



**Parent Outreach and Awareness Budget - SFY2014**

**FIRST THINGS FIRST**

Budget Category	Description of Line Item	Total Cost
<b>Total Allotted Budget</b>		<b>\$ 100,000.00</b>
<b>CONTRACTED SERVICES</b>	<b>Contracted Services Subtotal</b>	<b>\$ 85,060.00</b>
Early Literacy Kit	Kits distributed to new parents at the three birthing hospitals on the Navajo Nation.	\$81,460
Early Childhood Workshop	An opportunity for families to gain practical and relevant information about early child development and parenting skills from readily accessible information and presentations on early childhood education and health.	\$3,600
<b>OTHER OPERATING EXPENSES</b>	<b>Other Operating Sub Total</b>	
<b>Total</b>		<b>\$ 85,060.00</b>
<b>Unallotted</b>		<b>\$ 14,940.00</b>

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

<b>Early Literacy Kit</b>	The Early Literacy Kit is distributed to new parents by the Hozho Foundation at all three birthing hospitals (Tuba City, Chinle and Fort Defiance Hospitals) on the Navajo Nation on a monthly basis, and kits are shipped to the Four Corners Health Center in Red Mesa . The Kit includes culturally relevant, useful materials that connect parents to local resources. New parents receive a backpack comprised of four baby board books in both Navajo and English – “Baby Learns About Animals”, “Baby Learns About Colors,” “Baby Learns To Count,” and “Baby’s First Laugh,” two CDs – “Navajo Nursery Lullabies” and “Baby’s 1st CD.” A resource guide with statewide and local resources and information with practical parenting advice is also included.	<b>\$81,460</b>																																								
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<b>Early Childhood Workshop</b>	A one-day interactive workshop to engage parents/caregivers to understand and promote factors in supporting children’s social, emotional, cognitive, and physical development.	<b>\$3,600</b>																																								
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