



FIRST THINGS FIRST

Ready for School. Set for Life.

Arizona Early Childhood Development & Health Board South Phoenix Regional Partnership Council

Meeting Minutes – April 29, 2014

Call to Order

The Regular Meeting of the First Things First South Phoenix Regional Partnership Council scheduled Tuesday, April 29, 2014, at 9:00 a.m., held at Pendergast Elementary School District Learning Center, Mesquite Conference Rooms, 3841 North 91st Avenue, Phoenix, Arizona 85037.

Chair Washington called the meeting to order at approximately 9:05 a.m. and welcomed attendees and Council Members. Introductions were held.

Members PRESENT

James Washington, Chair
Patricia Merk, Ph.D., Vice Chair
Riann Balch (teleconference)
Jennifer Quillin
Yolanda Robinson (teleconference)
Jasmine Sanchez
Jeremy Wood
Lorraine Salas-Moya, Ph.D.
Elizabeth McNamee

Members ABSENT

Kristi Langley-Wells

Consent Agenda

Chair Washington called for a motion to approve the February 18, 2014 Regular Meeting Minutes. Member McNamee moved to approve the meeting minutes as presented. Member Sanchez seconded. Motion carried.

Chair Washington called for a motion to approve the March 18, 2014 Special Meeting Minutes. Member Quillin moved to approve the meeting minutes as presented. Member Sanchez seconded. Motion carried.

Call to the Public

None

SFY2014 Funding Plan/Program Implementation - Update

Strategy: Comprehensive Preventive Health – Director Gonzales provided a brief overview of the evaluator’s completion of the first phase of the evaluation per the scope of work. The evaluation process has proven early success at identifying the theory of change and logic model that outlines the multiple connections in the system due to the PHC work. The grantee has successfully identified a method for counting the number of

children and families served through their partnerships. Director Gonzales will continue to provide updates on the status of the evaluation. Member McNamee expressed concern that “bean counting” for this strategy may not be effective as system changes and progression with implementation, the evaluation may have to be adjusted.

Strategy: Developmental and Sensory Screening – Director Gonzales reported FTF is still in the process of selecting a vendor for the facilitation effort. Once an agreement is signed with the vendor, he will update the Council with the vendor information.

SFY2015 Phoenix SOUTH Funding Plan/Program Implementation

Director Gonzales provided a brief overview of grantee performance. He further made recommendations to the Council for one year grant renewals for SFY2015. The Council further proceeded to vote on grant renewal recommendations for Board final approval. Chair Washington asked Members to identify themselves if they may have a conflict of interest and to abstain from discussion and voting for a particular strategy.

MOTIONS:

STRATEGY: Family, Friends, and Neighbors: Member Sanchez moved to approve the SFY2015 grant renewal recommendation for Association for Supportive Child Care, Arizona Keith and Kin Project, contract # FTF-MULTI-0407-01-Y2, in the amount of \$700,000. Member McNamee seconded. Motion carried.

STRATEGY: Director Mentoring/Training: Member McNamee moved to approve the SFY2015 grant renewal recommendation for Rio Salado Community College, Arizona Center for Early Childhood Management, contract #FTF-RC014-13-0353-03-Y2, in the amount of \$310,113. Member Sanchez seconded. Motion carried.

STRATEGY: Care Coordination/Medical Home: Member Sanchez moved to approve the SFY2015 grant renewal recommendation for American Academy of Pediatrics, Arizona Chapter, Best Care for Kids Program, contract #FTF-MULTI-14-0461-04, in the amount of \$389,983. Member Quillin seconded. Motion carried.

Member Quillin moved to approve the SFY2015 grant renewal recommendation for Maricopa Integrated Health Systems for two family health centers for children with special healthcare needs, contract #FTF – MULTI-14-0461-05, in the amount of \$539,274. Vice Chair Dr. Merk seconded. Motion carried.

Member Sanchez moved to approve the SFY2015 grant renewal recommendation for International Rescue Committee, Healthy Steps, contract #FTF-MULTI-14-0461-06, in the amount of \$36,412. Member Wood seconded. Motion carried.

STRATEGY: Comprehensive Preventative Health Programs: *Member Sanchez declared a conflict of interest, therefore, abstained from discussion and voting.* Vice Chair Dr. Merk moved to approve the SFY2015 grant renewal recommendation for Maricopa County Department of Public Health, Preventative Health Collaborative, contract #GRA-RC014-0624-01, in the amount of \$300,000. Member Wood seconded. Motion carried.

