



FIRST THINGS FIRST

Ready for School. Set for Life.

STRATEGY #1

Northeast Maricopa Regional Partnership Council 2013 Community Awareness Implementation Plan

Priority Audience(s)

1. Parents and Caregivers
2. PreK – 12 Community
3. Faith Based Organizations
4. Women
5. 55 +

Strategy: Educate people on the importance of early childhood development broadly and FTF specifically.

1. Identify tactics to accomplish this strategy (i.e. Site visits, email updates, presentations, etc).
 - A. Conduct presentations to groups by audience.
 - B. Earned media.
 - C. Participate in/sponsorships of events by audience.
 - D. Conduct one-on-one meetings with key individuals by audience.
 - E. Distribution of *Born Learning* collateral materials and other approved educational reinforcement materials.
 - F. Collect success stories from locally funded programs to be used in presentations and other outreach.
2. Identify which FTF tools you will use to accomplish this strategy (i.e. PowerPoint presentation, brochures, sign up cards, and fact sheets by topic or initiative).
 - A. All tools in the Communication's tool kit.
3. Identify what support and/or training you need to accomplish this strategy
 - A. Assistance with process/policy around the development of new Regional Collateral Items (i.e. fact sheets).
 - B. Assistance with training process for regional council members and others to use existing social media platforms to educate public on the importance of early childhood and FTF.
4. Identify what local partners you are going to work with to accomplish this strategy.
 - A. Local media
 - B. Regional grantees and other early childhood stakeholders, especially Northeast Maricopa Collaboration Group
 - C. Human Services Departments in Scottsdale, Cave Creek/Carefree, Fountain Hills, , Paradise Valley, Fort McDowell Yavapai Nation

Region(s): Northeast Maricopa Regional
Partnership Council

Participants: Mary Permoda, Marie Raymond, Tina
Oluyi

Date: 08/06/2012

and Rio Verde

D. Local school districts

E. Faith-based networking groups

5. Identify what additional tools would be helpful to accomplish this strategy.

A. Topical fact sheets

B. Approved tips for posting on the FTF website and social media sites.

6. Identify which benchmark(s) you will use to measure your progress

A. Participate in a minimum of 5 monthly outreach activities targeting priority audiences in FY 2013.

B. Recruit 300 first level champions.

C. Motivate 30 percent of the 300 first level champions to be second and third level champions.





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STRATEGY #2

Northeast Maricopa Regional Partnership Council 2013 Community Awareness Implementation Plan

Priority Audience(s)

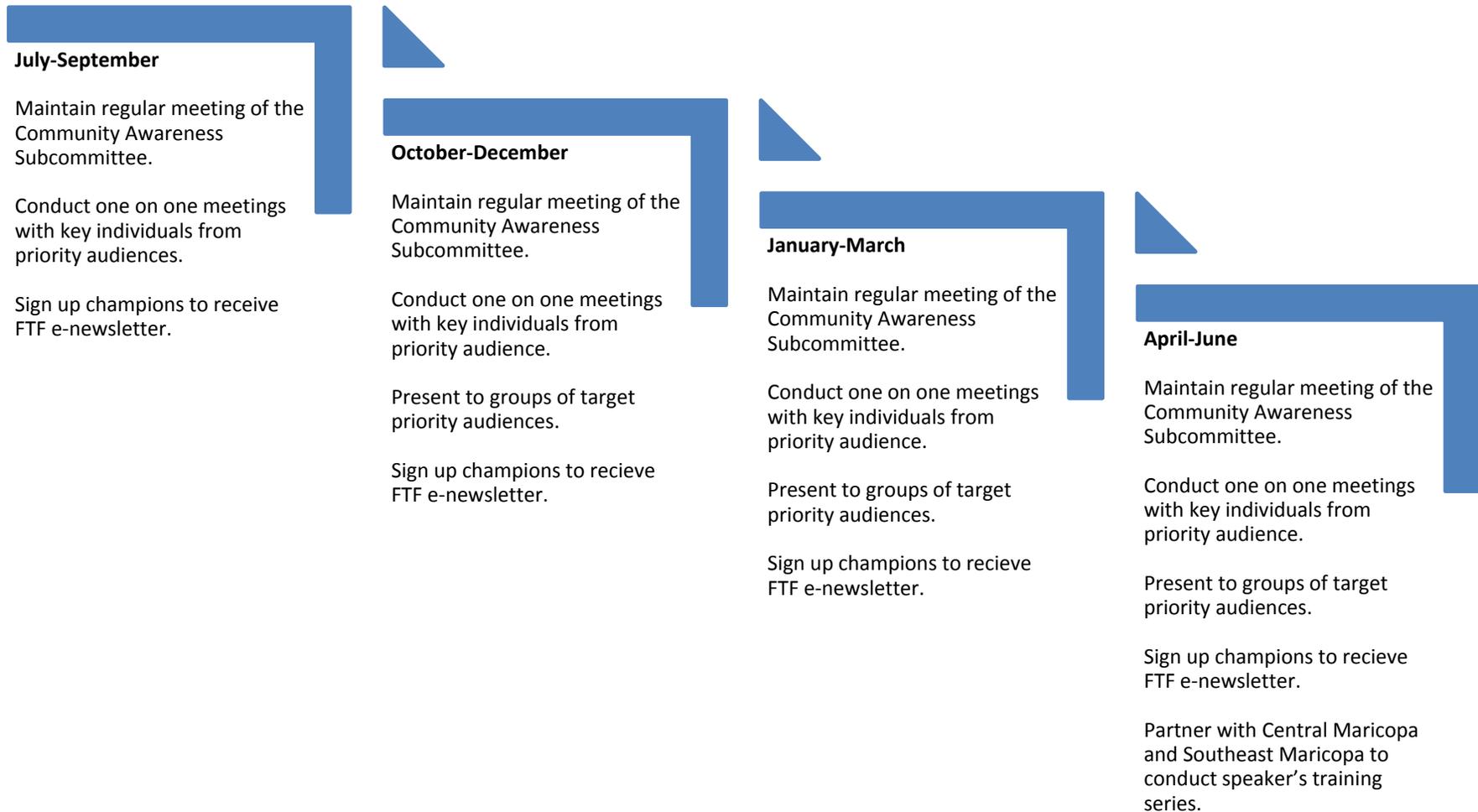
1. Parents and Caregivers
2. PreK – 12 Community
3. Faith Based Organizations
4. Women
5. 55 +

