



**Arizona Early Childhood Development & Health Board**

**Southwest Maricopa Regional Partnership Council**

**May 21, 2013 – *Draft* Meeting Minutes**

**Call to Order**

The Regular Meeting of the First Things First Southwest Maricopa Regional Partnership Council was held on Tuesday, May 21, 2013 at Avondale City Hall, 11465 West Civic Center, Avondale, Arizona 85323.

Chair Dr. Dawson welcomed everyone and called the meeting to order at approximately 5:32 p.m.

**Members Present:**

Patty Avery-Schuster, Dora Barrio, Kelli Cordova Wright, Dr. Carlian Dawson, Colleen Day Mach, Kimberly Flack, Susan Laurita, Amanda Reyes and Marithe Denys Sandoval

**Members Absent:**

Wendy Krisik and David Schwake

**Review and Approval of April 16, 2013 Meeting Minutes:**

Council Member Barrio made a motion to approve the April 16, 2013 minutes as written. Motion was seconded by Council Member Sandoval and carried out by unanimous vote.

**Call to the Public:**

None.

**Discussion with First Things First, VP External Affairs, Sam Leyvas:**

Sam Leyvas, VP External Affairs updated Council on First Things First business and where things are on a variety of statewide topics. CEO Rhian Allvin sent her regards and apologies for not being able to come in person as she has accepted the position of Executive Director of the National Association for the Education of Young Children (NAEYC) and her last day at First Things First will be Wednesday, July 3, 2013. CEO Allvin's new position in Washington starts on August 12, 2013.

Regional Director Santiago informed Council that VP External Affairs, Sam Leyvas will be the Interim CEO of First Things First beginning on July 4, 2013.

Research and Evaluation – First Things First started a longitudinal study with three universities and a National Research and Evaluation Advisory committee was convened to advise whether First Things First was headed in the right direction. The committee came back with a host of recommendations on how to approach research and evaluation. The recommendation was that First Things First does a better job around tracking children who are participating in programs and services or families over a longer period of time. They came up with two categories around collecting and analyzing data, creating an administrative data base and layering on a series of studies on top of that. The second piece is to

analyze the data and they are in the process of creating data dashboards for communities. The stakeholders group completed their work and is jointly releasing an RFI (request for information) with Department of Education to go out to potential vendors and other states. There are several options being looked at and the intent is to pilot by the following school year and is a top priority.

Kindergarten Developmental Inventory (KDI) – The conversation around being able to develop this tool came out of the application of the state submitted for race to the top early learning challenge. This will require some good systems partners and there has been some enthusiasm by the Superintendent who begin to pilot this project. Two things that are exciting about this idea around the statewide pilot program on the KDI are now they can begin to track individuals who participate and have the benefit of the program and services. The other piece is that it is being used as a diagnostic tool for teachers in the classroom working with their students and using it as a diagnostic tool for parents and teachers. The Department of Education is issuing an RFI (Request for Information) on this and a great deal of work is being done in different states and the private sector on how this can be done. The next steps are, waiting for the RFI to go out and receiving feedback on the inventories. Looking at a September 2014 pilot.

The Board put together a Taskforce around Public Private Partnerships and the intent is to figure out how to leverage First Things First dollars to bring in additional federal resources and additional national foundation grants. If regions are interested in doing matching grants or applying for grants to support some of the work they are doing in region the intent is to keep regions from competing. It will be necessary to track all of this to make sure the grants are being administered properly. Taskforce due to report back to the Board in August 2013.

The Regional Boundary Taskforce has concluded their work. The recommendations were to keep everything the way it is with three exceptions; to consolidate North Pima and Central Pima in Tucson, to consolidate Central Maricopa and Northeast Maricopa into one Region and to combine the Phoenix regions from three to two. These recommendations will go to the Board at the June Board meeting.