STRATEGY: Oral Health: Member Sanchez moved to approve the SFY2015 grant renewal recommendation for Maricopa County Community Colleges, Phoenix College Nursing, Dental Hygienist, and Assistant Program students, contract #GRA-RC014-0624-01, in the amount of \$111,763. Member Quillin seconded. Motion carried.

Member Sanchez declared a conflict of interest, therefore, abstained from discussion and voting. Member Quillin moved to approve the SFY2015 grant renewal recommendation for Arizona Department of Health Services, Office of Oral Health, Bureau of Women's and Children's Health, contract #GRA-RC014-0541-01-Y2, in the amount of \$476,000. Member Wood seconded. Motion carried.

STRATEGY: Prenatal Outreach: Member Sanchez moved to approve the SFY2015 grant renewal recommendation for Maricopa County Integrated Health Systems, Internal Care Program, contract #FTF-RC-014-13-0378-01Y2, in the amount of \$149,533. Member Wood seconded. Motion carried.

Member Sanchez declared a conflict of interest, therefore, abstained from discussion and voting. Member Quillin moved to approve the SFY2015 grant renewal recommendation for Maricopa County Department of Health, South Phoenix Health Start, contract #FTF-RC014-13-0378-02-Y2, in the amount of \$400,461. Member Dr. Salas-Moya seconded. Motion carried.

STRATEGY: Family Resource Center: *Vice Chair Dr. Merk declared a conflict of interest, therefore, abstained from discussion and voting.* Member Sanchez moved to approve the SFY2015 grant renewal recommendation for Maricopa Integrated Health Systems, Maryvale Family Health Center, contract #FTF-RC014-13-0380-01-Y2, in the amount of \$270,875. Member McNamee seconded. Motion carried.

Vice Chair Dr. Merk declared a conflict of interest, therefore, abstained from discussion and voting. Member Sanchez moved to approve the SFY2015 grant renewal recommendations for Maricopa Integrated Health Systems, South Central Family Learning Center, contract #FTF-RC014-0380-02-Y2, in the amount of \$297,926. Member Wood seconded. Motion carried.

Vice Chair Dr. Merk declared a conflict of interest, therefore, abstained from discussion and voting. Member McNamee moved to approve the SFY2015 grant renewal recommendation for Arizona Board of Regents, University of Arizona, Roosevelt Early Childhood Family Resource Center, contract #FTF-RC014-13-0380-04-Y2, in the amount of \$477,326. Member Wood seconded. Motion carried.

Vice Chair Dr. Merk declared a conflict of interest, therefore, abstained from discussion and voting. Member Sanchez moved to approve the SFY2015 grant renewal recommendation for Pendergast Elementary School District, Pendergast Early Education Campus, contract #GRA-MULTI-14-0630-01, in the amount of \$162,500. Member Wood seconded. Motion carried.

STRATEGY: Family Support Coordination: *Member Dr. Salas-Moya declared a conflict of interest, therefore, abstained from discussion and voting.* Member Wood moved to approve the SFY2015 grant renewal recommendation for Landrum Foundation, Kinship Care Families with Children of Incarcerated Parents, contract #FTF-RC014-0476-01, in the amount of \$141,152. Member McNamee seconded. Motion carried.

STRATEGY: Home Visitation: *Vice Chair Dr. Merk declared a conflict of interest, therefore, abstained from discussion and voting.* Member McNamee moved to approve the SFY2015 grant renewal recommendation for Tanner Community Development Corporation, South Phoenix Regional Consortium, contract #FTF-RC014-13-0371-01-Y2, in the amount of \$1,089,615. Member Dr. Salas-Moya seconded. Motion carried.

Vice Chair Dr. Merk and Member Sanchez declared a conflict of interest, therefore, abstained from discussion and voting. Member Wood moved to approve the SFY2015 grant renewal recommendation for

Maricopa County Department of Public Health, Nurse-Family Partnership, contract #FTF-RC014-13-0371-02-Y2, in the amount of \$579,837. Member Dr. Salas-Moya seconded. Motion carried.

Vice Chair Dr. Merk declared a conflict of interest, therefore, abstained from discussion and voting. Member Sanchez moved to approve the SFY2015 grant renewal recommendation for Southwest Human Development, Nurse-Family Partnership, contract #FTF-RC014-13-0371-03-Y2, in the amount of \$649,630. Member Quillin seconded. Motion carried.

