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**Northwest Maricopa Regional Partnership
Council Meeting Agenda and
Supporting Documentation
June 20, 2014**



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Northwest Maricopa Regional Partnership Council Meeting – 06/20/2014

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Northwest Maricopa Regional Partnership Council Meeting Agenda

June 20, 2014

9:00 a.m. –

City of Peoria Community Center, 8335 W Jefferson, Peoria, AZ 85345

Pursuant to A.R.S. § 38-431.03 (A) (1), A.R.S. § 38-431.03(A) (2) and A.R.S. § 38-431.03 (A) (3), the Regional Partnership Council may vote to go into Executive Session, which will not be open to the general public, to discuss personnel items, records exempt from public inspection and/or to obtain legal advice.

The Regional Partnership Council may hear items on the agenda out of order. The Regional Partnership Council may discuss, consider, or take action regarding any item on the agenda. The Regional Partnership Council may elect to solicit public comment on certain agenda items.

The agenda for the meeting is as follows:

- 1. Welcome, Introductions, and Call to Order** **Dr. Debbie Pischke, Chair**

- 2. Call to the Public** **Dr. Debbie Pischke, Chair**
This is the time for the public to comment. Members of the Regional Council may not discuss or take legal action regarding matters that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. §38-431.01(H), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism, or scheduling the matter for further consideration and decision at a later date. Public Comments relative to a specific agenda item may be heard during the discussion of that item.

- 3. Review and Approval of May 16, 2014 Meeting Minutes** **Dr. Debbie Pischke, Chair**
(Attachment 1)

- 4. Presentation on 2014 Regional Needs and Asset Report** **Deanna Kaplan, Research Specialist**
University of Arizona

- 5. Discussion and Possible Approval of 2015 Community Awareness Plan** **Christina Lyons, Regional Director**
(Attachment 2)

- 6. Chair/Vice Chair Elections - Discussion and Possible Action** **Christina Lyons, Regional Director**

- 7. SFY Meeting Calendar – Discussion and Possible Action** **Dr. Debbie Pischke, Chair**

- 8. Director's Update** **Christina Lyons, Regional Director**
 - a. June Board Meeting
 - b. Strategic Planning

- 9. Council Member Updates and Announcements** **Council Members**

- 10. Adjourn** **Dr. Debbie Pischke, Chair**



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ATTACHMENT 1

Arizona Early Childhood Development and Health Board

Northwest Maricopa Regional Partnership Council

DRAFT Meeting Minutes – May 16, 2014



Arizona Early Childhood Development & Health Board

Northwest Maricopa Regional Partnership Council

May 16, 2014 – *Draft* Meeting Minutes

Call to Order

The Regular Meeting of the First Things First Northwest Maricopa Regional Partnership Council was held on Friday, May 16, 2014 at the City of Peoria, Community Center, 8335 W. Jefferson, Peoria, Arizona 85345.

Chair Dr. Pischke welcomed everyone and called the meeting to order at approximately 9:03 a.m.

Members Present:

Judith Brengi, Patrick Contrades, Gina Herrera, Annette Johnson, Margaret Morales, Dr. Deborah Pischke, Janelle Radocchia, Stacey Cassidy and Lynda Vescio

Please Note: Council Member Brengi entered the meeting at approximately 9:05 a.m.

Please Note: Council Member Herrera entered the meeting at approximately 9:07 a.m.

Please Note: Council Member Vescio entered the meeting at approximately 9:07 a.m.

Members Absent:

Ashley Flowers

Call to the Public:

Alexandria Dominguez, Building Bright Futures Special Needs, Program Director thanked the Council for funding this program and shared some updates on where they are in the process. Currently they have hired two parent educators to serve in the Northwest Region and they have started to partner with the Community of Wickenburg and the school districts to bring in children who are not eligible for developmental preschool and also to work with their families. They met with two of three contractors who work in the area for the early intervention program. On April 27, 2014 the Arizona Early Intervention Program at the state level signed off on an MOU (Memorandum of Understanding) stating that they support the program. They met with the Maricopa Integrated Health System Care Coordination program in the Northwest Valley and started receiving some referrals from pediatric coordinators who are housed in specific locations in the Northwest Region. They are now referring families to get services such as health insurance and other resources. The program is doing well and is receiving great feedback.

