



## FIRST THINGS FIRST

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Date: June 17, 2010

Chairman Lynn and Members of the Board  
First Things First  
4000 North Central Avenue, Suite 800  
Phoenix, Arizona 85012

### RE: Pinal Regional Partnership Council SFY 2011 Communication Plans

Dear Chairman Lynn and Members of the Board,

The Pinal Regional Partnership Council is pleased to present to the First Things First Board a strategy change to the SFY2011 Regional Funding Plan. After careful deliberation, the Regional Council would like to request an increase to the Communications strategy to support regional FTF community outreach and education efforts. The Regional Council plans to utilize SFY2010 carry forward funds to increase its Communications allocation from \$269,855 to \$369,855. This increase will allow the Region to provide a comprehensive community awareness campaign within the Pinal Region.

- Contracted Community Outreach Liaison Position - \$80,000
- Regional Leave Behinds - \$20,000

On June 16, 2010, the Regional Council motioned to increase this strategy using \$369,855 from the Fiscal Year 2010 Fund Balance. The Pinal Regional Council is respectfully requesting the First Things First Board to approve this strategy modification.

Thank you for your consideration.

Respectfully,

*Bryant Powell*

Bryant Powell, Vice Chair  
Pinal Regional Partnership Council

cc: File



# FIRST THINGS FIRST

*The right system for bright futures*

## PINAL REGIONAL PARTNERSHIP COUNCIL 2011 FUNDING PLAN SUMMARY

Regional Allocation 2011: \$ 5,332,345

Carry Forward from 2010: \$ 1,616,330

Funding Available for Allocation in 2011: \$ 6,948,677

Prioritized Needs	Goal Area	Proposed Strategies	Portion of Regional Allocation	Recommendation to the Board
Limited support and resources for medical professionals serving children birth through age five	Health	Strategy 1: Continuing Medical Education	\$50,000	Approved
		Strategy 2A: Health Insurance Outreach	\$100,000	Approved
		Strategy 2B: Physician Outreach and Education	\$200,000	Approved
Limited support and resources for medical professionals serving children birth through age five	Health	Strategy 3: Health Screenings	\$500,000	Approved
Families have limited access to high quality early care and education programs	Quality, Access and Affordability	Strategy 4: Quality First	\$971,320	Approved
		Strategy 5A: Child Care Health Consultation	\$240,000	Approved
		Strategy 5B: Mental Health Consultation	\$240,000	Approved
Limited opportunities to increase the knowledge and skills sets of family home care providers	Quality, Access and Affordability	Strategy 6: Recruit and Support Child Care Home Providers	\$355,000	Approved
Limited access to parental education and education/service delivery systems  Lack of access to early literacy education for families	Family Support	Strategy 7A: Family Support and Resource Coordination	\$300,000	Approved
		Strategy 7B: Early Literacy	\$350,000	Approved
		Strategy 7C: Home Visitation	\$500,000	Approved

Lack of support for families with children birth through age five with identified high risk medical needs	Family Support	Strategy 7D: High Risk Infant Home Visitation	\$400,000	Approved
Lack of highly qualified early care professionals	Professional Development	Strategy 8A: Professional Career Pathway Project	\$151,560	Approved
		Strategy 8B: T.E.A.C.H. Early Childhood Arizona	\$0	Approved
		Strategy 9: Community Based Training Early Care and Education	\$250,000	Approved
		Strategy 10: Professional REWARDS	\$50,000	Approved
		Strategy 11: Recruitment into the Early Care and Education Field	\$75,000	Approved
Limited understanding and information about the importance of early childhood development and health	Communication	Strategy 12: Awareness Campaign	\$369,855	Recommend Approval
Limited support and services for families who are experiencing financial hardships and are unable to provide nutritional requirements for their children's success	Family Support	Strategy 13: Food Assistance and Nutrition	\$300,00	Approved
		<b>Subtotal of Expenditures</b>	\$5,402,735	
		<b>Fund Balance</b>	\$1,545,942	
		<b>Grand Total</b>	\$6,948,677	

