



FIRST THINGS FIRST

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AGENDA ITEM: SFY14 Parent Outreach and Awareness Contract with the Navajo County Library District

BACKGROUND: In February 2013 a Request for Grant Application (RFGA) was released for the Parent Outreach and Awareness Strategy within the FY14 Navajo/Apache Regional Partnership Council's Funding Plan. This RFGA was not successfully awarded. In April 2013 the Regional Council directed staff to pursue an Inter-Governmental Agreement (IGA) with the Navajo County Library District to address the early literacy component of the Parent Outreach and Awareness Strategy. This attachment includes the following portions of the agreement that is being presented:

- Attachment C – Narrative Questions and Responses
- Attachment D – Implementation Plan

The funding amount requested is \$60,000.

RECOMMENDATION: The Regional Director recommends approval of the agreement with the Navajo County Library District.

Attachment C

Narrative Questions and Responses

To complete your Application, provide a narrative response that addresses each of the items below.

a) Provide a description of the program being proposed.

Navajo County Library District staff is eager to continue the important strategy of increasing parent awareness and education concerning early literacy in the Southern Navajo and Apache County region. We will focus on the major goals outlined in the strategy, namely to implement Parent/Family Workshops to provide information on the topic of early literacy and to implement Resource Distribution to provide children's books for young children and their families to keep at home.

For the first goal, Navajo County Library District is committed to holding 50 parent/caregiver workshops. To fulfill this commitment, our proposal has several aspects. The Library District will work with the public libraries in both Navajo and Apache Counties utilizing their meeting room facilities where they exist to hold some of the workshops and will enlist the assistance of library staff in publicizing the workshops and recruiting attendees. Public libraries are popular, accessible, safe venues for parents to bring their children; hosting several of the workshops there enables parents to be exposed to the spectrum of materials and services that libraries provide, and gives them a chance to meet children's library staff who can reinforce the work and training of the early literacy specialist to further support their children's early literacy development.

The Library District will hold parent workshops in collaboration with Head Starts in both Navajo and Apache Counties, at Living Hope Women's Centers in both counties, at the Naomi House in Navajo County, and such other locations as may present themselves during the course of the eleven-month grant period. Storytimes at the public libraries will add to the number of workshops we are able to provide. To help library staff develop more effective story hours that reinforce certain building blocks of early literacy, the Library District will purchase the Very Ready Reading Program for most of the libraries, which provides an excellent resource manual stressing the importance of early literacy development, introduces the 7 Days, 7 Ways philosophy, and provides twenty complete storytime programs along with a CD and music that librarians can easily use. Take-home guides for the parents will provide them with guidance in incorporating early literacy tools into everyday activities.

The workshops which the early literacy specialist will conduct will include materials from established curricula such as "Read & Rise" from Scholastic, "Every Child Ready to Read @ Your Library" from the Public Library Association, brain development information from New Directions Institute, and "Born to Read" from the American Library Association. These programs encourage the development of vocabulary and use of language in a variety of settings, phonemic awareness, phonological awareness, and an understanding of how books

and writing work, while encouraging parents in talking, singing, playing, reading, and interacting with their children.

Concerning the resource distribution aspect of our program, Navajo County Library District will gladly take on the challenge of disseminating 4,000 age-appropriate books to children and families during the course of the grant. The opportunity to have funding for this strategy is actually quite thrilling and near-and-dear to a librarian's heart – and to the early childhood literacy specialist! Every child a book! We look forward enthusiastically to collaborating with a number of colleagues to find venues for these distributions. Successful settings will be provided through collaboration with existing partners: Navajo and Apache County Health Departments, Head Start/Early Head Start classrooms (in both counties), NAOMI House and other faith-based communities, Summit Healthcare, Living Hope Women's Centers (in both counties), Healthy Steps (at Summit and North Country HealthCare), and public libraries in Navajo County in the FTF Region. We are excited to announce the addition of Apache County's seven public libraries to our list of venues beginning in August of 2013.