STRATEGY: Court Teams: Vice Chair Dr. Merk moved to approve the SFY2015 grant renewal recommendation for Prevent Child Abuse Arizona, Court Teams, contract #FTF-RC014-0465-01, in the amount of \$220,000. Member Sanchez seconded. Motion carried.

Maricopa/Phoenix School Readiness Indicators Benchmarking

Director Gonzales reported the South Phoenix Benchmarking Committee reconvened to review public comments on the Transition from Preschool Special Education to Kindergarten Indicator on April 17th. The data source, trends in transition rates over time, trends in transition rates by differing disabilities, the Committee's initial recommendation and public comments were reviewed by the committee. The Committee reiterated the complexity of the early intervention system and the Transition from Preschool Special Education to Kindergarten Indicator especially in a transitory community like South Phoenix. They discussed the improvements needed to reach an aspirational benchmark including: more venues for screening that identify as early as possible and enable early intervention and availability of quality intervention services in as many venues as possible for families. Upon discussion and review of the public input, the Committee agreed to maintain their initial recommendation of 27% of children entering kindergarten exiting preschool special education to regular education by 2020. They noted the importance of the benchmark in changing the culture related to early intervention and raising awareness of the importance of the issue.

MOTION:

Chair Washington called for a motion to approve the South Phoenix Benchmarking Committee's recommendation to retain their initial recommendation of 27% of children entering kindergarten exiting preschool special education to regular education by 2020.

Vice Chair Dr. Merk moved to approve the benchmarking recommendation as presented. Member McNamee seconded. Motion carried.

Community Outreach Update

Community Outreach Coordinator Rachel Egboro reported outreach activities in South Phoenix from March through April. She also invited Members to attend an upcoming site tour of Care Coordination and Family Resource Center at Maricopa Integrated Health Services in South Central Phoenix on May 8th at 9:00 a.m.

Regional Director's Report and Updates

Phoenix Regions and Board Forum, March 4, 2014 – Director Gonzales briefly shared discussions held at the forum.

Phoenix Regions Grantee Meeting, March 5, 2014 – Director Gonzales reported the grantee meeting was very well attended by Phoenix regions grantees and will report when the next one will be scheduled, and extend an invitation to Council Members.

Statewide Council Chairs and Board/FTF Leadership Meeting, May 1, 2014 – Director shared the next meeting will be held on May 1st and Chair Washington and Vice Chair Dr. Merk have been invited to attend.

FTF Finance Committee Recommendation to the Board – Director Gonzales shared and reviewed the Board’s *Finance Committee recommendations to the Board Summary*. The recommendations were discussed at the April 7th Board meeting, and will be voted at the June 2014 Board meeting. FTF will continue to update Regional Councils on program implementation allocations beginning SFY2016.

Needs and Assets – Director Gonzales reported the Needs and Asset draft report will be shared once the vendor and the Phoenix Regional Directors have approved the draft report.

Chairs/Council Member Updates and General Discussion

Member Dr. Moya-Salas invited the Council to attend a luncheon and dialogue with Dr. America Bracho on Friday, May 2nd at Brooks Community School Cafeteria.

Member Wood announced he is proud father of a new born baby girl!

Chair Washington announced Abrazo Health Care just opened a school-based center in the Deer Valley Elementary School District.

Vice Chair Dr. Merk shared the Roosevelt Family Resource Center will be hosting “Kindergarten Readiness Night” on May 7th, 4:30 pm – 7:00 pm, emphasizing on specific outreach to children in the area not in child care settings.

Vice Chair Dr. Merk also requested an update of Quality First, possibly at May meeting.

Vice Chair Dr. Merk inquired about the status of FTF CEO. Senior Regional Director shared the recruitment update.

Member Sanchez reported on the upcoming Family, Friends, and Neighbors Coalition meeting. Trainings provided through the SNACK program will now be offering college credits through Rio Salado Community College.

Next Meeting

Chair Washington informed the next and final regular Council meeting is slated for Tuesday, May 20, 2014, at 8:30 a.m. – 10:30 a.m., and location is to be determined. Chair Washington informed the Council June will be a celebratory gathering of the Council. FTF Staff will coordinate and inform the Council.

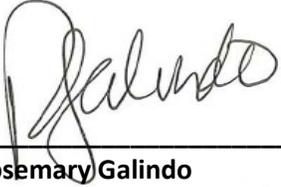
Adjournment

Chair Washington called for a motion to adjourn the meeting. Member Quillin moved to adjourn the meeting. Member Sanchez seconded. Motion carried. Meeting adjourned at approximately 1:15 p.m.

