



FIRST THINGS FIRST

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June 28, 2010

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

RE: San Carlos Apache Regional Partnership Council Collaboration Strategy

Dear Chairman Lynn and Members of the Board:

The San Carlos Apache Regional Partnership Council is pleased to present our updated Coordination strategy for your consideration. This strategy is from our SFY2011 Funding Plan presented to you at the State board meeting on December 8, 2009 and approved at a funding a level of \$11,000.

After careful consideration, the Regional Council would like to request an increase in allocation to the San Carlos Apache Early Childhood Development and Health Collaborative strategy. The Collaborative is a coordination strategy that includes public awareness and career recruitment components under its umbrella. This increase will provide an opportunity to strengthen the work of the Collaborative in addition to supporting the regional FTF communications plan through community outreach and education efforts. The Regional Council plans to utilize SFY2010 carry forward funds to increase its Coordination allocation from \$11,000 to \$61,000.

The increase will be used for the following purpose:

- Part-Time Position to support the Collaborative - \$50,000

The San Carlos Apache Regional Partnership Council is confident that the addition of a part-time staff position to support all components of the Collaborative strategy will directly impact public awareness of early child development issues and First Things First. On June 17, 2010, the Regional Council motioned to increase this strategy using \$50,000 from the Fiscal Year 2010 Fund Balance. The San Carlos Apache Regional Partnership Council is respectfully requesting the First Things First Board to approve this strategy modification.

Thank you for your consideration.

Sincerely,

Catherine Steele, Chair
San Carlos Apache Regional Partnership Council



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The right system for bright futures

SAN CARLOS APACHE REGIONAL PARTNERSHIP COUNCIL 2011 FUNDING PLAN SUMMARY

Regional Allocation 2011: \$569,167

Carry Forward from 2010: \$65,114

Funding Available for Allocation in 2011: \$634,281

Prioritized Needs	Goal Area	Proposed Strategies	Portion of Regional Allocation	Recommendation to the Board
Child rearing practices which are reflective of San Carlos Apache Tribal values	Family Support	Strategy 1 Apache Parent Curriculum	\$47,000	Recommend Approval
Coordinated efforts among early childhood service providers to provide for enhanced, effective, and collaborative family support and health services	Coordination	Strategy 2a Early Childhood Development and Health Collaborative	50,000	Recommend Approval
Increased Public Awareness of Early Childhood Issues, First Things First, and Career Opportunities	Communication	Strategy 2b Public Awareness Campaign	\$5,500	Recommend Approval
Increased Public Awareness of Early Childhood Issues, First Things First, and Career Opportunities	Professional Development	Strategy 2c Career Recruitment Campaign	\$5,500	Recommend Approval
Outreach, education and intervention on nutrition and prevention of childhood obesity and diabetes	Health	Strategy 3 Health Intervention	\$63,000	Recommend Approval
Increased early care and education opportunities for children ages birth through age five	Professional Development	Strategy 4 Professional REWARD\$ Program	\$20,000	Recommend Approval
Early screening for health and developmental delays for young children	Health	Strategy 5 Mobile Screenings	\$153,000	Recommend Approval
Increased quality early care and education opportunities for children ages birth through age five	Quality, Access & Affordability	Strategy 6 Family, Friend and Neighbor	\$54,000	Recommend Approval

Increased quality early care and education opportunities for children ages birth through age five	Quality, Access & Affordability	Strategy 7 Quality First	\$117,920	Recommend Approval
Child rearing practices which are reflective of San Carlos Apache Tribal values	Family Support/Early Literacy	Strategy 8 Apache Language/Culture Preservation Program	\$62,539	Recommend Approval
		Subtotal of Expenditures	\$578,459	
		Fund Balance	\$55,822	
		Grand Total	\$634,281	