## SUMMARY FINANCIAL CHART 2010-2011

Revenue				
FTF Total Allocation for the SFY	\$5,765,870	\$5,332,347	\$5,332,347	\$16,430,564
Fund Balance (carry forward from previous SFY)	N/A	\$1,616,330	\$1,545,942	
<b>Total Available Funds</b>	\$5,765,870	\$6,948,677	\$6,878,289	
Strategies				
	SFY 2010 OBLIGATED	SFY 2011 PROPOSED	SFY 2012 ESTIMATED	Total
1 - Continuing Medical Education	\$35,000	\$ 50,000	\$ 50,000	\$135,000
2A - Health Insurance Outreach	\$50,000	\$100,000	\$100,000	\$250,000
2B - Physican Outreach and Education	\$100,000	\$200,000	\$200,000	\$500,000
3 - Health Screenings	\$250,000	\$500,000	\$500,000	\$1,250,000
4 - Quality First	\$687,700	\$971,320	\$1,345,000	\$3,004,020
5A - Child Care Health Consultation	\$220,000	\$240,000	\$240,000	\$700,000
5B - Mental Health Consultation	\$100,000	\$240,000	\$240,000	\$580,000
6 - Recruit and Support Home Providers	\$355,000	\$355,000	\$355,000	\$1,065,000
7A - Family Support and Resource Coordination	\$0	\$300,000	\$300,000	\$600,000
7B - Early Literacy "New"	\$0	\$350,000	\$350,000	\$700,000
7C - Home Visitation	\$500,000	\$500,000	\$500,000	\$1,500,000
7D - High Risk Infant Home Visitation "New"	\$0	\$400,000	\$400,000	\$800,000
8A - Professional Career Pathway Project	\$126,250	\$151,560	\$180,000	\$457,810
8B - T.E.A.C.H. Early Childhood Arizona	\$0	\$0	\$150,000	\$150,000
9 - Community Based Training	\$125,000	\$250,000	\$250,000	\$625,000
10 - Professional REWARDS	\$50,000	\$50,000	\$50,000	\$150,000
11 - Recruitment into the Early Care and Education Field	\$75,000	\$75,000	\$75,000	\$225,000
12 - Awareness Campaign	\$50,000	\$369,855	\$50,000	\$469,855
13 - Food Assistance and Nutrition	\$242,884	\$300,000	\$300,000	\$842,884
Emergency Child Care	\$1,168,456	\$0	\$0	\$1,168,456
Needs and Assets	\$14,250	\$0	\$20,000	\$34,250
Evaluation				
<b>Subtotal Expenditures</b>	\$4,149,540	\$5,402,735	\$5,655,000	\$15,207,275
<b>Fund Balance (carry forward)</b>	\$1,616,330	\$1,545,942	\$1,223,289	
<b>Total</b>	\$5,765,870	\$6,948,677	\$6,878,289	

# Pinal Regional Partnership Council

## SFY2010-2011 Communication Matrix

FTF Communications Plan: Objectives and Regional tactics

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

- Distribution of FTF leave behinds
- Distribution of branded collateral materials

**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 early childhood champions in the region

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

- Distribution of Born Learning collateral materials as part of local parent education and awareness strategies
- Inform the community through various outreach efforts including newsletters, submissions to partner newsletters, sponsor and/or participate in community events
- Conduct media and community outreach on grant awards and success of programs and services

### SFY2010 – Short Term Communications Plan - \$50,000

Objective One Tactics and Funding Amount	Objective Two Tactics and Funding Amount	Objective Three Tactics and Funding Amount	Objective Four Tactics and Funding Amount
<ul style="list-style-type: none"> <li>• Infant Onesie</li> <li>• Jumbo Crayons</li> <li>• Fridge Magnet</li> <li>• Book Stickers</li> </ul> <p>\$7,025 Regional Allocation</p> <ul style="list-style-type: none"> <li>• Pen/Highlighter combo</li> <li>• Supporter Pin</li> <li>• Grocery Bags</li> <li>• BandAids</li> <li>• Car Magnet</li> </ul> <p>\$12,000 - 15,000 Central East Administrative Budget</p>	<ul style="list-style-type: none"> <li>• Cinema Harkins Casa Grande (14 screens)</li> </ul> <p>\$8,446 Regional Allocation</p> <ul style="list-style-type: none"> <li>• Billboards                             <ul style="list-style-type: none"> <li>○ Maricopa</li> <li>○ Apache Junction</li> <li>○ Johnson Ranch</li> <li>○ Mammoth</li> <li>○ Florence</li> </ul> </li> </ul> <p>\$30,000 Regional Allocation (Tentative)</p>		

SFY2011 – Long Term Communications Plan - \$369,855

Objective One Tactics and Funding Amount	Objective Two Tactics and Funding Amount	Objective Three Tactics and Funding Amount	Objective Four Tactics and Funding Amount
<p>Regional staff would like to propose additional fund for SFY2011 communication strategy for Regional leave behinds. This will support the efforts of the Community Outreach Liaison position.</p>	<p>The Pinal Regional Partnership Council approved the addition funds to cover the Pinal's portion of the First Things First FY2011 Media Plan – cost by county.</p> <ul style="list-style-type: none"> <li>• Cable TV</li> <li>• Broadcast TV</li> <li>• Radio</li> <li>• Online</li> <li>• Newspapers</li> <li>• Outdoor*</li> <li>• Cinema</li> <li>• Grocery</li> </ul>	<p>To achieve Objective 3 the Pinal Region Partnership Council plans to invest funds into the Community Outreach Liaison position.</p> <ul style="list-style-type: none"> <li>• Community outreach to recruit and retain early childhood champions in the region</li> </ul> <p>The Pinal Regional Partnership Council approved contracting for a Consultant through Moses Anshell for a total of 40 hours for a period of time of about 20 weeks in an amount not to exceed 80,000.00.</p>	<p>Objective 4 will benefit through the Regional purchase of the Community Outreach Liaison personnel.</p> <ul style="list-style-type: none"> <li>• Inform the community through various outreach efforts including newsletters, submissions to partner newsletters, sponsor and/or participate in community events</li> <li>• Conduct media and community outreach on grant awards and success of programs and services</li> </ul> <p>As of 05/19/10 ,the Pinal Regional Partnership Council has opted not to participate in the Born Learning campaign.</p>
<p>\$20,000 Regional Allocation</p>	<p>\$269,855 Regional Allocation</p>	<p>\$80,000 Regional Allocation</p>	<p>\$0</p>