Budget – Governor Jan Brewer reinstated childcare on Thursday, May 16, 2013. The Senate and Governors budgets matched which is nine million dollars and this is a huge victory for the children of Arizona. First Things First became the safety net and was funding food boxes because of the economic situation. The Legislature zeroed out home visiting, pre-k, all state funding to childcare and for the last three years, First Things First ended up funding and backfilling all the setbacks. There was no state money going in to match the federal funds for childcare subsidies. First Things First went back to the Governor in August of 2012 and talked about all that has happened and the commitments that First Things First has made. In January 2014 nine million dollars will be put back into the budget for childcare.

Summit – The Pre-Summit Symposium is being held on Sunday, August 25, 2013 at the Phoenix Convention Center, 100 North 3<sup>rd</sup> Street, Phoenix, AZ 85004 from 3:00 p.m. – 5:00 p.m. and will be centered on Systems Leadership.

*Please Note: Council Member Cordova Wright left the room at 5:50 p.m. Member Cordova Wright returned at 5:53 p.m.*

**Community Outreach Update:**

Chair Dr. Dawson moved the order of the agenda due to timing constraints for Community Outreach Consultant, Angel Aguirre.

Community Outreach Coordinator Angel Aguirre presented Council with a slideshow on the Book Distribution Project and mentioned that great partnerships were established through this project.

- Outreach Activities: First Things First Community Book Distribution Project -First Things First partnered with local Rotary volunteers to place a First Things First label and a fact sheet in nearly 3,000 books. The Book project took place on Wednesday, May 15<sup>th</sup> at 6 p.m. at All In The Game Sports Center, 7797 W. Paradise Lane, Peoria. Approximately 3,000 books were distributed to libraries in the West Valley and will be distributed to children and their parents. There is a huge push across the county and state to incorporate summer reading for the entire state. The Maricopa County link is [mclconnect.org/summer](http://mclconnect.org/summer) and will take you directly to the summer reading program site.
- Upcoming Outreach Activities: The full-time Community Outreach position has been posted on the State of Arizona jobs website. Anyone interested in the position should apply. Mrs. Angela Rabago-Mussi has been promoted to Senior Director of Community Outreach and will no longer be working out of the Glendale office. Regional Director Santiago will be recruiting volunteers for an interview panel once all details for interviews are finalized.
- Community Outreach & Awareness Plan: Regional Director Santiago provided Council with a copy of the Southwest Maricopa SFY2014 Community Awareness Budget – FTF Directed Strategy. Regional Director Santiago shared some mathematical errors that were found in the budget for total allocation. Director Santiago addressed the errors with Sr. Director, Community Outreach Ragago-Mussi and shared her recommendations with Council. The total allocation with reductions will total \$15,000.00. Regional Director Santiago will make the changes and submit recommendations and budget to the Board for final approval.

**Discussion and Possible Action on SFY 2014 Grantee Agreements:**

Chair Dr. Dawson discussed and reviewed the Conflict of Interest rules with the Council and explained that if any Council Member who believes that a Conflict of Interest is present, he or she 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. Dawson requested verbal declaration of Conflict of Interest and asked Council Members to state their conflict into the meeting record. There were no Council Members who had a Conflict of Interest.

**a. Pendergast Elementary School District – FRC (GRA-Multi-14-0630-01)**

Vice Chair Flack made a motion to approve grant agreement #GRA-MULTI-14-0630-01 with Pendergast Elementary School District, addressing regional strategy Family Resource Center, for fiscal year 2014 in the amount of \$100,000.00. Motion was seconded by Council Member Day Mach and carried out by unanimous vote.

**Discussion and Possible Action on SFY 2014 RFGA's Review Committee Recommendations:**

Chair Dr. Dawson discussed and reviewed the Conflict of Interest rules with the Council and explained that if any Council Member who believes that a Conflict of Interest is present, he or she 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. Dawson requested verbal declaration of Conflict of Interest and asked Council Members to state their conflict into the meeting record. Council Members who had a Conflict of Interest were as follows:

Chair Dr. Dawson –Disclosed a conflict of interest with Agenda Item #6, Parent Education Community Based Training, RFGA #FTF-RC007-14-0458-00. Chair Dr. Dawson disclosed that she is an employee of the Pilgrims Rest Foundation.