21010-2012 Financial Summary

FTF Total Allocation for the SFY	\$438,591	\$569,167	\$569,167	\$1,576,925
Fund Balance (carry forward from previous SFY)	N/A	\$65,114	\$55,822	
Total Available Funds	\$438,591	\$634,281	\$624,989	
Strategies	SFY 2010 OBLIGATED	SFY 2011 PROPOSED	SFY 2012 ESTIMATED	Total
1. Apache Parent Curriculum	\$47,000	\$47,000	\$30,000	\$124,000
2a. Early Childhood Development & Health Collaborative	Unfunded	\$50,000	\$50,000	\$100,000
2b. Public Awareness Campaign	\$5,500	\$5,500	\$5,500	\$16,500
2c. Career Recruitment Campaign	\$5,500	\$5,500	\$5,500	\$16,500
3. Health Intervention	\$63,000	\$63,000	\$63,000	\$189,000
Public Awareness/Career Recruitment Campaign	Removed	\$0	\$0	\$0
4. Professional Reward\$ Program	\$10,000	\$20,000	\$20,000	\$50,000
5. Mobile Screenings	\$153,000	\$153,000	\$130,000	\$436,000
Arizona Parent Kits	\$700	Removed	\$0	\$700
6. Family Friend and Neighbor	\$0	\$54,000	\$54,000	\$108,000
7. Quality First!	\$0	\$117,920	\$117,920	\$235,840
8. Apache Language and Cultural Preservation Program	\$0	\$62,539	\$62,539	\$125,078
Emergency Food Boxes	\$3,236	\$0	\$0	\$3,236
Emergency Scholarships	\$75,541	\$0	\$0	\$75,541
Needs and Assets	\$10,000	\$0	\$0	\$10,000
Evaluation	\$0	\$0	\$0	\$0
Subtotal Expenditures	\$373,477	\$578,459	\$538,459	\$1,490,395
Fund Balance (carry forward)	\$65,114	\$55,822	\$86,530	
Total	\$438,591	\$634,281	\$624,989	

strategy 2a: San Carlos Apache Early Childhood Development and Health Collaborative

The goal of the Early Childhood Development and Health Collaborative is to ensure that all families in the San Carlos region have the information and support they need to be effective parents by creating a coordinated network of services. Currently, the San Carlos community has no mechanism to identify and address gaps in service, reduce duplication, provide community awareness or to ensure that families are referred to the services that best fit their needs.

During the process of formulating the San Carlos Apache Regional Needs and Assets Report, it became apparent from the lack of data and/or access to such data, that no cross-tribal, state and federal program coordination efforts were in place to expand or enhance the coordination and integration of regional data, programs, services and resources for young children and their families. The absence of such a mechanism was also evident during the dialogue of the community discussions hosted by the San Carlos Apache Regional Partnership Council. In a community wide discussion, the participants of the group identified tribal programs and resources as strength; however, the lack of partnerships amongst programs for children and families was identified as one of the top four weaknesses in the region.

Research demonstrates that early childhood coalitions linking local, tribal, federal and state partners have made great impacts on policy and funding for early care and health issues. This is best demonstrated by the work of the New Jersey State Better Baby Campaign. Additionally, the formation of coalitions increases the opportunity for all partners to network and reap the benefits of technical assistance, advocacy, professional development, and program and fund development. It is the intent of the San Carlos Apache Regional Partnership Council to mirror the success of such a campaign to benefit the children of the San Carlos region.

The Collaborative Initiative will allow a seamless cross-coordination system among the various programs and departments in the San Carlos Apache community that supports the safe and healthy development of children birth through five. Stakeholders from the San Carlos Apache Tribe and other local department and agencies would meet to develop a cross system/ service Coordination plan, which will ensure appropriate service delivery across early childhood systems in the San Carlos Apache Region. The Collaborative will provide:

- Consistently scheduled and facilitated collaborative meetings; this strategy will create numerous opportunities for providers to collaborate.
- Forums for service providers to share information, reduce duplication, maximize resources, and address service gaps.
- Structure and support for the development of a service network where one currently does not exist.
- Improve the availability of services.
- Maximize effectiveness of service delivery.