Respectfully Submitted on this 19th day of May, 2015

ARIZONA EARLY CHILDHOOD DEVELOPMENT & HEALTH BOARD

South Phoenix Regional Partnership Council



Rosemary Galindo
Administrative Assistant



Jonathon Gonzales, MPA
Regional Director

James Washington
Chair



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

First Things First's community outreach and engagement efforts are directly supported by regional partnership councils and the FTF Board through two strategies- Community Outreach and Community Awareness. The FY14-FY16 Strategic Communications Plan includes a more formalized, deliberate community engagement program that focuses on moving stakeholders to take action on behalf of young kids. Engaging others will help us expand our outreach and awareness efforts.

The work of engagement begins by connecting with and identifying likely supporters and then motivating them to take action through tactics such as sharing success stories or showing the impact of early childhood programs through a site tour. This is followed by providing continual training and tools to support the efforts of these Friends, Supporters and Champions¹. This three-tier program offers stakeholders an opportunity to be involved at whatever level they feel most comfortable. Specific calls-to-action for each of the three-tiers are employed.

Measurements and benchmarks help us focus our work, track the progress of awareness and engagement efforts and make adjustments as needed, using tactics outlined in this plan. Outreach staff are working toward several benchmarks, including:

1. Individual staff will work to recruit 30 people at the Friend level per month.
2. As a team, move 25% of the total number of Friends recruited to Supporters each quarter (about 22 per quarter regionally).
3. As a team, move 12.5% of the total number of recruited Supporters to Champions each quarter (about 3 per quarter regionally).
4. Secure two referrals per month from a Friend for FTF to present to another group or to share information at an event or with another group or organization.
5. Secure two commitments per month from Supporters or Champions to represent FTF at outside events.

¹ See FTF FY14-16 Strategic Communications Plan for detailed information on tiered engagement program.

Regional Priority Audiences:

K-12 (expanding relationships with K-12 communities and leaders)
Health Community
Faith-based Community
Local Businesses
Municipalities (neighborhood planning committees and groups/commissions/departments/staff)

Tactic: Presentations/Outreach Events

- Presentations, one-on-one or networking meetings in the community, and attending community events to share information about First Things First and the importance of early childhood health and development to raise overall awareness and recruit Friends, Supporters and Champions.

Alignment with State Goals:

- *Presentations, networking and event participation help to raise general awareness and identify and recruit Friends. Aligned with State Goal #1.*

Tactic: Success Stories

- Success stories demonstrating the impact of FTF-funded early childhood programs will be developed for newsletter use, media submission, and for distribution by grantees and supporters.

Alignment with State Goals:

- *Stories inspire action. Aligned with State Goals 1, 2 and 3.*

Tactic: Site Tours

- Site tours of FTF-funded early childhood programs will be organized to demonstrate the impact of early education, health and family support programs on young children. Invitees may include Friends, Supporters and Champions to further their commitment and, if appropriate, other community members and community leaders to raise their awareness.

Alignment with State Goals:

- *Site tours are one of the top tactics to motivate people to action. Attendees leave with a greater understanding of the importance of the early years. Additionally, this is a specific engagement “call to action”, moving a friend to a supporter. Aligned with State Goals 1 & 3.*

Tactic: Earned Media

- Earned media opportunities will be secured through multiple outlets including radio, television and print media (including local newspapers and newsletters). The purpose is to spread the word of the importance of early childhood, share FTF updates and events and share success stories highlighting the impact of FTF funded services in the lives of children and families.

Alignment with State Goals:

- *Earned media helps to raise general awareness and reach broad audiences in local regions. Aligned with State Goals 1, 2 & 3.*

Tactic: Speaker's Trainings

- Trainings for Supporters and Champions to empower them to share consistent messages about early childhood and FTF which is fundamental to increasing awareness and engagement across the state of Arizona. The trainings also provide tools to support their efforts.
- The trainings include:
 - Early Childhood, Every Day- *Simple ways to spread the word about early childhood and First Things First in your community*
 - The Write Way- *Writing and Sharing Effective Impact Stories*

Alignment with State Goals:

- *Training enables Supporters and Champions to take action and use key messages that are research-based and used statewide. Aligned with State Goals 1 & 2.*

Tactic: Informal Networking Event

- Informal networking events are an opportunity to broaden support among existing Supporters and Champions and help to mobilize and empower them to connect with others who share their interest in early childhood. Key Supporters and/or Champions may be asked to facilitate an informal networking event by hosting an event, planning an event, speaking at an event or inviting friends to an event.