Review and Approval of February 21, 2014 Meeting Minutes:

Council Member Radocchia made a motion to approve the February 21, 2014 meeting minutes as written. Motion was seconded by Council Member Johnson and carried out by unanimous vote.

Review and Approval of March 21, 2014 Meeting Minutes:

Council Member Radocchia made a motion to approve the March 21, 2014 meeting minutes as written. Motion was seconded by Council Member Contrades and carried out by unanimous vote.

Cross Regional Benchmarking Recommendations Discussion and Possible action:

Regional Director Lyons – Over the last few months the Benchmarking Committee has been meeting to look at and establish recommendations for benchmarking. Recommendations were presented to the Council and from there approved by the council to move toward public vetting. They have been vetted and they are for Indicators #2 & #10. They went out for public comment, a survey was done and two forums were conducted. Public comment resulted in

minimal, but good feedback. There are no recommended changes therefore; it is being brought back to council for approval as proposed by the benchmarking committee. Director Lyons referred Council to Attachment #3, Cross Regional Benchmarking Recommendation.

Council Member Morales made a motion to approve the Maricopa County Benchmarking Recommendations for School Readiness Indicators 2 and 10 as presented by the Cross Regional Benchmarking Committee. Motion was seconded by Council Member Brengi and carried out by unanimous vote.

Discussion and Possible Action of New Grant Agreements:

Chair Dr. Pischke requested verbal declaration of Conflict of Interest and explained that if any Council Member believes that a Conflict of Interest is present the member must disclose that Conflict using the Member Disclosure Form and must sign the Statement of Disqualification at the bottom of the Disclosure Form. Chair Dr. Pischke asked Council Members to state their conflict into the meeting record. Council Members who had a Conflict of Interest were as follows:

Dr. Pischke – Disclosed a Conflict of Interest with Agenda Item #6A, Recruitment into the Field – GRA-RC008-15-0704-01. Dr. Pischke disclosed that she is an employee of the Peoria Unified School District.

Please Note: Council Member Contrades facilitated this portion of the meeting (Agenda Item #6, a., i.) due to Chair Dr. Pischke has a conflict of interest.

Council Member Radoccia made a motion to approve grant agreement #GRA-RC008-15-0704-01 with Peoria Unified School District addressing regional strategy Recruitment into the Field, for fiscal year 2015 in the amount of \$240,000. Motion was seconded by Council Member Brengi. Chair Dr. Pischke abstained. Motion was carried.

Council Member Radoccia made a motion to approve grant agreement #GRA-RC008-15-0708-01 with Deer Valley Unified School District addressing regional strategy Recruitment into the Field, for fiscal year 2015 in the amount of \$98,802.67. Motion was seconded by Council Member Johnson and carried out by unanimous vote.

Council Member Radoccia made a motion to approve grant agreement #GRA-RC008-15-0705-01 with Glendale Elementary School District addressing regional strategy Family Resource Center, for fiscal year 2015 in the amount of \$100,000.00. Motion was seconded by Council Member Contrades and carried out by unanimous vote.

Fiscal Year 2015 Contract Renewals - Discussion and Possible Approval of Recommendations:

Chair Dr. Pischke requested verbal declaration of Conflict of Interest and explained that if any Council Member believes that a Conflict of Interest is present the member must disclose that Conflict using the Member Disclosure Form and must sign the Statement of Disqualification at the bottom of the Disclosure Form. Chair Dr. Pischke asked Council Members to state their conflict into the meeting record. Council Members who had a Conflict of Interest were as follows:

Dr. Pischke—Disclosed a conflict of interest with Agenda Item #7e,i, Oral Health – GRA-MULTI-11-0077-01. Dr. Pischke disclosed that she is likely to partner with Delta Dental or Maricopa County for Oral Health.

Dr. Pischke—Disclosed a conflict of interest with Agenda Item #7f,iii, Peoria Unified School District – GRA-RC008-14-0622-01. Dr. Pischke disclosed that she is an employee of the Peoria Unified School District.