To aid in this effort, the Council will utilize a part time staff position to support the goals and deliverables of all components of this strategy. Duties for this position under will include:

- The organization and announcement of collaborative meetings;
- Preparation of meeting materials;
- Production and distribution of a quarterly newsletter;
- Production and distribution of a San Carlos Apache Regional Early Childhood Development and Health Directory;

- Production of minutes for Collaborative Meetings;
- Provide information to the community and service providers about First Things First, through presentations and informational booths and community wide-events;
- Develop and maintain an early childhood resource data base;
- Develop and maintain an annual calendar on early childhood issues and events in the San Carlos Apache community.
- Develop additional distribution formats and methods that are appropriate for the community, to include: print, television and radio;
- Develop and maintain Early Childhood Professional Career brochures;
- Compile Information identifying Early Care Health and Education Profession Credentials for interested students;
- Produce direct mailings relating to early childhood development and health professions targeting high school and college students;
- Attend and present information on Early Childhood Careers at regional conferences, fairs, and other community events;
- Serve as support staff to all sub-committees of the Collaborative;
- Other duties as needed to complete FTF goals.

The Regional Council also recommends the assignment of duties to this position that support the outreach activities of Objective 3 of the FTF Communication Plan. Additionally duties may include the following:

- Write outreach plan for the San Carlos Apache Region and priority audiences; regularly update outreach plan in coordination with regional council and staff.
- Preparing press releases and articles for the media;
- Provide outreach and education to diverse audiences through presentations, trainings, one-on-one meetings, events, e-activity, and other outreach strategies;
- Provide regular follow-up with outreach audiences to ensure education activities are completed, including media outreach;
- Track and record outreach activities with database and other tracking tools.

To enhance the work of the Collaborative, the San Carlos Apache Regional Partnership Council will integrate the following components:

2b. Public Awareness Campaign

With staff support from First Things First, the San Carlos Apache Regional Office and the San Carlos Apache Regional Partnership Council will expand the availability of resource information to the public. This approach will include the following activities:

- Provide information to the community and service providers about First Things First,
- Collect information about programs and services that are available for families with young children,
- Develop and maintain an early childhood resource data base, including a community newsletter and calendar on early childhood issues and events in the San Carlos Apache community.
- Develop additional distribution formats and methods to include: print, television and radio.

.c. Career Recruitment Campaign

The San Carlos Apache Regional Partnership Council, through the Collaborative, will also create and implement an early childhood development and health career recruitment campaign. The campaign will include the following elements:

- Early Childhood Professional Careers brochures
- Information identifying Early Care Health and Education Profession Credentials
- Direct mailings targeting high school and college students
- Early Childhood Career Conferences, Fairs, and Events
- Early Childhood Newsletter development
- Television and Print Media Techniques

It is also envisioned that within the Collaborative there will be sub-committees to address service coordination within particular service sectors. The San Carlos Apache Regional Partnership Council intends for this collaborative to be a three year project. In years two and three this collaborative will develop and maintain a tribal wide resource dissemination center on regional early childhood issues.

The San Carlos Early Childhood and Health Collaborative will meet at least quarterly. The Collaborative will be charged with making a report to the San Carlos Apache Regional Partnership Council within 6 months and annually thereafter of the existing family support services, gaps in service (taking into consideration availability of services by location and to all target populations) and recommended improvement strategies.

Research Notes:

(2008) Literacy Powerline "Coalition Fact Sheet" <http://www.literacypowerline.com/faq.html>

(2007) Zero to Three Policy Center "Moving the Infant-Toddler Policy Agenda Forward Together: Strategies to build Successful Coalitions" <http://www.zerotothree.org/site/DocServer/CoalitionBuilding.pdf?docID=4421>

(2004) Campaign New Jersey "Better Baby Care-Building the Foundation" Annual Report

(2008) Success by 6! "Cherish Ever Child Public Awareness and Involvement Campaign" http://cherisheverychild.org/home/sb6/aboutus/strategies_aboutus.html

(2001) North Carolina Center for Nursing: The Power to Make a Difference Campaign <http://www.nccenterfornursing.org/recruitmentandretention/youth/resourcescampaign.htm>

Lead Goal 13: First Things First will lead cross-system coordination efforts among state, federal and tribal organizations to improve the coordination and integration of Arizona programs, services, and resources for young children and their families.