One program that crossed over between parent education and resource distribution has been our prior year's Newborn Kit given to parents of newborns in both counties through Summit Regional Medical Center. Each baggie contained a book and miscellaneous early literacy handouts, bookmarks, magnets, etc. for the parents. We will continue this program but with a different distribution method. These kits contained certificates that parents could redeem at the public library for a free boardbook, but we found the redemption of these certificates to be very low. We have decided to continue distributing kits but we will do so through physicians' offices in both Apache and Navajo Counties encouraging the doctors to give them out to pregnant women who may have more time to absorb the contents than those focused on the immediate needs of their new infant. The early literacy specialist will work largely with the physicians in Navajo County, while library staff from Apache County's libraries has assured us they will take on the project of promoting these kits to the physicians in Apache County.

Additionally, Navajo County Library District will emphasize to a larger extent than in prior years its book distribution in conjunction with public library activities. These include capitalizing on the large number of young children who come to events such as Dr. Seuss birthday celebrations at the library, Santa's visit in December, Cinco de Mayo festivities, Trunk or Treat in October, and summer reading performances. We can also give a book to young children who are getting a library card for the first time.

Besides the libraries, we will seek out new venues as yet to be determined, which may be one-time events celebrating a festival or holiday. Other suggestions include handing out books at daycare centers, community swimming pools, and post offices, as well as supplying doctors' offices with books that they can give out to children between the ages of 1-5 years (since we are already giving out books to newborns, and infants are covered by "Reach Out and Read"). Of course, workshop attendees will be given free books to take home.

b) Identify and describe the target population to be served by the proposed strategy, including:

- Population demographics, i.e. all children birth through five, infants and toddlers, families of infants, early childhood professionals, etc.
- Target Service Number based on the Unit of Service(s) included in the scope of work above.
- How the strategy will meet the needs of the targeted population in terms of being culturally competent, linguistically appropriate, age appropriate and gender responsive.
- Recruitment and outreach efforts, engagement and retention practices for the targeted population.

The target population that Navajo County Library District will be serving includes parents, grandparents, and caregivers and the children from infants to five years old in the communities of Alpine, Clay Springs, Chambers, Concho, Eager, Forest Lakes, Greer, Heber-Overgaard, Holbrook, Joseph City, Linden, Nutrioso, Pinedale, Pinetop-Lakeside, Sanders, Show Low, Sun Valley, Snowflake, Springerville, St. Johns, Sun Valley, Taylor, Vernon, White Mountain Lakes, and Woodruff. Demographically, First Things First has ascertained that there are about 6,075 children in the service area, and while we realize it is very unrealistic to be able to reach all of the parents and children, with the help of various partners our early literacy program may have an impact on at least half of the target population either through the workshops or book distribution. Knowing our target audience, we will meet their needs with workshop materials that are appropriate for the skill levels of the attendees as much as possible, and choose a variety of resources for distribution that cover the ages from 0 to 5 and that are culturally sensitive for our diverse population. We will keep in mind the high poverty levels and low literacy rates of the adults in these two counties.

c) Identify capacity or infrastructure building which will be needed, including agreements and partnerships with other departments and agencies, additional resources, and training and technical assistance to provide the proposed service.

The Library District recognizes that for our program to be effective we must work in collaboration with many other service organizations working with parents and children. To that end, the monthly community networking meetings, First Things First grantee meetings, advisory committee meetings with Northland Pioneer College, the member libraries, and face-to-face meetings with other county and city government partners are invaluable. We will continue to build strong partnerships that can maximize our effectiveness.

d) Identify barriers to providing the service or program proposed and plans for addressing these barriers. Describe plans to recruit and locate personnel within the geographical region of the provided service and that are linguistically and culturally competent for the population to be served.

It is a known fact that getting people to attend a formal workshop in a service area such as ours is difficult. Adults with low literacy skills themselves may be intimidated by professionals or uncaring about developing early literacy skills in their children. Economic barriers as simple as the high cost of gasoline or no reliable vehicle limit travel for many. We hope that by having a

lot of the workshops in libraries which have a fairly wide spectrum of the population visiting and which strive to be community-oriented centers, more people may come for a library visit while also attending the workshop. Our particular program does not include recruiting personnel since it allows for only one FTE working with the early literacy component.

- e) Describe in this section the plan and resources necessary to meet First Things First basic reporting requirements, maintain data securely and confidentially, obtain client and any necessary tribal approvals for First Things First data submission and ensure that ongoing data collection is used within the grantee institution to ensure fidelity and overall effectiveness (see Exhibit D).