Alignment with State Goals:

- *Informal networking events helps encourage Supporters and Champions that they are part of a larger effort. Aligned with State Goals 1 & 2.*

Community Awareness

A variety of educational reinforcement items are used to engage various audiences in the community when presenting, participating in events and conducting trainings.

- Educational Reinforcement items will be given only to individuals who have first received general information about early childhood and FTF.
- The distribution of Educational Reinforcement items will be determined based on the demographic and knowledge of each audience.
- **FTF Supporters, Champions 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.

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.

To assist Regional Partnership Council members with conducting outreach and awareness, Community Outreach Coordinators offer the following trainings:

- Early Childhood, Every Day- *Simple ways to spread the word about early childhood and First Things First in your community*
- The Write Way- *Writing and Sharing Effective Impact Stories*



FIRST THINGS FIRST

Community Engagement Calls-to-Action

Level 1 -Friends

- Subscribe to FTF E-Newsletter
- Friend FTF on Facebook and/or follow on Twitter
- Refer us to another group or organization

Level 2 -Supporters

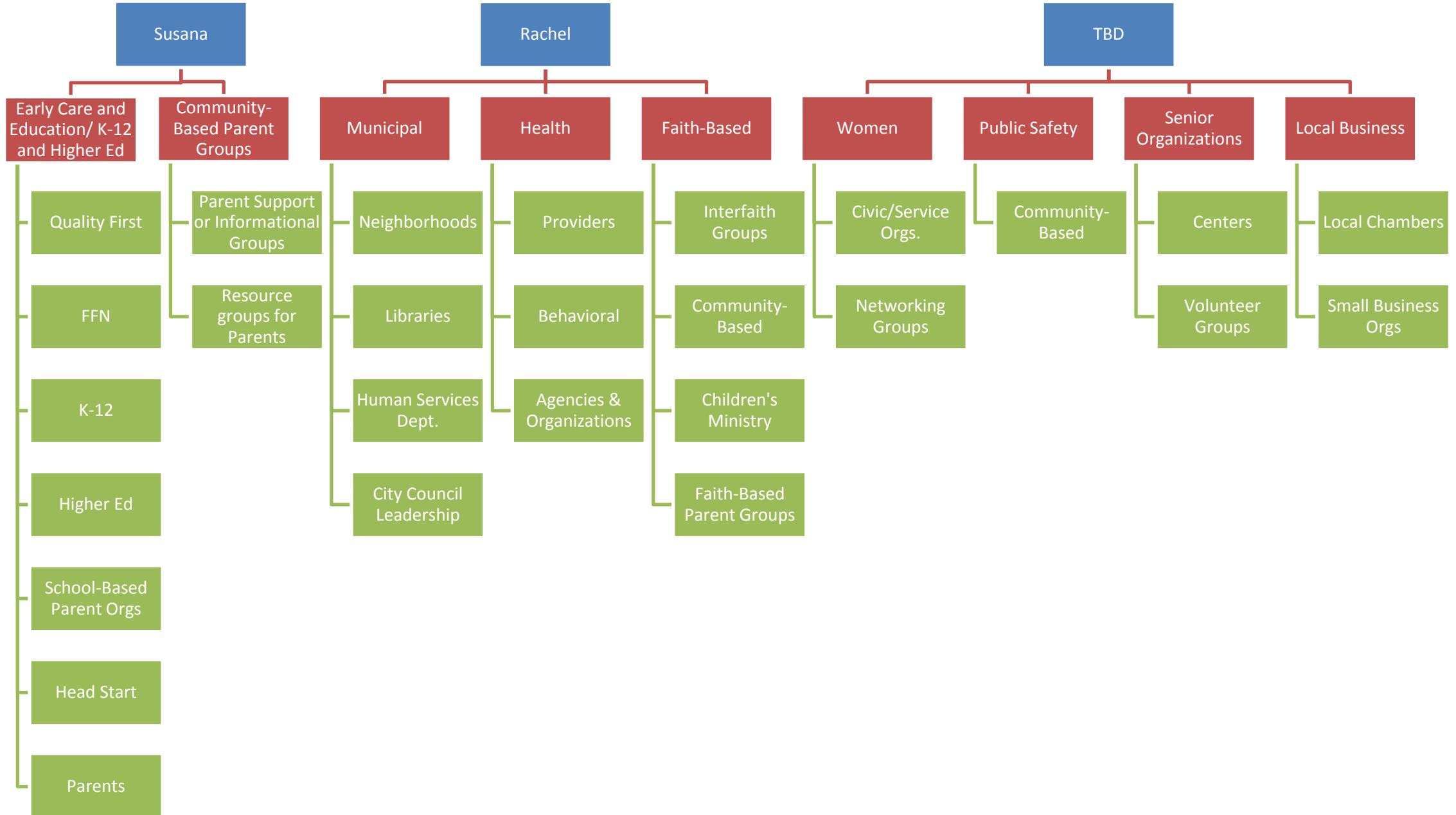
- Attend FTF basic training (Early Childhood Every Day)
- Share FTF collateral with personal/professional networks after training
- Invite FTF to present at a meeting or event
- Where applicable, allow FTF to share their story – earned media, digital story, etc.
- Attend an FTF early childhood activity or event (i.e. networking meeting, Summit).
- Engage in social media – repost, share, comment, etc.
- Attend a site tour of a FTF-funded program