Chair Dr. Dawson called for a motion to move into Executive Session Pursuant to ARS 38-431.03 (A) (2), for the purposes of discussion of confidential information regarding the Home Visitation and Parent Education Community-Based Training RFGA's.

Vice Chair Flack made a motion that the Southwest Maricopa Regional Partnership Council meeting move into Executive Session for the purposes of discussion of confidential information regarding the Home Visitation and Parent Education Community-Based Training RFGA's. Motion was seconded by Council Member Barrio and carried out by unanimous vote.

Regional Director facilitated this portion of the meeting due to Chair Dr. Dawson had a conflict of interest.

Executive Session started at 6:25 p.m. starting with the Home Visitation RFGA.

Council Members with a Conflict of Interest and Members of the Public were excused from the Executive Session for the discussion of Home Visitation and Parent Education Community-Based Training RFGA's.

*Please Note: Council Member Cordova Wright left the room at 6:28 p.m. Member Cordova Wright returned at 6:36 p.m.*

Vice Chair Flack made a motion that the Executive Session be closed. Motion was seconded by Council Member Barrio and carried out by unanimous vote. Executive Session closed at 7:10 p.m.

Council Members and the Public returned to the Council Meeting.

Chair Dr. Dawson facilitated this portion of the meeting.

**a. Home Visitation – RFGA #FTF-RC007-14-0457-00**

Vice Chair Flack made a motion that the Regional Council approve the recommendations of the review committees for RFGA #FTF-RC007-14-0457-00 and present them for consideration of award to the First Things First Board. Motion was seconded by Council Member Laurita and carried out by unanimous vote.

Vice Chair Flack facilitated this portion of the meeting due to Chair Dr. Dawson had a conflict of interest.

**b. Parent Education Community-Based Training – RFGA #FTF-RC007-14-0458-00**

Council Member Barrio made a motion that the Regional Council approve the recommendations of the review committees for RFGA #FTF-RC007-14-0458-00 and present them for consideration of award to the First Things First Board. Motion was seconded by Council Member Avery-Schuster. Council Member Sandoval opposed. Vice Chair Dr. Dawson abstained. Motion was carried.

**Director Update:**

- **Buckeye Family Resource Center**

Regional Director Santiago updated Council on the progress of the Buckeye Resource Center. We are moving forward and putting the final details on the agreement. The hope is that everything be ready to submit to the Board for approval at the July 2013 Board meeting. If approved the agreement will be effective on July 16, 2013.

Regional Director Santiago would like to change the date of the June 18, 2013 Council meeting due to he will be out on vacation. Director Santiago recommended that Council meet via Special Teleconference meeting for possible vote and approval of the Buckeye Family Resource Center agreement. Regional Director Santiago scheduled the meeting tentively for June 4, 2013 at approximately 4:00 p.m. but will send out an email to see what Council availability is and will schedule the meeting once a consensus is reached.

- **SFY2014 Funding Plan – Unallotted Funding**

Regional Director Santiago updated Council on the SFY2014 Funding Plan – Unallotted Funding and provided Council with a copy of the Arizona Opportunity Assessment – Draft Report, First Things First and St. Lukes Health Initiative. First Things First partnered with St. Luke’s Health Initiatives to have an analysis done on the Arizona Early Intervention system. First Things First and St. Lukes Initiative cofounded this project to research the state of developmental screenings and how arizona compares to the nation. There is ongoing discussions on the funding that is still remaining to be allotted for this strategy in the funding plan for FY2014. The Northwest Maricopa Region is working along the same tracks and are proposing to start a subcommittee between the Northwest and Southwest Regions to see if this is something that we can develop and to see if there is a possibility that we can go into multiple funding. Regional Director would like for at least one council member from the Southwest Region to volunteer for the subcommittee. The hope is to develop a strategy to fund in the event that this is a priority for both Councils. Regional Director Santiago will send out an email to find out Council avaiilbility and will schedule a meeting once a consensus is reached.