Navajo County Library District has a very stable Finance Department within county government that is responsible for assisting in recording and monitoring all financial data and providing the software system for inputting and reporting. The Navajo County IT Department is responsible for maintaining the security of the system for all departments. Library District staff have up-to-date equipment and excellent computer skills for interacting with First Things First data submission systems.

Attachment D

IMPLEMENTATION PLAN: August 1, 2013 – June 30, 2014

Activities	Task	Person Responsible	Date Task Will Be Completed/Timeline	Support Documentation
<p>Hold Parent and Caregiver Workshops in Apache and Navajo County Public Libraries.</p> <p>Apache County - 12 Workshops: 2 each in Alpine, Concho, Round Valley, St. Johns, Vernon & Sanders.</p> <p>Navajo County- 14 workshops- 2 each in Lakeside, Show Low, Snowflake, Holbrook & Heber and 1 each in Clay Springs, Forest Lakes, Pinedale & Woodruff.</p>	Schedule workshops in the public libraries with input from the various library staffs.	Lynnda Cahoon, Early Literacy Specialist	Ongoing to June 30, 2014	Schedule of programs & locations
	Enter scheduled programs in the online event calendar.	Geneva Durkee, Library District Director or automation technician	Entries should be posted at least 2 weeks prior to the workshop/activity whenever possible.	Online Event Calendar on the website.
	Create flyers and program publicity concerning the scheduled workshops and sent them out to libraries and other public places.	Lynnda Cahoon, Early Literacy Specialist and Geneva Durkee, Library District Director	Aim to have flyers out at least 2 weeks prior to the workshops	Flyers and other publicity.
	Hold the workshops as scheduled, distribute books to attendees, and collect statistics on attendance and books distributed.	Lynnda Cahoon, Early Literacy Specialist	Workshops will be held weekly ongoing through June 30, 2014	Log of attendees and workshop handouts.
<p>Collaborate with local Head Start groups in Apache and Navajo Counties to schedule and hold early literacy workshops for Parents and Caregivers based on standard early literacy curricula</p> <p>Intend to hold 4 workshops between the two counties</p>	Make contact in person, phone, or e-mail with Head Start personnel to assess optimal scheduling and space availability.	Lynnda Cahoon, Early Literacy Specialist	Fall, 2013	Calendar entrees and notes of contact meetings.
	Present the parent & caregiver workshops	Lynnda Cahoon, Early Literacy Specialist	By November, 2013 & April, 2014	Schedule of programs and flyers. Workshop handouts.
	Disseminate early literacy information and information about the public library services, hours, programs, and locations to Head Start parents and staff.	Geneva Durkee, Library District Director & Lynnda Cahoon, Early Literacy Specialist	By November, 2013 & April, 2014	Flyers/handouts for parents & staff
<p>Disseminate the Very Ready Reading Programs to the various public libraries.</p> <p>Kit for 0-24months in fall, 2013. Kit for 3-5 year olds projected for 2014.</p>	Arrange to deliver to each library.	Lynnda Cahoon, Early Literacy Specialist	Sept. 30, 2013(0-24 mo. Kit) April 30, 2014 (if older kit is ready)	Schedule of delivery
	Either hold a group meeting or meet one-on-one with library staff to go over the contents of the Very Ready Reading Program.	Lynnda Cahoon, Early Literacy Specialist	Sept. 15, 2013	Meeting schedules & notes