Goal 11: First Things First will coordinate and integrate with existing education and information systems to expand families' access to high quality, diverse and relevant information and resources to support their child's optimal development.

Goal 14: First Things First will collect and disseminate accurate and relevant data related to early childhood development and health.

Goal 15: First Things First will expand public awareness of and financial and political support for, early childhood development and health efforts in Arizona.

Goal 8: First Things First will build a skilled and well prepared early childhood development workforce.

Key Measures:

1. Total number and percentage of public and private partners who report they are satisfied with the extent and quality of coordination between public, private, and tribal systems.
2. Percentage of Arizonans who report that early childhood development and health issues are important
3. Percentage of families with children birth through age five who report they are satisfied with the accessibility of information and resources on child development and health
4. Total number and percentage of professionals working in early childhood care and education setting with credential, certificate, or degree in early childhood development
5. Total number and percentage of professionals working early childhood care and education that are pursuing a credential, certificate, or degree

Target Population:

Families, family support agencies and programs, including parenting education programs, home visiting programs and child care providers.

	SFY2010 July 1, 2009 - June 30, 2010	SFY2011 July 1, 2010 - June 30, 2011	SFY2012 July 1, 2011 - June 30, 2012
Proposed Service Numbers	6 participating organizations 2 individuals to enter into the early childhood field	10 participating organizations Implement resource dissemination center 4 individuals to enter into the early childhood field	All applicable tribal and local organizations participating Maintain resource dissemination center 8 individuals to enter into the early childhood field

Performance Measures SFY 2010-2012:

1. Number of partners satisfied with quality of coordination
2. Number of partners able to appropriately refer families to services
3. Quarterly meetings
4. Newsletter produced and distributed
5. Percent of families reporting an increase in knowledge and satisfaction with level of coordination
6. Percent of collaborating members / stakeholders reporting satisfaction with level of coordination
7. Number and percent of professionals working in early care and education pursuing a degree in early childhood over a three year period

8. Number of professionals with degree in early childhood education over a three year period

- How is this strategy building on the service network that currently exists?

Currently most family support programs in the region operate independently. While there are many excellent programs, there is no coordinated service network. This strategy will develop a service network where one currently does not exist.

Furthermore, there are many excellent programs available to families with young children in the San Carlos Apache Region. However, families and service providers lack easy access to information about these programs and services. This strategy will support the existing service network by providing the community with accurate information about their programs. It will also be an asset to service providers who need access to information about available services. It will also build on efforts already underway to improve Information and referral systems in the region. The awareness campaign will provide an opportunity to use existing information centers such as the San Carlos Apache Telecommunications company for education purposes through the use of public service announcements. Finally, this strategy will also build upon the programs established for early childhood development at the local colleges and universities to deliver the courses needed for scholars to complete their educational goals.

- What are the opportunities for collaboration and alignment?

By providing consistently scheduled and facilitated Collaborative and Coalition meetings, this strategy will create numerous opportunities for participants to collaborate. The meetings will provide the forum for service providers to share information, reduce duplication, maximize resources, and address service gaps. Recipients of First Things First funding to provide family support programs will be required to participate in the Family Support Collaborative.

Additionally, this strategy will mobilize the current early child service programs such as the Woman, Infant and Children’s Program, the Apache Kid Care, Head Start, and the Boys and Girls Club to join forces through the development of a clear and concise message about the importance of issues relating to early education and health for children. This strategy will also allow for collaboration with the local colleges regarding the curriculum and courses offered through their early childhood development programs. Overall, this strategy will increase communication and strengthen partnerships across all entities of the Tribe.

SFY2010 Expenditure Plan for Proposed Strategy (How much of the total allocation will go to this strategy)

Population-based Allocation for proposed strategy	\$ 61,000
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Budget Justification: Part-time staff to support the goals and deliverables of all components of the Collaborative=\$50,000

The allocation of \$11,000 is for activities associated with the two integrated components of Public Awareness and Career Recruitment for items such as brochures, education materials, direct mail, conferences, events, newsletter development, & print, radio, newspaper ads, travel.

Public Awareness Campaign=\$5,500	Career Recruitment Campaign=\$5,500	Total=\$61,000
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