



SFY 2014 Community Outreach and Awareness Plan

STRATEGY 1: Educate people on the importance of early childhood development broadly and First Things First (FTF) specifically.

PRIORITY AUDIENCES:

1. Parents/Caregivers/Parents receiving FTF-funded services
2. Health Professionals/Medical Community
3. Faith-Based Groups/Churches
4. K-12 Educators/Parent Teacher Associations (PTA)
5. Service Organizations (Rotary, Lions Club, Elks, Soroptimist)
6. Elected Officials (Mayors, City Councils, School Boards, Supervisors)

TACTICS:

1. Presentations and info tables at local meetings and events.
2. Submit articles on early childhood development to existing newsletters distributed by schools and other local organizations.
3. Earn free media coverage by pitching stories and sending press releases on FTF-funded programs to local media.
4. Co-host Family Fun Days in Beaver Dam, Quartzsite and Bullhead (in partnership with grantees).
5. Distribute Born Learning educational materials, children’s books, FTF fact sheets and leave behinds at family/community event

STRATEGY 2: Recruit and retain new stakeholders for early childhood broadly and First Things First (FTF) specifically.

PRIORITY AUDIENCES:

1. Parents/Caregivers/Parents receiving FTF-funded services
2. Health Professionals/Medical Community
3. Faith-Based Groups/Churches
4. K-12 Educators/Parent Teacher Associations (PTA)
5. Service Organizations (Rotary, Lions Club, Elks)
6. Elected Officials (Mayors, City Councils, School Boards, Supervisors)

TACTICS:

1. Presentations for groups local professionals attend (MCC nursing classes, KRMC Lunch and Learn, professional conferences, etc...), faith-based groups and service organizations.
2. One-on-one meetings with leaders in priority audiences.
3. Distribute Born Learning educational materials, children’s books, FTF fact sheets, and leave behinds at family/community events.

STRATEGY 3: Motivate stakeholders to take action.

PRIORITY AUDIENCES:

1. FTF Grantees
2. Other Partners/Stakeholders
3. Elected Officials

1. Lead local effort for NAEYC Week of the Young Child.
2. Arrange site visits for elected officials with grantees.
3. Provide FTF speaker training in small groups and one-on-one.
4. Distribute standardized materials, FTF PowerPoint presentations, logos, web tools.

TACTICS:



La Paz/Mohave Regional Partnership Council
SFY 2014 Community Awareness Budget

Budget Category	Description of Line Item	Total Cost
CONTRACTED SERVICES	Contracted Services Sub Total	\$ 28,000.00
Educational Reinforcement Items	FTF branded educational reinforcement items	10,000.00
Scholastic Books	Scholastic children's books	5,000.00
Born Learning Materials	Education materials for parents (The Playbook, KidBasics, Your child @Series, etc...)	4,500.00
Printing of Collateral Materials	Save the date cards, flyers, brochure inserts for Family Fun Days, Champion for Young Children Award	1,500.00
Event Participation	Information table fees/event registration fee	1,000.00
Event Sponsorships	Red Ribbon Week, Havasu Stick'em and Week of the Young Child	2,000.00
FTF Hosted Family Event	Family Fun Days (Beaver Dam, Quartzsite, Bullhead City, etc.)	4,000.00
FTF Hosted Events		
OTHER OPERATING EXPENSES	Other Operating Sub Total	\$ 2,000.00
Community Awareness Supplies	Craft supplies for appropriate activities for young children at events \$100 per event	1,000.00
Community Awareness Equipment	dolly, portable storage, table cloth, banners	1,000.00
Total		\$ 30,000.00

Budget Narrative--provide description of the activities and rationale for funding level for each line item		
Educational reinforcement items at \$10,000:	FTF branded educational reinforcement items will be purchased throughout the year to distribute during community events such as; children's health and/or safety fairs, presentations, speaker bureau, fun fall fairs, Red Ribbon events, Week of the Young Child events.	
Scholastic Books at \$5,000:	Books will be purchased throughout the year for distribution by grantees and staff at community events, and early childhood events.	
Born Learning Materials at \$4,500:	Born Learning Materials will be purchased throughout the year to be distributed by grantees and staff at early childhood events.	
Printing of Collateral Materials at \$1,500:	For event participation, sponsorships, family events and Week of the Young Child.	
Event Participation at \$1,000:	This is an estimated cost for registration and vendor fees throughout the year.	
Event Sponsorship at \$2,000:	This will include event sponsorships, endorsements and advertisements.	
FTF Hosted Family Events at \$4,000:	Family Fun Days in Bouse, Parker, Wenden/Salome, Mohave Valley, Beaver Dam, estimated at \$1,600 per event to include speaker fees, travel, honorarium, facility rental fees.	
Community Awareness Supplies at \$1,000	Craft supplies for appropriate activities for young children estimated at \$100 per event for 10 events.	
Community Awareness Equipment at \$1,000	estimated costs for dolly, portable storage, table cloth, banners.	



La Paz/Mohave Regional Partnership Council
Family Fun Day Children’s Activities

INTELLECTUAL DEVELOPMENT			
Activity	Description	Development	Supplies Needed
What’s Missing	Show 4 items to children, have them cover their eyes, and remove one item. Ask one child which item is missing.	Memory	Four blocks of different colors and shapes.
What’s in the Box	Put different items in an enclosed box and have children feel around inside the box to figure out what they are.	Sensory	Box, ball, jumbo crayons, etc...
Match It	Show six cards and explain the picture on the cards. Have kids place the cards face down and scramble them. Then the children will turn the cards over to find the matches.	Memory	Matching card game.
PHYSICAL DEVELOPMENT			
Activity	Description	Development	Supplies Needed
Stuff-stacle Course	With safety in mind, create an obstacle course. Children will line up at the starting line.	Physical	Hula hoops, rope, cones, etc...
Hokey Pokey	About ten to fifteen children in a circle hold hands and start off by singing the hokey pokey song. Then have a child identify a body part that they would like to put into the circle and sing the song.	Physical	None.
Bead Necklaces	Children string beads to make necklaces.	Eye-hand Coordination	String and large, colorful beads.
Mother’s / Father’s Day Posters	Children make poster-size cards for their mothers/fathers.	Coordination	Paper roll, paint and large crayons.
SOCIAL DEVELOPMENT			
Activity	Description	Development	Supplies Needed
Make Puppets	Pair up two children and have them each make a puppet.	Social	Crayons, paper bags, arts and crafts for 5 stations.
Name Game	Children sit in a circle and each will take turns saying their name. Variations of the game: 1 st round whisper, 2 nd round shout, 3 rd round sing and clap syllables, etc...	Social	None.
Name Tent	Parent and child use sponge letter paint stampers to make a name tent for the child. Parent will recite letters and have child repeat.	Social	Letter stamps and heavy construction paper.