Margaret Morales—Disclosed a conflict of interest with Agenda Item #7h,i, Chicanos Por La Causa (Parenting Arizona) – FTF-RC008-13-0374-03. Margaret Morales disclosed that she is an employee of Chicanos Por La Causa.

a. Scholarships-Non Teach

Council Member Contrades made a motion to approve the renewal of the Central Arizona College contract, MULTI-13-0527-01, addressing regional strategy Scholarships Non-TEACH, for fiscal year 2015 in the amount of \$45,945. Motion was seconded by Council Member Vescio. Council Member Radoccia opposed. Motion was carried.

b. Care Coordination/Medical Home

Council Member Contrades made a motion to approve the renewal of the Maricopa Integrated Health System contract, #FTF-MULTI-14-0481-01, addressing regional strategy Care Coordination, for fiscal year 2015 in the amount of \$199,916. Motion was seconded by Council Member Vescio and carried out by unanimous vote.

c. Family Support – Children with Special Needs

Council Member Contrades made a motion to approve the renewal of the Child and Family Resources contract, #FTF-MULTI-14-0480-01, addressing regional strategy Family Support – Children with Special Needs, for fiscal year 2015 in the amount of \$200,000. Motion was seconded by Council Member Vescio and carried out by unanimous vote.

d. Nutrition/Obesity/Physical Activity

Council Member Contrades made a motion to approve the renewal of the Maricopa County Department of Public Health contract, GRA-MULTI-13-0516-01 addressing regional strategy Nutrition/Obesity/Physical Activity, for fiscal year 2015 in the amount of \$650,000. Motion was seconded by Council Member Vescio and carried out by unanimous vote.

Please Note: Council Member Contrades facilitated this portion of the meeting (Agenda Item #7e,i., 7f,iii.) due to Chair Dr. Pischke has a conflict of interest .

e. Oral Health

Council Member Herrera made a motion to approve the renewal of the Maricopa County Department of Public Health contract, GRA-MULTI-11-0077-01 addressing regional strategy Oral Health, for fiscal year 2015 in the amount of \$400,000. Motion was seconded by Council Member Radoccia. Chair Dr. Pischke abstained. Motion was carried.

Please Note: Chair Dr. Pischke stepped out of the meeting at approximately 10:07 a.m. Chair Dr. Pischke returned to the meeting at approximately 10:10 a.m.

f. Family Resource Center

Council Member Herrera made a motion to approve the renewal of the Sun City Area Interfaith Services (Benevilla) contract, FTF-RC008-13-0376-03 addressing regional strategy Family Resource Center, for fiscal year 2015 in the amount of \$475,000. Motion was seconded by Council Member Morales and carried out by unanimous vote.

Council Member Vescio made a motion to approve the renewal of the Pendergast Elementary School District contract, GRA-MULTI-14-0630-01, addressing regional strategy Family Resource Center, for fiscal year 2015 in the amount of \$100,000. Motion was seconded by Council Member Radoccia and carried out by unanimous vote.

Council Member Vescio made a motion to approve the renewal of the Peoria Unified School District contract, GRA-RC008-14-0622-01 addressing regional strategy Family Resource Center, for fiscal year 2015 in the amount of \$100,000. Motion was seconded by Council Member Morales. Chair Dr. Pischke abstained. Motion was carried.

Council Member Vescio made a motion to approve the renewal of the Deer Valley Unified School District contract, FTF IGA-RC012-12-0453-01 addressing regional strategy Family Resource Center, for fiscal year 2015 in the amount of \$100,000. Motion was seconded by Council Member Herrera and carried out by unanimous vote.

g. Food Security

Council Member Vescio made a motion to approve the renewal of the St. Mary's Food Bank Alliance contract, GRA-RC008-14-0618-01 addressing regional strategy Food Security, for fiscal year 2015 in the amount of \$110,000. Motion was seconded by Council Member Contrades and carried out by unanimous vote.

h. Home Visitation

Council Member Herrera made a motion to approve the renewal of the Chicanos Por La Causa (Parenting Arizona) contract, FTF-RC008-13-0374-03 addressing regional strategy Home Visitation, for fiscal year 2015 in the amount of \$500,000. Motion was seconded by Council Member Contrades. Council Member Morales abstained. Motion was carried.

i. Parent Education Community Based Training

Council Member Contrades made a motion to approve the renewal of the Teen Outreach Pregnancy Services contract, FTF-MULTI-13-0379-03 addressing regional strategy Parent Education – Community Based Training, for fiscal year 2015 in the amount of \$200,000. Motion was seconded by Council Member Brengi and carried out by unanimous vote.