Strategy: Recruit and retain new champions of early childhood development broadly and FTF specifically.

1. Identify tactics to accomplish this strategy (i.e. Site visits, email updates, presentations, etc).
 - A. Conduct presentations to groups by audience.
 - B. Conduct grantee presentations to partners.
 - C. Utilize technologies (e.g. intranet, FTF website, social media) to recruit and retain new champions.
2. Identify which FTF tools you will use to accomplish this strategy (PPT presentation, brochures, sign up cards, and fact sheets by topic or initiative).
 - A. All tools in the Communication's tool kit.
3. Identify what support and/or training you need to accomplish this strategy
 - A. Cooperation of all grantees in region.
4. Identify what local partners you are going to work with to accomplish this strategy.
 - A. Regional grantees
 - B. Scottsdale Human Services
 - C. Local school districts
 - D. Faith-based networking groups
 - E. Regional council members
5. Identify what additional tools would be helpful to accomplish this strategy.
 - A. Approved fact sheets that do not focus only on Regional Partnership Council

Region(s): Northeast Maricopa Regional
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Oluyi
Date: 08/06/2012

- B. Approved posting for uploading information/documents on the social media sites.
6. Identify which benchmark(s) you will use to measure your progress
- A. Participate in a minimum of 5 monthly outreach activities targeting priority audiences in FY 2013.
 - B. Recruit 300 first level champions.
 - C. Motivate 30 percent to be second and third level champions.





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STRATEGY #3

Northeast Maricopa Regional Partnership Council 2013 Community Awareness Implementation Plan

Region(s): Northeast Maricopa Regional
Partnership Council

Participants: Mary Permoda, Marie Raymond, Tina
Oluyi

Date: 08/06/2012

Priority Audience(s)

1. Parents and Caregivers
2. PreK – 12 Community
3. Faith Based Organizations
4. Women
5. 55 +

Strategy: Motivate all Champions for Children to take action.

1. Identify tactics to accomplish this strategy (i.e. Site visits, email updates, presentations, etc).
 - A. Earned media.
 - B. Utilize technologies (e.g. intranet, FTF website, social media) to motivate champions.
 - C. Support champions in their efforts to inform their spheres of influence about First Things First.
2. Identify which FTF tools you will use to accomplish this strategy (PPT presentation, brochures, sign up cards, and fact sheets by topic or initiative).
 - A. All tools in the Communication's tool kit.
3. Identify what support and/or training you need to accomplish this strategy
 - A. None at this time.
4. Identify what local partners you are going to work with to accomplish this strategy.
 - A. Regional grantees
 - B. Current champions
 - C. Local media
5. Identify what additional tools would be helpful to accomplish this strategy.
 - A. Approved fact sheets that do not focus only on Regional Partnership Council.
 - B. Approved templates for posting/uploading information/documents on the FTF website and social media sites.

6. Identify which benchmark(s) you will use to measure your progress
- A. Participate in a minimum of 5 monthly outreach activities targeting priority audiences in FY 2013.
 - B. Recruit 300 first level champions.
 - C. Motivate 30 percent to be second and third level champions.
 - D. A minimum of 10 earned media submissions in FY 2013.

July-September

Maintain regular meeting of the Community Awareness Subcommittee.

Attend ongoing community meetings with grantees and non-grantees in the region.

Maintain positive relationships and contact with local media.

October-December

Maintain regular meeting of the Community Awareness Subcommittee.

Attend ongoing community meetings with grantees and non-grantees in the region.

Maintain positive relationships and contact with local media.

January-March

Maintain regular meeting of the Community Awareness Subcommittee.

Create and distribute a bi-monthly NE Maricopa Collaboration Group Newsletter.

Partner with Maricopa and Phoenix Regions cross regionally.

Maintain positive relationships and contact with local media.

April-June

Maintain regular meeting of the Community Awareness Subcommittee.

Create and distribute a bi-monthly NE Maricopa Collaboration Group Newsletter.

Maintain positive relationships and contact with local media.