



Community Outreach Report
 June/July 2011
 Submitted By Michelle Pansulla

TACTICS	TARGET	STATUS
Community Events		
Upcoming Events	Itty Bitty Olympics	We are looking forward to involvement with the Itty Bitty Olympics in Show Low on 8/6/2011
	Childhood Summit	August 28 we will attend the FTF Early Childhood Summit in Phoenix.
	Media training, writer's workshop and Community Outreach learning session	July 14 th and 15 th Community Outreach Coordinators will be receiving special training to enhance our skills when interacting with media personnel and when writing stories for our story bank
OUTREACH: Awareness, Education, Engagement and Endorsement		
Summit Health and Safety Fair	Community event	This well attended event at Summit Regional Medical Center provided an opportunity to distribute information about FTF to a large number of community members
4 th of July Parade	Huge community event	We Won! We Won! Our float won the competition for the Non-Profit category in the Show Low Freedom Fest Parade. The theme of the parade was Arizona's Centennial. We gave out 1,000 books to kids before we were halfway along the parade route! You're going to love the pictures!
1:1 Outreach and education with volunteer	Book prep for parade	Spent time with volunteer at the office affixing FTF labels to books to distribute at the parade while educating about ECD and FTF
Communications Strategy		
Progress	Work plan	Currently focused on implementing a work plan to utilize the contacts submitted by RPC members and grantees to effectively conduct outreach and education throughout our region
Media		
The Maverick Magazine	Submitted an Oral Health article for July publication	Submitted an article and pictures from an oral health event at St. Anthony's School to the Maverick Magazine for the July publication



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Radio	Summit Health Fair	Gave two brief interviews with local radio station during the Summit Health and Safety Fair on June 11