**System Building, Presentation and Discussion:**

Regional Director Santiago updated Council on System Building and provided Council with a powerpointe specific to the Southwest Region. The purpose of system planning in arizona is to get measurable results for Arizona’s young children and their families. Regional Director talked about why system building is important, provided characteristics of an effective system, talked about system areas to consider and provided funding history. The Southwest Region continues to do cross regional partnership with the Northwest Region and are now levereging funding with Private Partners and cities for resource centers. Council will continue discussion on system building to priortize focus areas for an action plan. The hope is to have some type of action plan by September of 2013.

*Please Note: Council Member Reyes left the meeting at 7:40 p.m.*

**Chair/Vice Chair Elections:**

Regional Director Santiago informed the Council that it is time to elect a new Chair and Vice Chair in accordance with the governance policy for the Southwest Maricopa Regional Partnership Council FY2014.

Regional Director Santiago called for nominations for the Council Chair for FY2014.

Council Member Barrio made a motion to nominate Dr. Carlian Dawson to continue as Council Chair. Motion was seconded by Council Member Laurita and carried out by unanimous vote. Dr. Carlian Dawson will continue as the Council Chair.

Regional Director Santiago called for nominations for the Council Vice Chair for FY2014.

Council Member Laurita made a motion to nominate Kimberly Flack to continue as Council Vice Chair. Motion was seconded by Council Member Sandoval and carried out by unanimous vote. Kimberly Flack will continue as the Council Vice Chair.

**Council Member Updates:**

Chair Dr. Dawson informed Council that Council Member Schwake will be having surgery on Wednesday, May 22, 2013. Keep him in your thoughts and prayers.

Council Member Cordova Wright – The Preventative Health Collaborative in Phoenix had their first annual Health and Wellness forum last week. There were over 60 participant, two key note speakers and the hope is that more will attend next year.

Council Member Day Mach – The Family Support Literacy Advisory Committee finalized their framework document and Member Day Mach will email the document to Regional Director Santiago. Their next meeting will be in July, 2013 to discuss next steps ahead and Member Day Mach will keep council posted on the outcome at the July, 2013 Council meeting.

**Adjournment:**

There being no further business, Chair Dr. Dawson adjourned the meeting at 7:51 p.m.

SUBMITTED BY:

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Eric Santiago, Southwest Maricopa Regional Director

Approved:

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Dr. Carlian Dawson, Chair

Recorded by Cynthia E. Gandara

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Cynthia E. Gandara, Administrative Assistant II



**Arizona Early Childhood Development & Health Board**

**Southwest Maricopa Regional Partnership Council**

**June 5, 2013 – *Draft* Meeting Minutes**

**Call to Order**

The Special Teleconference Meeting of the First Things First Southwest Maricopa Regional Partnership Council was held on Wednesday, June 5, 2013 at the First Things First Glendale Office, 18001 N. 79<sup>th</sup> Avenue, Suite A6, Glendale, Arizona 85308.

Regional Director Santiago welcomed everyone and called the meeting to order at approximately 4:01 p.m.

**Members Present:**

Regional Director Santiago requested a roll call of members present: Patty Avery-Schuster, Dora Barrio, Dr. Carlian Dawson, Colleen Day Mach, Wendy Krisik, Susan Laurita and Amanda Reyes

**Members Absent:**

Kelli Cordova Wright, Kimberly Flack, Denys Sandoval and David Schwake

**Funding Plan Implementation SFY 2014, Discussion and Possible Action:**

**a. Family Resource Center Strategy – Buckeye Resource Center**

Regional Director Santiago provided Council with a highlighted copy of the Grantee Agreement between the Southwest Maricopa Regional Partnership Council and Buckeye Elementary School District. This is a proposal to implement a Family Resource Center through an agreement with the Buckeye Elementary School District to serve 1500 families as well as the Health Insurance Enrollment assistant to serve 500 families. The total project budget proposed is \$288,411.00.

