



## FIRST THINGS FIRST

4000 North Central Avenue, Suite 800  
Phoenix, Arizona 85012  
Phone: 602-771-5100  
Fax: 602-274-7040  
[www.azfff.gov](http://www.azfff.gov)

### Chair

Steven W. Lynn

### Vice Chair

Dr. Eugene Thompson

### Members

Nadine Mathis Basha  
Gayle Burns  
Honorable Cecil Patterson  
Dr. Pamela Powell  
Vivian Saunders

### Ex-Officio Members

Will Humble, Director ADHS  
Clarence Carter, Director DES  
John Huppenthal,  
Superintendent ADE

Attachment 5

March 25, 2011

**TO:** Regional Partnership Council Members

**FROM:** Michelle Katona, Chief Regional Officer  
Liz Barker Alvarez, Vice President for Communications

In every community across Arizona, regional council members, numerous champions for children and First Things First staff are engaged in increasing public information about the importance of early childhood development and health. The FTF statute (see A.R.S. 8-1171 and 8-1161 (G) 1) sets forth public awareness as one of six areas of focus for our programmatic efforts. To that end, *Fulfilling our Commitment to Arizona's Children* (FTF's Strategic Communication Plan 2010-2013) was established. The plan outlines strategies for building public awareness of early childhood development and an understanding of FTF. Many regional councils have included community awareness as a funded strategy in their regional funding plans along with community outreach and media. As you recall, the Board approved the community awareness strategies this past January with the requirement that a line item budget be submitted to the Chief Executive Officer for approval before implementation could begin.

The communications division has reviewed the types of activities and tactics that have been implemented this current fiscal year under community awareness and outreach and developed a set of guidelines and procedures to ensure effective implementation of community awareness activities. These guidelines ensure that FTF is adhering to state rules and regulations as a state agency and support regional and communications staff with implementation. Unlike many of the strategies included in the regional funding plans, FTF staff are directly implementing the community awareness and outreach strategies. As you all are keenly aware, FTF must be sensitive to the public's perception of community awareness expenditures when taken in total across all 31 regional councils and when put in context to direct services for children funded through program dollars in other FTF focus areas (such as quality early education, health, etc.). In addition, FTF must ensure that its community awareness activities and expenditures are linked to measureable outcomes, as is the case with program expenditures in all other areas. The guidance materials now available include the following:

1. Community Awareness Standard Of Practice and Exhibits
2. Event Participation and Sponsorship Guidelines--The guiding questions help regional councils determine whether the events they are considering

for participation or sponsorship are aligned with FTF's programmatic priorities and have a significant impact in building awareness among FTF's target audiences for community outreach.

Your Regional Director will work with your regional council to develop the line item budgets for community awareness and present those to the Chief Executive Officer for approval. Should you have any questions about the materials developed please reach out to your Regional Director or contact us directly.

Michelle Katona: 602.771.5018 or via email at [mkatona@azftf.gov](mailto:mkatona@azftf.gov)

Liz Barker Alvarez: 602.771.5063 or via email at [lbarker@azftf.gov](mailto:lbarker@azftf.gov)

As always, thank you for your commitment to Arizona's children and to FTF as we realize this vision: helping all Arizonans recognize the importance of early childhood and be actively engaged in supporting the education and health of young children in your communities.