Council member Contrades made a motion to approve the renewal of the Sun City Area Interfaith Services (Benevilla) contract, FTF-MULTI-13-0383-03 addressing regional strategy Parent Education – Community Based Training, for fiscal year 2015 in the amount of \$100,000. Motion was seconded by Council Member Morales and carried out by unanimous vote.

Please Note: Council Member Johnson stepped out of the meeting at 10:44 a.m. Council Member Johnson returned to the meeting at 10:47 a.m.

Please Note: Council Member Brengi stepped out of the meeting at 10:49 a.m. Council Member Brengi returned to the meeting at 10:51 a.m.

Please Note: Chair Dr. Pischke modified the Agenda to go to Agenda Item #9 for voting purposes.

Budget Setting / Fiscal Policy Discussion:

Regional Director Lyons – In December, the First Things First Board asked the Finance Committee to look at revenue and spending and provide the board with recommendations on Regional Allocations. That Committee made two formal recommendation to the board: 1) Beginning in FY16 allocate \$126.6 million in revenues to support Program spending, and keep this amount constant for successive years; 2) In FY16, the total means of financing available to support regional allotments should equal the targetted \$126.6 million, and so regional allocations should be adjusted such that each region's projected fund balance is part of the allocation level rather than being in addition to . Recommendations to the Board to be discussed at the May and June meetings.

Director Lyons reviewed the documents presented to the Council regarding the recommendation going to the Board starting with the revenue history document which shows the estimated FY15 ending balance (carry forward) and explained how the spreadsheet shows whether or not a particular region would be able to maintain the present amount of spending for FY16-18, of if the carry-forward funds will run out before the end of the three-year period. She noted that the total FY15 proposed allotted amount for the 28 Regional Councils is \$161,797,274 vs. anticipated available revenues of \$115,380 for the Councils. The proposed allocation for the Northwest Maricopa Region is \$10,196,244.

Chair Dr. Pischke – Regarding discussion on the fiscal policy recommendations that occurred at the Chair/Vice Chair meeting - The message to the Board about Quality First was very loud and clear that this is a huge impact on all Council budgets. Something else that came up was the cost of the mandated funding that the councils have. Chair Dr. Pischke asked about the fast growing regions in the Northwest Region and mentioned how it could impact the region. There was a consensus among the Chairs and Vice Chairs about setting the Councils at a certain level/allocation and not constantly changing them.

Council Member Contrades – There are several competing issues and the discussion that needs to be addressed is the funding that are limited and also what should First Things First fund as a priority going forward. The Priorities are a larger discussion and should First Things First with its limited funds go towards all families with children ages 0 – 5 or should there be a component where it goes to families with the most need? Should it be council specific or guiding principles? The budget is one thing and that's how it is allocated but how we can rethink what we are doing on the business or the collaboration aspect of it. The Issue is to really emphasize it and leverage limited dollars and resources. We need to clearly articulate our true intent in our grant applications to get the programs that we truly need to address our needs in our community.

Please Note: Council Member Radoccia left the meeting at 11:10 a.m.

Please Note: Council Member Vescio stepped out of the meeting at 11:10 a.m. Council Member Vescio returned to the meeting at 11:15 a.m.

Please Note: Council Member Morales stepped out of the meeting at 11:16 a.m. Council Member Morales returned to the meeting at 11:20 a.m.

Please Note: Chair Dr. Pischke modified the Agenda to go to Agenda Item #12 for technical purposes.

Council Member Updates and Announcements:

Council Member Vescio informed Council that she purchased a new building in Glendale Arizona around 7th Street and Olive for her law firm. There will be an Open House Celebration in September 2014 to celebrate the grand opening and food and beverages will be provided. Council is invited and Member Vescio will provide more information closer to that date.

Council Member Contrades informed Council that ABEC is having their Annual Conference on Friday, May 30, 2014 at Desert Willow Conference Center and First Things First is helping sponsor it. Flyers with information were provided and Member Contrades encourages Council Members to attend. The Conference will be about School Finance: A Driver of Education and the Economy Building a Foundation on Common Ground.