Chair Dr. Dawson made a motion to approve and proceed with the Grantee Agreement with the Buckeye Elementary School District in the amount of \$288,411.00. Motion was seconded by Council Member Reyes.

Regional Director Santiago requested a Roll Call: the 7 = yay - Motion carried.

Regional Director Santiago will provide Council with a full report at the next meeting and will submit this proposal to the State Board in July 2013.

**Adjournment:**

There being no further business, Regional Director Santiago adjourned the meeting at 4:10 p.m.

SUBMITTED BY:

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Eric Santiago, Southwest Maricopa Regional Director

Approved:

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Dr. Carlian Dawson, Chair

Recorded by Cynthia E. Gandara

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Cynthia E. Gandara, Administrative Assistant II



**Arizona Early Childhood Development & Health Board**

**Northwest / Southwest Maricopa Regional Partnership Councils**

**Developmental Screening Subcommittee**

**June 18, 2013 – *Draft* Meeting Minutes**

**Call to Order**

The Developmental Screening Subcommittee meeting of the First Things First Northwest /Southwest Maricopa Regional Partnership Council was held on Tuesday, June 18, 2013 at First Things First, Glendale Office, 18001 North 79<sup>th</sup> Avenue, Suite A6, Glendale, Arizona 85308.

Regional Director Lyons welcomed everyone and called the meeting to order at approximately 2:13 p.m.

**Members Present:**

Kelli Cordova Wright – Via Teleconference, Ashley Flowers, Wendy Krisik

**Members Absent:**

Dr. Carlian Dawson, Kimberly Flack

**Review of Cross Regional Developmental Screening Strategy:**

- a. Review, Discussion, and Development of a Cross-Regional Developmental Screening Strategy

Regional Director Lyons – Provided a recap of the Developmental Subcommittee meeting that was held on May 29, 2013. Subcommittee met to analyze information relating to developmental screening activities occurring within the two regions and work together to develop an approach to address identified needs. After reviewing and analyzing data, the Subcommittee determined that the priority needs of the Regions included: access to comprehensive screening activities that included coordinated linkage to evaluation and intervention services, and access to evidence based parent coaching services for children with delays who did not meet the eligibility requirements for state funded early intervention services (AzEIP/ CRS/ DDD). Upon prioritizing Regional developmental screening needs, the Subcommittee began to review appropriate strategies to best address said needs. After reviewing a variety of approaches, the Subcommittee came to consensus in identifying two strategies: Care Coordination/Medical Home and Children with Special Needs – Parent Coaching. Both strategies are evidence/research based and have shown significant evidence of effectiveness in promoting adequate/timely developmental screenings and in improving families' abilities to support children's healthy development.

- b. Review and Discussion of Recommendation for Regional Partnership Councils

At this time, the Northwest-Southwest Maricopa Regional Partnership Councils' Developmental Screening Subcommittee makes the following recommendations for Regional Partnership Councils' consideration and possible approval:

**Recommendation 1:**

Revise SFY14 Funding Plan to add a Care Coordination/Medical Home Strategy in the amount of \$200,000 per 12 month calendar year with the intent of providing services to 600 children.

The medical home model represents a standard of primary care where children and their families receive the care they need from a family physician, pediatrician or healthcare professional that they trust. A medical home addresses well-child care, acute care, and chronic care for all children from birth through their transition to adulthood. A medical home is a building block needed to ensure accessible, patient-centered, and coordinated primary care for children. The medical home model is an approach to providing primary care that is focused on the relationship between the patient and the personal clinician. Championed by the American Academy of Pediatrics, the medical home is broadly defined as primary care that is "accessible, continuous, comprehensive, family-centered, coordinated, compassionate, and culturally effective."

