



FIRST THINGS FIRST

Gila Regional Partnership Council

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May 26, 2010

Rhian Evans Allvin, Executive Director
First Things First
4000 North Central Avenue, Suite 800
Phoenix, Arizona 85012

RE: Gila Regional Partnership Council SFY 2011 Communication Plan

Dear Executive Director Evans Allvin:

The Gila Regional Partnership Council is requesting approval to implement a Regional Communication Plan Strategy for SFY2011, and has voted to expend up to \$56,500 for its purpose. To fund the strategy, the Regional Council proposes to use funding that was intended for oral health strategies in SFY 2010, but were not implemented in the region. Because the strategies were not implemented, the funds are slated to be carried over into SFY 2011.

The Council would like to quickly begin implementation of this strategy effective July 1, 2010.

The Gila Regional Partnership Council recognizes the importance and effectiveness of working in partnership with other Regional Councils and First Things First Board speaking as one unified voice and would like to use the mechanisms we believe most appropriate for our region to deliver the messages as developed from the statewide communication plan.

The Regional Council would like to move aggressively with an Outreach and Awareness Campaign within the region that will focus on delivery of a clear and precise message on First Things First and with that in mind, the Council has decided that the following components will communicate our message most effectively within our region:

- **Print Media:** Newspapers
- **Broadcast:** Radio Stations/Cable Television/ Cinema Networks located within the Region
- **First Things First Billboards:** 1-3 located near the highest traffic points within the region.
- **First Things First Cinema Announcement:** 2 locations in the region
- **First Things First Posters:** Displays in sites around the region where families congregate such as child care programs, exercising venues, grocery stores, libraries and other venues.

- **First Things First Give-Aways:** FTF Pen/Highlighter, jumbo crayons, refrigerator magnets, book stickers, book markers, Born Learning Material Posters
- **Utilization of 2 part-time, temporarily contracted, Community Outreach Liaisons:** 1 Liaison would serve the Northern area of the Region, and 1 Liaison would serve the Southern area of the region. Each Liaison would be utilized from July 2010 through October 2010, a four-month period.
- **Community Presentations:** Local Government/School Boards/Parenting/Faith Groups

The Gila Regional Partnership Council feels strongly that through these mechanisms, Council Members and Regional Staff will be able to deliver a clear and precise message about First Things First.

Summary of Tactics and Funding Allocation:

Regional Communications Funding for SFY2011: \$56,500
Gila Regional Council's tactics for SFY2011

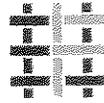
Objective 1 Tactics and funding amount	Objective 2 tactics and funding amount	Objective 3 tactics and funding amount Objective 4 tactics and funding amount
Tactic: Leave Behinds Estimated Cost: \$1,000	Tactic: Media Buys Estimated Cost: \$10,000	Tactic: 2 part-time, temporary, Community Outreach Liaison Consultants Estimated Cost: \$45,500

Thank you for your consideration.

Respectfully,

Alexis Rivera

Alexis Rivera, Chair
 Gila Regional Partnership Council



FIRST THINGS FIRST

The right system for bright futures

GILA REGIONAL PARTNERSHIP COUNCIL 2011 FUNDING PLAN SUMMARY—Revised

Regional Allocation 2011: \$ 606,687

Carry Forward from 2010: \$ 267,948

Funding Available for Allocation in 2011: 874,635

Prioritized Needs	Goal Area	Proposed Strategies	Portion of Regional Allocation	Recommendation to the Board
Children do not have access to timely oral health care.	Health	Strategy Oral Health	\$50,000	Approved January 26, 2010
Children, particularly birth-to-three, are not receiving timely screenings for age appropriate development.	Health	Strategy Developmental Screenings	\$56,650	Approved January 26, 2010
The early care and educational workforce in the region are unable to retain a qualified workforce. The region's early care and educational workforce lacks professionals with appropriate credentials.	Quality, Access and Affordability	Strategy T.E.A.C.H.	\$32,600	Approved January 26, 2010
There is a need to increase the knowledge and skills of regulated home child care and center based child care providers.	Quality, Access and Affordability	Strategy Quality First	\$102,420	Approved January 26, 2010
Families lack access to or are unaware of quality family support and education services in the region, which can assist them in developing the necessary skills to support their child's optimal development	Family Support	Strategy—Family Support Strategy under development	\$85,000	Approved March 23, 2010
More children need to enter school with basic early literacy skills. Families have limited access to resources that support children's early developmental milestones surrounding early literacy.	Family Support	Strategy Early Literacy	\$45,000	Approved January 26, 2010

Children who are at risk of, or have, behavioral disabilities are not identified in a timely manner, and lack access to behavioral health professionals who specialize in serving young children with typical and atypical development, age birth through five. The Region lacks therapy professionals who are available to assess and serve young children with typical and atypical development, age birth through five.	Professional Development	Strategy Early Childhood Allied Health Professional Financial Incentive Program (loan forgiveness and stipends)	\$123,000	Approved January 26, 2010
Child care program staff across the region lack and need support from mental/behavioral health professionals who are trained and specialize in serving young children with typical and atypical development, age birth through five.	Professional Development	Strategy Mental Health Consultation	\$150,000	Approved January 26, 2010
Access to early care and education programs	Access and Affordability	Child Care Scholarships	\$150,000	Approved March 23, 2010
Community Awareness	Communications	Communications	\$56,500	Recommend Approval
		Subtotal of Expenditures	\$851,170	
		Fund Balance	\$23,465	
		Grand Total	\$874,635	

Summary Financial Chart SFY 2010-2012

	SFY 2010	SFY 2011	SFY 2012 ESTIMATED	Total
Revenue				
FTF Total Allocation for the SFY	\$709,344	\$606,687	\$606,687	\$1,922,718
Fund Balance (carry forward from previous SFY)	N/A	\$267,948	\$23,465	
Total Available Funds	\$709,344	\$874,635	\$630,152	
	SFY 2010 OBLIGATED	SFY 2011 PROPOSED	SFY 2012 ESTIMATED	Total
Oral Health	\$0	\$50,000	\$50,000	\$100,000
Developmental Screenings	\$56,650	\$56,650	\$56,650	\$169,950
T.E.A.C.H.	\$104,930	\$32,600	\$32,600	\$170,130
Quality First	\$45,900	\$102,420	\$102,420	\$250,740
Parent Kits	\$0	\$0	\$0	\$0
Expedited Home Visitation	\$50,000	\$0	\$0	\$50,000
Emergency Food Assistance	\$3,223	\$0	\$0	\$3,223
Emergency Child Care Scholarships	\$112,854	\$0	\$0	\$112,854
Family Support	\$0	\$85,000	\$0	\$85,000
Access and Affordability	\$0	150,000	\$0	150,000
Early Literacy	\$0	\$45,000	\$90,000	\$135,000
Allied Health Prof Incentive Program (loan forgiveness and stipends)	\$0	\$123,000	\$178,350	\$301,350
Mental Health Consultant	\$0	\$150,000	\$150,000	\$300,000
Communications	\$0	\$56,500	\$0	\$56,500
Needs and Assets	\$20,000	\$0	\$0	\$20,000
Evaluation of Strategies	47,839	0	0	\$40,000
Subtotal Expenditures				
	\$441,396	\$851,170	\$660,020	\$1,952,586
Fund Balance (carry forward)	\$267,948	\$23,465	(29,868)	
Total	\$709,344	\$874,635	\$610,152	

