



FIRST THINGS FIRST

1979 McCulloch Boulevard, Suite 106
Lake Havasu City, Arizona 86403
Phone: 928.854.8732
Fax: 928.854.8742
www.azfff.gov

May 27, 2010

Chair
William Allsbrooks

Vice Chair
Lenore Knudtson

Members
Alisa Burroughs
Riley Frei
Jose Garcia
Terri Holloway
Melissa Howell
Betsy Lewis
Nancy Mongeau
Vijette Saari
Debra Weger

Dear Arizona Early Childhood Development and Health Board:

The La Paz/Mohave Regional Partnership Council is pleased to present an increase to our approved Pre-Kindergarten Expansion strategy for your consideration. The proposed increase will allow the region to use unexpended funds that were allocated to this strategy in SFY 2010 (but never under contract) to provide services in an additional school district in 2011 and 2012. If approved, the allocation for this strategy will increase from \$450,000 to \$600,000 in SFY 2011, and from \$450,000 to \$480,000 in SFY 2012.

The La Paz/Mohave Regional Partnership Council and First Things First staff have worked diligently with our school districts to secure agreements for pre-kindergarten expansion in areas of the region where known shortages to early care and education programs exist. School districts prepared to begin services in July 2010 include Littlefield, Quartzsite, Topock and Mohave Valley.

The La Paz/Mohave Regional Partnership Council believes expanding access to Pre-Kindergarten programs through public school districts is an effective strategy to address the issue of access and affordability to early care and education in communities where known shortages exist. With this strategy, we hope more low-income children in the region will have access to high quality early care and education programs that will prepare them for greater success in school and life.

Sincerely,

William Allsbrooks, Chair

La Paz/Mohave Regional Partnership Council



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Dear Arizona Early Childhood Development and Health Board:

The La Paz/Mohave Regional Partnership Council is requesting Board approval to increase the grant agreement with Milemarkers Therapy from \$71,885 to \$76,302 in SFY 2011. The renewal of the contract and additional work was unanimously approved by the La Paz/Mohave Regional Partnership Council on April 22, 2010.

Milemarkers Therapy currently provides monthly preventive health outreach and developmental screening events in the region. These "kid fairs" provide free hearing, vision, fine and gross motor, self-help skills, social/emotional, and communication screening, and link families with information, resources and routine health services.

The proposed increase in this contract will allow the grantee to create a Child Find Coalition in the region. The coalition will engage representatives from school districts, the Arizona Early Intervention Program (AzEIP), and other agencies that refer families to be screened for developmental delays, in efforts to better coordinate, communicate and integrate existing child find activities within the region. The intent will be to work collaboratively to avoid duplicating efforts and find ways to ensure children who need services are not missed. As the existing AzEIP provider in the region, and a current FTF grantee, this agency is uniquely positioned to provide this service in the region.

The La Paz/Mohave Regional Partnership Council believes a Child Find Coalition is an effective strategy to enhance existing services and ensure early intervention and child find efforts in the region are comprehensive and coordinated.

Sincerely,

William Allsbrooks, Chair
La Paz/Mohave Regional Partnership Council



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May 27, 2010

Dear Arizona Early Childhood Development and Health Board:

The La Paz/Mohave Regional Partnership Council is pleased to present our SFY 2011 communications strategy (Cross-Regional Education Campaign) for your consideration. The proposed strategy will increase the amount allocated to communications in our approved 2011 regional funding plan from \$39,554 to \$262,682.

The La Paz/Mohave Regional Partnership Council and First Things First staff have worked diligently to develop the proposed strategy in alignment with the statewide Strategic Communications Plan FY 2011-2013. The proposed strategy was unanimously approved by the La Paz/Mohave Regional Partnership Council on May 25, 2010.

If approved, this strategy will allow the La Paz/Mohave Regional Partnership Council to purchase media, including TV, radio, newspaper, grocery, billboards, and theatre ads and fund a full-time employee, located in the Lake Havasu regional office, to conduct community outreach and recruit champions to advance the early childhood movement at the local level.

The La Paz/Mohave Regional Partnership Council believes a cross-regional education campaign is an effective strategy to raise awareness of the importance of early childhood health and development among parents and the general public. With this strategy, we hope to build support in the region for further investment in early childhood programs and services.

Sincerely,

William Allsbrooks, Chair

La Paz/Mohave Regional Partnership Council



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The right system for bright futures

LA PAZ/MOHAVE REGIONAL PARTNERSHIP COUNCIL 2011 FUNDING PLAN SUMMARY—Revised

Regional Allocation 2011: \$3,955,341
 Carry Forward from 2010: \$551,029
 Funding Available for Allocation in 2011: \$4,506,370