An important component of a medical home is care coordination to provide linkages for children and their families with appropriate medical services and community resources in a coordinated effort to achieve optimal health. According to the Medical Home Practice-Based Care Coordination Workbook (McAllistar, Presler, Cooley); "It has been suggested that you cannot be a strong medical home without the capacity to link families with a designated care coordinator.

Effective care coordination begins with recognizing the relationship between the family, the health care provider and the care coordinator. It enhances access to needed services and resources, promotes optimal health and functioning of children, and supports improved quality of life.

Care is coordinated and/or integrated across all elements of the complex health care and social services systems (e.g., subspecialty care, hospitals, home health agencies, home visitation services) and the patient's community (e.g., family, schools, childcare, public and private community-based services). Care coordinators will enhance the abilities of the medical practice to assure that children receive appropriate medical care and developmental screening in a culturally and linguistically appropriate manner.

**Recommendation 2:**

Revise SFY14 Funding Plan to add a Children with Special Needs-Parent Coaching Strategy in the amount of \$200,000 per 12 month calendar year with the intent of providing services to 85 children. To assist families in developing knowledge and skills to enhance their abilities to help their children reach their fullest potential, First Things First promotes a parent coaching model of family support for children with special needs to provide individualized support in combination with an interactive parent and child together model of services that includes families and children with similar experiences living in the community.

The fundamental, core components of a parent coaching and support services model for families with children with special needs include:

1. Individual Visits: Visits are conducted in the home or other locations where the family typically frequents and feels most comfortable. Personalized activities center on children's specific needs and family strengths for supporting children's on target development.
2. Ongoing Child Progress Monitoring and Screening: Families are encouraged to develop skills around recognizing how to observe and understand their child's development. Ongoing developmental screening using standardized screening tools are implemented to monitor and assess the child's developmental progress.

3. Parent and Child Interactive Time: Families participate in facilitated group activities where they can interact with their children and enjoy opportunities to be connected with other families with similar concerns and to reduce family isolation.
4. Networking and Coordination of Services: Families are provided with information and support in connecting with additional services, navigating referral systems and accessing community resources to improve their natural, concrete support networks.

The purpose of this strategy is to meet the needs of individual families specific to their child's developmental needs when a child is developmentally delayed but found ineligible for Arizona's IDEA programs. Although ineligible for IDEA in Arizona, families and their children with developmental delays can benefit from formal supports, services and resources that promote positive developmental outcomes and school readiness.

Regional Director Lyons will type up the recommendations and will move them forward to Councils for possible approval. Council Member Flowers will present the recommendations at the Northwest Maricopa Regional Partnership Council meeting.

**Next Meeting Date and Location:**

None.

**Adjournment:**

There being no further business, Regional Director Lyons adjourned the meeting at 2:59 p.m.



# STRATEGIC COMMUNICATIONS PLAN

**FY 2014-2017**



FIRST THINGS FIRST

# Comprehensive, Multi-Year Plan

- Update to FY 2010-2013 plan
- Focus limited resources & encourage discipline
- Integrate communications strategies
- Ensure consistent messaging
- Measure progress



# Stakeholder Feedback

- Most believe there has been progress; but still more to be done;
- More than half said recognition of FTF name & mission, public awareness, and support were biggest improvements at local level;
- Nearly 70% said Community Outreach was the most successful local strategy;
- Community Outreach also the area where opportunity exists.