Level 3 - Champions

- Help host an FTF-information table at a community event
- Organize or host an EC-awareness building activity (ECDH guest speaker, EC event)
- Attend FTF advanced training (The Write Way)
- Participate in a “rapid response” effort (post comments to online media, etc.)
- Write a letter to the editor
- Share their FTF success story through their own testimony (ie. social media, personal blogs)
- Apply to serve on Regional Partnership Council

Phoenix Outreach Team

Areas of Expertise





FIRST THINGS FIRST
Ready for School. Set for Life.

**Community Awareness Budget - FTF Directed Strategy
FY 2015 Phoenix South**

Phoenix South Regional Partnership Council 20854	19,440.00
Total Community Awareness Budget	\$ 19,440.00

Budget Category		Total Cost
CONTRACTED SERVICES	Contracted Services Sub Total	\$ 19,440.00
Entertainment & Promotional Items	<i>ERI, Branded Items, Brown & Bigelow</i>	6,500.00
External Printing	<i>ACI Folders, Office Max, Born Learning</i>	1,750.00
Books, Subscriptions & Publications	<i>Children's Books</i>	4,750.00
Office Supplies	<i>Community Awareness Equipment (cart, screen)</i>	500.00
Other Office Supplies	<i>Community Awareness Supplies (educational, craft)</i>	400.00
Conference Registration/Attendance Fees	<i>FTF Hosted Events (Event Participation)</i>	500.00
Advertising	<i>Event Sponsorship (\$), Media</i>	5,040.00
Total		\$ 19,440.00

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

Entertainment & Promotional Items	FTF-branded educational reinforcement items will be purchased over the course of the year to be utilized at 220 community events depending on the audience. Such events include Community Resource Fairs, Health and Safety Fairs, Literacy Events, events in partnership with grantees and other community partners; presentations/speaker's bureaus and community meetings where an FTF presentation or update is being given.	6,500.00
External Printing	Printing of posters/banners/brochures/flyers/signs for events in which the Regional Council participates, sponsors or organizes. FTF branded folders will be utilized during site tours, trainings and 1:1 meetings. Additional expenditures will focus around Born Learning materials, external printing of fact sheets, parent guides and FTF signs.	1,750.00
Books, Subscriptions & Publications	Children's books support FTF messaging that parents are a child's first teacher. Literacy is the best tool to help strengthen vocabulary and build relationships between caregivers and their child. Books prices range from \$3.00 to \$5.00 per book and will be distributed at fairs and other community events where children are present. For 20 events across the two regions, 50-70 books will be distributed at each event. For 25 presentations to parents and caregivers 20-30 books will be distributed. Additionally books may be distributed at events where the coordinator feels that books are the best tools to deliver FTF messaging.	4,750.00
Office Supplies	Community awareness equipment to load supplies for events, presentations and trainings and to aid in these activities. Items include replacement carts, projector screens, tables and chairs.	500.00
Other Office Supplies	Community awareness supplies to aid in educational and craft activities conducted at events, presentations and trainings. Items include craft supplies for early childhood appropriate activities.	400.00
Conference Registration/Attendance Fees	Event Participation in small events with low cost that do not meet sponsorship criteria.	500.00
Advertising	Event Sponsorship and Media purchases for 10 events during 2015.	5,040.00
TOTAL		19,440.00