	Follow up with library staff to evaluate the usefulness of the VRRP.	Lynnda Cahoon, Early Literacy Specialist	March 1, 2014	Survey form for data collection from librarians and volunteers.
Story Time presentations at NAOMI House near Joseph City. (10 workshops will be planned)	Travel to the site for story time & hold the story hour for staff and children, including modeling circle time for staff.	Lynnda Cahoon,, Early Literacy Specialist	Ongoing until June 30, 2014	Log of travel and number of attendees
Hold workshops at the Living Hope Women's Centers. (2 will be planned)	Consult with staff at the Centers to schedule the workshops.	Lynnda Cahoon,, Early Literacy Specialist	One by Dec. 31, 2013 One by June 30, 2014	Specialist's schedule of meetings
	Determine which type of workshop is most appropriate in this setting.	Lynnda Cahoon,, Early Literacy Specialist	One by Dec. 31, 2013 One by June 30, 2014	Log of travel and number of attendees
Collaborate with other childcare agencies and local shelters to see opportunities for partnering and resource distribution.	Make phone calls to garner information about programs these agencies hold.	County Librarian Early Literacy Specialist	Ongoing until June 30, 2014	Log of calls and meetings
	Work on scheduling activities/programs that both agencies can jointly hold.	County Librarian Early Literacy Specialist	Ongoing until June 30, 2014	Schedule of programs and flyers
	Hold programs as appropriate in partnership with these agencies	Early Literacy Specialist	Ongoing until June 30, 2014	Online library district website publicity
Purchase books for Resource Distribution.	Check with various book jobbers, publishers, and local stores about pricing and literacy support programs.	Geneva Durkee, Library District Director	By Dec. 31, 2013.	Notes about and e-mails from suppliers.
	Place orders for materials for various age levels	Geneva Durkee, Library District Director & Lynnda Cahoon, Early Literacy Specialist	Orders to be placed at least bi-monthly throughout the grant	Order forms, Invoices and packing slips
	Send some quantities of books to the various public libraries for giving out to young children signing up for a library card.	Geneva Durkee, Library District Director & Lynnda Cahoon, Early Literacy Specialist	Continuing activity till June 30, 2014	Log of books sent out.
Hold Story Hours for parents and children in public libraries as needed. (at least 8 workshops)	Schedule with library staff on dates and times & publicize the events.	Lynnda Cahoon, Early Literacy Specialist	Aim to firm up schedules by the end of each month.	Schedule of story hours, and entries in the online event calendar.
	During the story hour, distribute books to attendees	Lynnda Cahoon, Early Literacy Specialist	Continuing activity till June 30, 2014	Log of attendees and number of books given out.

Distribution of newborn kits to physicians' offices	Purchase and compile components for the baggies	Geneva Durkee, Library District Director & Lynnda Cahoon, Early Literacy Specialist	Ongoing until June 30, 2014 as needed	Inserts and handouts in kits
	Contact doctors' offices in both counties and solicit their support and buy-in regarding distributing kits from their offices. Publicize the program to the local media and post info on library district and county websites.	Lynnda Cahoon, Early Literacy Specialist – primarily for Navajo County; Apache County library staff will contact doctors in Apache County.	Continuing activity till June 30, 2014	Log of contacts made.
	Include a redemption certificate for a free book at the public library, and deposit books at the public libraries for redemptions.	Lynnda Cahoon, Early Literacy Specialist	Continuing activity till June 30, 2014	Free book certificate
Deposit books for 2-5 year olds in Doctors' offices for distribution.	In conjunction with the newborn kits, deliver various titles to be given out to siblings of the newborns or older children having a doctor's appointment	Lynnda Cahoon, Early Literacy Specialist – primarily for Navajo County; Apache County library staff will contact doctors in Apache County.	Continuing activity till June 30, 2014	Travel logs and records of number of books delivered.
Plan and carry out the resource/book distributions:	Evaluate and schedule venues for book distribution in public arenas such as: WIC clinics Health Dept. Fluoride varnishings Pregnancy centers Homeless shelters Daycares County fairs, and more	Early Literacy Specialist	Continuing activity till June 30, 2014	Travel logs and records of number of books given out.
	Work with public libraries to determine events that would be effective venues to distribute books – special programs and performances – Santa, Trunk or Treat, Valentine's Day, etc.	Early Literacy Specialist & Library District Director	Continuing activity till June 30, 2014	Log of calls and e-mails. Calendar of events and records of number of books given out.
	Attend the events, setting up the booth and arrange for staff coverage	Early Literacy Specialist & Library District Director	Ongoing until June 30, 2014	Flyers handed out at booth and records of number of books given out
File required Reports with First Things First	Gather statistics for the reports	Early Literacy Specialist	Monthly	Log of statistics
	Write and submit data and narrative reports to First Things First	Early Literacy Specialist	Monthly	Written report
	Complete and submit the Financial/reimbursement reports to First Things First	Geneva Durkee and Early Literacy Specialist	Monthly or Quarterly	Expense ledgers, invoices, credit card statements, travel worksheets

