive Child Care  
**STAFF CONTACT NAME:** Sandy Foreman, 602-771-5005

<i>Data</i>	<i>Targeted</i>	<i>Actual</i>	<i>% to Date</i>	<i>% Yr Completed</i>
<b>Budget</b>	\$616,917	\$205,475	33%	75%
<b># FFN Providers</b>	75 Family, Friend and Neighbor (FFN) Care Providers	102 Family, Friend and Neighbor (FFN) Care Providers	136%	75%

***Accomplishments to Date***

- *ASCC’s Kith and Kin project has implemented a fifth group in Yuma due to the request of the community. The partnership is through Western Arizona Council of Governments (WACOG) Head Start and delivers the traditional training-support group model strategy. In March, the program delivered services to 62 Yuma area FFN care providers through the five training-support groups.*
- *All FFN care providers enrolled in the Statewide Competitive Grant program completed the Child Care Assessment Tool for Relatives (CCAT-R) interview component, designed to evaluate quality in child care provided by relatives, friends and neighbors.*
- *“Wrapping” of the Safety Mobile Van was completed, and it has been delivering materials to FFN providers in the targeted communities.*
- *In March, the Safety Mobile and Injury Prevention staff delivered the injury prevention training to FFN provides in Maricopa County. Upon completion of the first half of the training, FFN care providers receive materials and car seats through distribution events. Later they will receive materials such as car seats, cribs, home safety equipment and CPR and First Aid certification.*

***Barriers and Challenges***

- *FFN care providers in Coconino County have been more interested in the traditional training-support group model than the pilot home visiting model. The home visiting case load has declined as FFN care providers on the home visiting model choose to join traditional training-support groups. Although overall declining the home visitation model continues in Williams, Page, LeChee and Tuba City.*

***Plans to Address Barriers***

- *Although the pilot home visiting model was created to address the rural communities in Coconino County, ASCC’s Kith and Kin project is learning that some providers prefer traditional training-support group model. 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 the communities, partners and family, friend and neighbor child care providers.*