



FIRST THINGS FIRST

La Paz/Mohave Regional Partnership Council

SFY 2012 Community Outreach 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. Service Organizations (Rotary, Lions Club, Elks, Soroptimist)

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. Host three Family Fun Days in Lake Havasu, Kingman and Bullhead (in partnership with grantees and local Parks and Recreation).
- 5. Distribute Born Learning educational materials, children’s books, FTF fact sheets and leave behinds at family/community events.

STRATEGY 2: Recruit and retain new champions 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. Service Organizations (Rotary, Lions Club, Elks)

TACTICS:

- 1. Presentations for groups health 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 all champions for children to take action.

PRIORITY AUDIENCES:

- 1. FTF Grantees
- 2. Champions/Stakeholders
- 3. Elected Officials

TACTICS:

- 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, “Made Possible by/Proud Recipient of” signs, logos, web tools.



Budget Category	Description of Line Item	Total Cost
CONTRACTED SERVICES	Contracted Services Sub Total	\$38,000.00
Leave Behinds	FTF-branded leave behinds (stickers, magnets, onesies, crayons)	\$9,000.00
Scholastic Books	Scholastic children's books	\$5,000.00
Born Learning Materials	Education Materials for Parents (Kids Basics and The Playbook)	\$9,000.00
Printed Materials	Save the date cards, fliers, posters, and programs for conference and Family Fun Days	\$4,000.00
Event Participation	Information table fees/event registration fees	\$1,000.00
Event Sponsorships	-	-
FTF Hosted Family Events	Three Family Fun Days (Lake Havasu, Kingman and Bullhead)	\$10,000.00
FTF Hosted Professional Events	-	-
OTHER OPERATING EXPENSES	Other Operating Expenses Sub Total	\$2,000.00
Community Awareness Supplies	Craft supplies for activities for young children at events. \$100/event	\$1,000.00
Community Awareness Equipment	Easy-Up Shade, folding table, portable chairs, table-top display	\$1,000.00
TOTAL		\$40,000.00

Budget Narrative (description of activities and rationale for funding levels)
<p>Leave Behinds at \$9,000: For distribution by staff and grantees, 2,500 stickers at .25 each = \$625; 2,000 refrigerator magnets at \$1.50 each = \$3,000; 800 infant onesies at \$5.30 each = \$4,240; 1,500 jumbo crayons a .70 each = \$1,050.</p> <p>Scholastic Books at \$5,000: For distribution by grantees and staff at community events, 2,500 books at \$2.00 each = \$5,000.</p> <p>Born Learning Materials at \$9,000: For distribution to grantees and by staff at community events, 3,000 KidsBasics at \$2.92 each = \$8,760; 3,000 Playbooks at .08 each = \$240.</p> <p>Printed Materials at \$4,000: For FTF-hosted family and professional events, estimated at \$1,000 per event for 4 FTF-hosted events (1 professional conference and 3 family fun days) to be provided in the region, to include save the date cards, fliers, posters and programs.</p> <p>Event Participation at \$1,000: Estimated cost of registration fee at \$100 per event for 10 events. Events to be determined.</p> <p>FTF-Hosted Family Events at \$10,000: Cost to include permit fees, facility rental fees, transportation, insurance, and three speaker fees (travel/honorarium) to bring experts from the Wolf Trap Institute for Early Learning Through Arts for participatory workshops for families in each of three locations (Lake Havasu, Kingman and Bullhead).</p> <p>Community Awareness Supplies at \$1,000: \$100 per event for appropriate activities for young children at 10 events.</p> <p>Community Awareness Equipment at \$1,000: (1) Easy Up Shade at \$200, (1) folding table at \$100, (2) portable folding chairs at \$50 each, (1) professional table-top display at \$600.</p>

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	Jula 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 the 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.

Partial List of Upcoming Family/Community Events

July 4, 2011 – 5th Annual Independence Day BBQ Bash – Bullhead City Municipal Pool, Bullhead City

July 23, 2011 – Family Fun Carnival and Movie Night – Centennial Park, Kingman

July 23, 2011 – 5th Annual Havasu Stick'em – Aquatic Center, Lake Havasu

August, 2011 –

September 17, 2011 – Family Safety Day – Rotary Community Park, Lake Havasu City

September 17 or 24, 2011 – 5th Annual National Day for Kids Dive-In – Bullhead City Municipal Pool, Bullhead

September 27, 2011 – FTF Grantee Coordination Meeting

October 1, 2011 – Soroptimist International Community Health Fair & Breast Cancer Walk, Lake Havasu City

October 15, 2011 – 40th Annual London Bridge Days Parade – McCulloch Blvd, Lake Havasu City

October 29, 2011 – Fall Fun Fair – Rotary Community Park, Lake Havasu City

October 23-31, 2011 – Red Ribbon Week & Family Fun Day – Pop Harvey Park, Parker

October 31, 2011 – Fright Night – McCulloch Blvd, Lake Havasu City

October 31, 2011 – River Cities Community Clinic Halloween Party – Bullhead City

November 21, 2011 – CRIT Fall Gathering – Blue Water Resort and Casino, Parker

November, 2011

December, 2011

January, 2012

February 7, 2012 –

February 11-12, 2012 – 27th Annual Winterfest Festival – Main St., Lake Havasu

March, 2012

April 15, 2012 – Spring Wellness Festival – Aquatic Center, Lake Havasu City

April 22-28, 2012 – NAEYC Week of the Young Child (FTF-Hosted Family Fun Days in Havasu, Kingman and Bullhead)

May 19, 2012 – Parker Family Fun Fest - O'Brien Park, Parker

June, 2012 – Family Outdoor Bingo Night, Dinner and Desert – Centennial Park, Kingman