Discussion and Possible Approval of Community Awareness Budget:

Regional Director Lyons – The Community Awareness Budget was put together by Community Outreach Coordinator Hanan and is similar to last year's budget. The budget is being proposed for Councils possible approval and is in the meeting packet, Attachment #6 SFY2015 Community Awareness Budget for Council to review.

Council Member Morales made a motion to approve the SFY2015 Northwest Maricopa Community Awareness Budget as presented. Motion was seconded by Council Member Brengi and carried out by unanimous vote.

Community Outreach Coordinator, Marlene Hanan provided Council with an update and Summary of Activities for March and April FY14. Ms. Hanan thanked Council for approving the SFY2015 Community Awareness Budget and commented that the event sponsorships that were allocated in the past have served as a great avenue to raise awareness about First Things First and also to help develop partnerships in the Community.

Opportunities – Grand Opening of Landmark FRC was held Friday, April 25, 2014 from 3:30 – 5:00 pm. Ms. Hanan thanked Council Member Contrades for attending and addressing guests and stakeholders. Council Member Contrades represented the Council well. The Mayor of the City of Glendale is interested in partnering with First Things First in events such as the Peoria Art Show. Ms. Hanan provided pictures of the celebration and the event was featured in the Arizona Education News .

Ms. Hanan had the opportunity to be a guest on a television show and was invited to speak on behalf of First Things First and the importance of early literacy. Ms. Hanan will be participating and representing First Things First in a Health Fair being hosted by the Benevilla Family Resource Center in collaboration with MIHS on Saturday, May 17, 2014.

Regional Director Lyons – Ms. Hanan has accepted a position with the City of Avondale as the Director of their Social Services Department beginning on June 9 2014. This will be her last meeting with the Northwest Maricopa Regional Partnership Council. Director Lyons thanked Ms. Hanan for all her hard work and dedication to the Children of Arizona and invited her to the June Council meeting to celebrate her new opportunity.

Chair – Vice Chair Meeting Update:

This update was provided and discussed in Agenda Item #9. (See Agenda Item #9 for update from Chair Dr. Pischke).

Chair – Vice Chair Elections, Discussion and Possible Action

Chair Dr. Pischke - This agenda item for the June meeting for further thought and review.

Adjournment:

There being no further business, Chair Dr. Pischke adjourned the meeting at 11:41 a.m.



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ATTACHMENT 2

Arizona Early Childhood Development and Health Board

Northwest Maricopa Regional Partnership Council

DRAFT Community Awareness Plan

FY14-FY16 Statewide Strategic Communication Plan Goals

1. Raise awareness of, and build public support for, the importance of early childhood.
2. Position First Things First as a recognized and trusted voice in early childhood.
3. Build awareness of early childhood programs and services, particularly First Things First statewide initiatives and locally supported programs among priority audiences.

Focus on Engagement

First Things First's community outreach and engagement efforts are directly supported by regional partnership councils and the FTF Board through two strategies- Community Outreach and Community Awareness. The FY14-FY16 Strategic Communications Plan includes a more formalized, deliberate community engagement program that focuses on moving stakeholders to take action on behalf of young kids. Engaging others will help us expand our outreach and awareness efforts.

The work of engagement begins by connecting with and identifying likely supporters and then motivating them to take action through tactics such as sharing success stories or showing the impact of early childhood programs through a site tour. This is followed by providing continual training and tools to support the efforts of these Friends, Supporters and Champions¹. This three-tier program offers stakeholders an opportunity to be involved at whatever level they feel most comfortable. Specific calls-to-action for each of the three-tiers are employed.

Measurements and benchmarks help us focus our work, track the progress of awareness and engagement efforts and make adjustments as needed, using tactics outlined in this plan. Outreach staff are working toward several benchmarks, including:

1. Individual staff will work to recruit 30 people at the Friend level per month.
2. As a team, move 25% of the total number of Friends recruited to Supporters each quarter (about 22 per quarter regionally).
3. As a team, move 12.5% of the total number of recruited Supporters to Champions each quarter (about 3 per quarter regionally).
4. Secure two referrals per month from a Friend for FTF to present to another group or to share information at an event or with another group or organization.
5. Secure two commitments per month from Supporters or Champions to represent FTF at outside events.