Prioritized Needs	Goal Area	Proposed Strategies	Allocation	Recommendation to the Board
Access to quality early care and education	Quality, Access & Affordability	1a. Planning Access and Quality Grants	\$302,275	Approved 12 8 09
Access to quality early care and education	Quality, Access & Affordability	1b. Quality First	\$300,000	Approved 12 8 09
Access to quality early care and education	Quality, Access & Affordability	1c. Pre-Kindergarten Expansion	\$600,000	Recommend Approval
Access to preventive health care	Health	2a. Preventive Health Outreach and Screening	\$322,460	Recommend Approval
Need to coordinate essential services related to health, development and social-emotional needs of vulnerable children and families	Coordination	2b. Court Teams for Maltreated Infants & Toddlers	\$450,000	Approved 12 8 09
Need for qualified professionals with expertise in infant and toddler mental health	Professional Development	2c. Infant and Toddler Mental Health (Professional Development)	\$100,000	Approved 12 8 09
Expand the availability of Child Care Health Consultation	Health	2d. Child Care Health Consultation	\$120,000	Approved 12 8 09
Access to professional development opportunities in early childhood education	Professional Development	3. T.E.A.C.H. Early Childhood Arizona	\$144,400	Approved 12 8 09
Access to professional development opportunities in early childhood education	Professional Development	4. Professional Development in Early Childhood Education	\$461,430	Approved 12 8 09
Access to information and resources to support families	Family Support	5. Family Support	\$1,251,896	Approved 12 8 09
Access to information and resources to support families	Family Support	5a. Fort Mojave Indian Tribe	\$84,536	Approved April 27, 2010
Knowledge and information about the importance of early childhood development and health	Communication	6. Cross-Regional Education Campaign	\$262,682	Recommend Approv
		Subtotal of Expenditures	\$4,245,665	
		Fund Balance	\$260,705	
		Grand Total	\$4,506,370	

Financial Summary 2010-2012

	SFY 2010	SFY 2011	SFY 2012 ESTIMATED	Total
Revenue				
FTF Total Allocation for the SFY	\$4,179,750	\$3,955,341	\$3,955,341	
Fund Balance (carry forward from previous SFY)	N/A	\$551,029	\$260,705	
Total Available Funds	\$4,179,750	\$4,506,370	\$4,216,046	
Strategies				
	SFY 2010 OBLIGATED	SFY 2011 PROPOSED	SFY 2012 ESTIMATED	Total
1a. Planning, Access and Quality Grants	\$251,896	\$302,275	\$302,275	\$856,446
1b. Quality First	\$300,000	\$300,000	\$300,000	\$900,000
1c. Pre-Kindergarten Expansion	\$0	\$600,000	\$480,000	\$1,080,000
2a. Preventive Health Outreach & Screening	\$238,534	\$322,460	\$322,460	\$883,454
2b. Court Teams for Maltreated Infants & Toddlers	\$300,000	\$450,000	\$450,000	\$1,200,000
2c. Infant and Toddler Mental Health (Prof. Dev.)	\$0	\$100,000	\$100,000	\$200,000
2d. Child Care Health Consultation	\$120,000	\$120,000	\$120,000	\$360,000
3. T.E.A.C.H. Early Childhood Arizona	\$144,400	\$72,200	\$72,200	\$288,800
4. Professional Development in Early Childhood Education	\$384,525	\$461,430	\$461,430	\$1,307,385
5. Family Support	\$701,896	\$1,170,082	\$1,170,082	\$3,042,060
5a. Fort Mojave Indian Tribe Family Support	\$0	\$84,536	\$84,536	\$169,072
6. Cross-Regional Education Campaign (Communications)	\$0	\$262,682	\$262,682	\$525,364
7a. Emergency Child Care Scholarships	\$562,770	\$0	\$0	\$562,770
7b. Emergency Food Assistance	\$102,000	\$0	\$0	\$102,000
7c. Expedited Home Visitation (move to family support in 2011)	\$484,000	\$0	\$0	\$484,000
8. Needs and Assets	\$38,700	\$0	\$30,000	\$68,700
Subtotal Expenditures				
	\$3,628,721	\$4,245,665	\$4,155,665	\$12,030,051
Fund Balance (carry forward)	\$551,029	\$260,705	\$60,381	
Total	\$4,179,750	\$4,506,370	\$4,216,046	

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La Paz/Mohave Regional Partnership Council

Proposed Regional Participation in Statewide Strategic Communications Plan

Objective One: Ensure consistent messaging about FTF internally and externally.

- Distribute FTF leave behinds and branded collateral materials at community outreach events region-wide

Objective Two: Position FTF as a leader in efforts to fulfill Arizona's commitment to our youngest kids.

- Media Buys including TV, radio, newspaper, grocery carts, floor mats and cooler decals, billboards, theater ads

Objective Three: Build and drive support from the general public, elected officials and additional target audiences for investment in programs and services for Arizona children five years old and younger.

- Community outreach to recruit and retain 6,380 early childhood champions in the region
- Community outreach to local candidates/policymakers

Objective Four: Inform Arizona caregivers of children five years and younger about early childhood program and services, in particular FTF statewide initiatives and regionally supported strategies.

- Inform the community through various outreach efforts including newsletters, submissions to partner newsletters, web pages, sponsor and/or participate in community events
- Conduct media and community outreach on grant awards and success of programs and services

La Paz/Mohave Regional Council's Tactics for SFY2011

Objective 1 Tactics and Proposed Funding Amount	Objective 2 Tactics and Proposed Funding Amount	Objective 3 Tactics and Proposed Funding Amount	Objective 4 Tactics and Proposed Funding Amount
Distribute FTF leave behinds and branded collateral materials at community events region-wide. \$20,000	Media Buys including TV, radio, newspaper, grocery carts, grocery store floor mats and cooler decals, billboards, and theater ads. \$142,682	Community Outreach Liaison to recruit and retain 6,380 early childhood champions in the region. \$100,000	Community Outreach Liaison to write press releases, newsletters, articles for partner newsletters, web pages, sponsor and/or participate in local events, and conduct media outreach on grant awards and success stories. \$0

Recommended Communications Funding for SFY2011: \$262,682