# GOALS

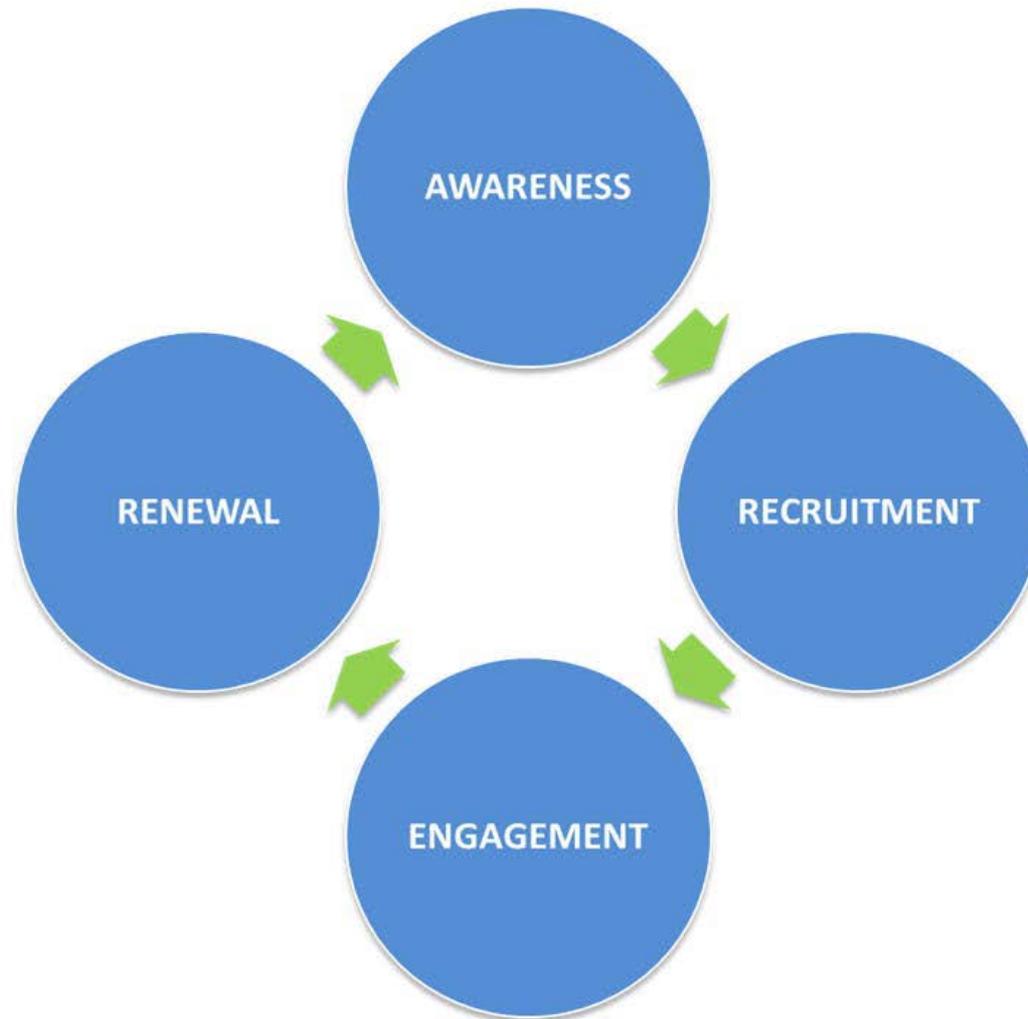
**GOAL 1: Raise awareness of, and build public support for, the importance of early childhood.**

