



FIRST THINGS FIRST

**Parent Outreach and Awareness Budget
FTF Directed Strategy**

Budget Category	Description of Line Item	Total Cost
CONTRACTED SERVICES	Contracted Services Sub Total	\$11,674
Educational reinforcement items	FTF branded educational reinforcement items	\$500
Resource Distribution	Other educational reinforcement items -at home activities	\$2,500
Scholastic Books	Scholastic Children's Books	\$250
Printing of Collateral Materials		\$500
Parent/Family Workshops	3 separate presentations, at approximately \$2,500 each, including contracting presenters who are topic-experts	\$7,500
Event Participation	Fees associated with an established, parent-focused, event	\$374
Marketing Materials		\$50
OTHER OPERATING EXPENSES	Other Operating Sub Total	
Total		\$ 11,674.00

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

The Cocopah Tribe Regional Partnership Council recognized that more education is needed on a wide spread level among parents and caregivers in the region. This strategy seeks to improve child development by educating parents and connecting them to resources and activities that promote healthy growth and school readiness. To raise parent awareness, outreach will be conducted through community presentations (workshops) and group sessions, and will relate to early childhood development and school readiness topics that are relevant to the region.

"Relevant" topics will be identified via community survey and consultation with Cocopah programs, departments, and leadership. The specific topic areas will be selected where an increase in broad parent awareness is needed in the region. The following items are included in this budget for FY2013:

FTF-branded educational reinforcement items will be purchased to supplement the outreach work.

In addition to the FTF-branded items, additional resource distribution will occur to enhance the messaging to parents and families. Encouraging participation between the parent and child at home.

Scholastic Children's Books will be purchased and distributed to emphasize every day reading and literacy rich homes.

Collateral materials are budgeted for to accompany the workshops and messaging.

Three Parent/Family workshops will be provided by topic-experts through one-time workshops in the region.

Where possible, the workshops and parent awareness activities will coincide with other community events, and a small amount has been budgeted for cases where fees may be associated with that participation.

Marketing materials will be developed as needed to promote the workshop or the wide scale messaging in the region.

TIMELINE:

July - September: Community surveys

Develop and distribute community surveys - possibly 3 separate surveys specific to each of the reservations (i.e. "what do Parents on the East Reservation need to help ensure the healthy development of their children?").

September - October: Topic Selection Process

Possibly form and consult with an Elders Advisory Council, pitch the ideas for Tribal Council support, and present for approval by Regional Partnership Council.

October - December: Marketing/ Planning

Identify presenters and reinforcement materials/ complete contracts and make purchases. Develop and implement an advertising and marketing plan, utilizing all community outlets for information.