¹ See FTF FY14-16 Strategic Communications Plan for detailed information on tiered engagement program.

Regional Priority Audiences:

- K-12 Community
- Business Community
- Parents / Care Givers
- Military Families

Tactic: Presentations/Outreach Events

- Presentations, one-on-one or networking meetings in the community, and attending community events to share information about First Things First and the importance of early childhood health and development to raise overall awareness and recruit Friends, Supporters and Champions.

Alignment with State Goals:

- *Presentations, networking and event participation help to raise general awareness and identify and recruit Friends. Aligned with State Goal #1.*

Tactic: Success Stories

- Success stories demonstrating the impact of FTF-funded early childhood programs will be developed for newsletter use, media submission, and for distribution by grantees and supporters.

Alignment with State Goals:

- *Stories inspire action. Aligned with State Goals 1, 2 and 3.*

Tactic: Site Tours

- Site tours of FTF-funded early childhood programs will be organized to demonstrate the impact of early education, health and family support programs on young children. Invitees may include Friends, Supporters and Champions to further their commitment and, if appropriate, other community members and community leaders to raise their awareness.

Alignment with State Goals:

- *Site tours are one of the top tactics to motivate people to action. Attendees leave with a greater understanding of the importance of the early years. Additionally, this is a specific engagement "call to action", moving a friend to a supporter. Aligned with State Goals 1 & 3.*

Tactic: Earned Media

- Earned media opportunities will be secured through multiple outlets including radio, television and print media (including local newspapers and newsletters). The purpose is to spread the word of the importance of early childhood, share FTF updates and events and share success stories highlighting the impact of FTF funded services in the lives of children and families.

Alignment with State Goals:

- *Earned media helps to raise general awareness and reach broad audiences in local regions. Aligned with State Goals 1, 2 & 3.*

Tactic: Speaker's Trainings

- Trainings for Supporters and Champions to empower them to share consistent messages about early childhood and FTF which is fundamental to increasing awareness and engagement across the state of Arizona. The trainings also provide tools to support their efforts.
- The trainings include:
 - Early Childhood, Every Day- *Simple ways to spread the word about early childhood and First Things First in your community*
 - The Write Way- *Writing and Sharing Effective Impact Stories*

Alignment with State Goals:

- *Training helps support Supporters and Champions to take action and use key messages that are research-based and used statewide. Aligned with State Goals 1 & 2.*

Tactic: Informal Networking Event

- Informal networking events are an opportunity to broaden support among existing Supporters and Champions and help to mobilize and empower them to connect with others who share their interest in early childhood. Key Supporters and/or Champions may be asked to facilitate an informal networking event by hosting an event, planning an event, speaking at an event or inviting friends to an event.

Alignment with State Goals:

- *Informal networking events helps encourage Supporters and Champions that they are part of a larger effort. Aligned with State Goals 1 & 2.*

Community Awareness

A variety of educational reinforcement items are used to engage various audiences in the community when presenting, participating in events and conducting trainings.

- Educational Reinforcement items will be given only to individuals who have first received general information about early childhood and FTF.
- The distribution of Educational Reinforcement items will be determined based on the demographic and knowledge of each audience.
- FTF Supporters, Champions and community partners who have attended a speaker's training will also be eligible to distribute educational reinforcements, and will work with the Community Outreach Coordinator to determine where and how these items will be used.

Community Outreach: Regional Partnership Council Role

1. Provides input and expertise in the development of the community outreach plan.
2. As our highest-level Champion, works with Regional Directors and Community Outreach Coordinator to attend and/or present at local events, media opportunities, etc.
3. Provides ongoing feedback and guidance to both the Regional Director and Community Outreach Coordinator for leads, next steps, and recommendations for the successful implementation of the Community Outreach and Awareness strategies.

To assist Regional Partnership Council members with conducting outreach and awareness, Community Outreach Coordinators offer the following trainings:

- *Early Childhood, Every Day- Simple ways to spread the word about early childhood and First Things First in your community*
- *The Write Way- Writing and Sharing Effective Impact Stories*