**GOAL 2: Position First Things First as a recognized and trusted voice in early childhood.**

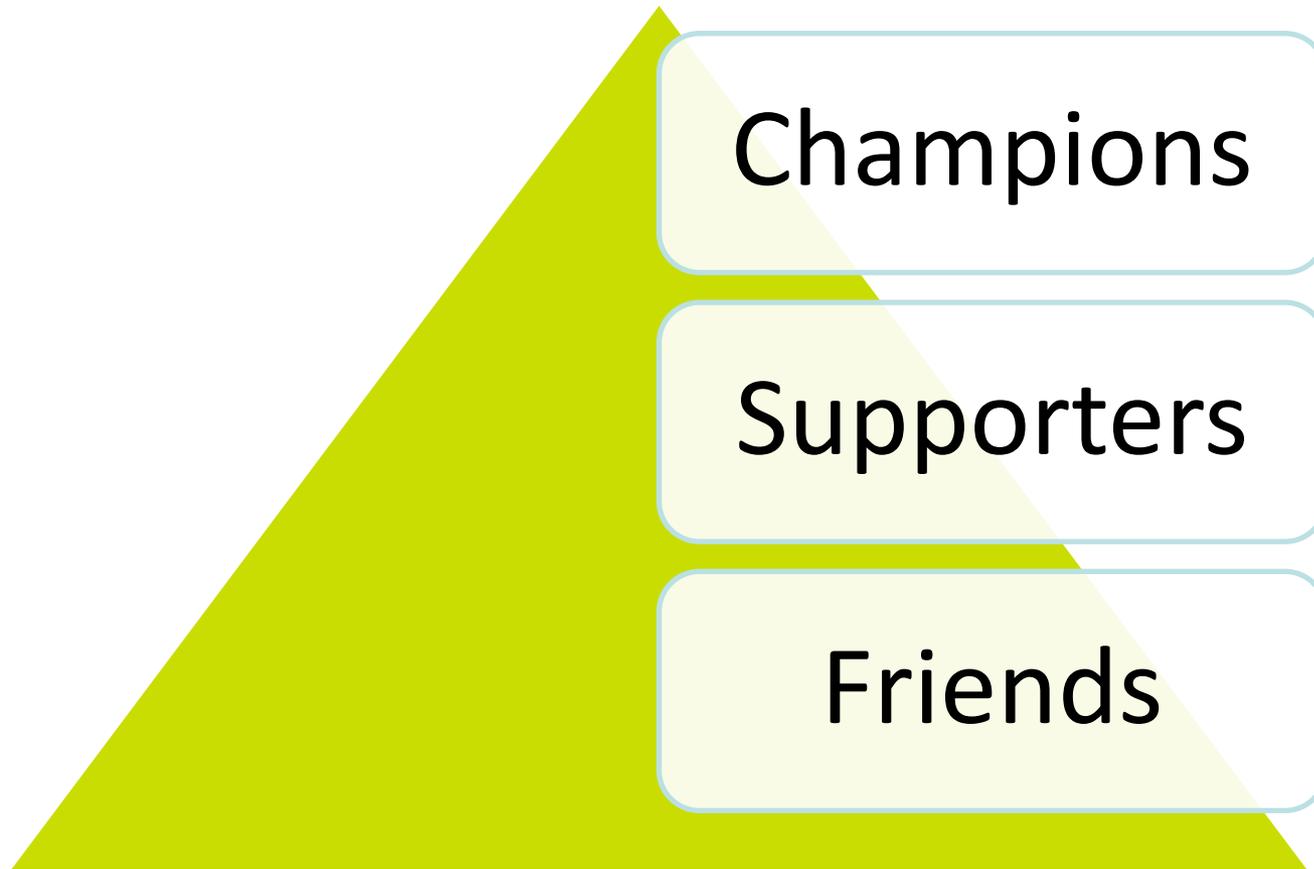
**GOAL 3: Build awareness of early childhood programs and services, particularly First Things First statewide initiatives and locally supported programs among priority audiences.**



# Community Engagement Model



# Three-tier Engagement Model



## New Core Messages

Strong families are the building blocks of a strong society. It's crucial that parents have the tools they need to support children with stable, nurturing environments in their earliest years.

Critical social and behavioral skills, such as motivation, self-discipline, focus, and self-esteem, begin to take root from birth to 5 years old.

Successful people share these traits and we must give children the tools to develop these essential skills.



# New Core Messages

Kids who start behind usually stay behind when they get to school. We need to invest in all kids in the early years, so they are prepared and ready to succeed on their first day of kindergarten.

Everyone benefits when more kids arrive at school prepared to be successful.



## 30-second Elevator Speech

Did you know that 90% of a child's brain development happens before they are 5 years old? Research shows that what happens to kids in the early years sets the foundation for a lifetime of success.

Strong families are the building blocks of a strong society; that's why First Things First partners with communities to strengthen families and help more kids arrive at kindergarten ready to succeed.





# STRATEGIC COMMUNICATIONS PLAN

**FY 2014-2017**



FIRST THINGS FIRST