



FIRST THINGS FIRST

1100 East Sheldon Street, PMB 6908
Prescott, Arizona 86301
Phone: 928.776.0062
Fax: 928.776.8118
www.azftf.gov

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July 8, 2010

Arizona Early Childhood Development and Health Board
Steve Lynn, Board Chair
4000 North Central, Suite 800
Phoenix, Arizona 85012

RE: FY 2011 Yavapai Regional Communications Plan

Dear Chairman Lynn:

The Yavapai Regional Partnership Council is pleased to present a proposed increase to our approved 2011 Communications strategy for your consideration. The recommendation will increase the amount allocated to our 2011 Communications strategy from \$25,000.00 to \$225,000.00.

The Yavapai Regional Partnership Council has worked diligently to develop a saturation plan in alignment with the statewide Strategic Communications Plan FY 2011-2013. The proposed increase was approved by the Yavapai Regional Partnership Council on June 23, 2010. The \$200,000.00 increase will invest up to \$100,000.00 for media saturation in Yavapai County and up to \$100,000 for the Parent Awareness and Community Outreach Liaison.

If approved, this increase will allow the Yavapai Regional Partnership Council to participate in the media saturation plan for Yavapai County including TV, radio, newspaper, billboards, etc. In addition, this increase will fund a full-time employee, located in the Yavapai Regional Office, to conduct community outreach and recruit champions to advance the early childhood movement at the local level.

The Yavapai Regional Partnership Council believes a regional education campaign is an effective mechanism to raise awareness of the importance of early childhood health and development among parents and the general public. With this recommendation, we hope to build support in the region for further investment in early childhood programs and services.

Sincerely,

Anne Babinsky, Chair
Yavapai Regional Partnership Council



FIRST THINGS FIRST

The right system for bright futures

YAVAPAI REGIONAL PARTNERSHIP COUNCIL 2011 FUNDING PLAN SUMMARY—REVISED

Regional Allocation 2011: \$3,899,633

Carry Forward from 2010: \$190,003

Funding Available for Allocation in 2011: \$4,089,636

Prioritized Needs	Goal Area	Proposed Strategies	Portion of Regional Allocation	Recommendation to the Board
<p>There is no mechanism to coordinate services, identify and address gaps in service, reduce duplication, or ensure families are referred to the services that best fit their needs.</p> <p>Child care providers lack professional education, including non-credit education and training.</p>	Coordination	Strategy 1: Family Support Collaborative	\$70,000	Approved January 26, 2010
<p>Many parents do not have the information they need to be the best parents possible.</p> <p>Many parents living in rural communities do not have access to services or information they need to be the best parents possible.</p> <p>There is a high level of teen pregnancy in the region and a need for teen parent support.</p> <p>High-risk families need additional support to address child abuse, substance abuse and family violence prevention.</p> <p>Support for infants and toddlers with the highest risk factors in foster care is lacking.</p> <p>Existing home visiting programs do not have the capacity to serve all of the families that qualify or need their services.</p> <p>Many uninsured children are eligible for public health insurance yet have not yet applied.</p>	Family Support, Health	Strategy 2a: Parenting Education	\$280,000	Approved January 26
		Strategy 2b: Nurse Home Visitation for High Risk Infants and Toddlers in Foster Care	\$110,000	Approved January 26
		Strategy 2c: Home Visitation Programs	\$1,085,000	Approved January 26
		Strategy 2d: Home Visiting Coordination	\$0	Approved January 26
		Strategy 2e: Health Insurance Outreach and Enrollment Assistance	\$100,000	Approved January 26

There is not enough quality care for infants and toddlers. There is not enough affordable, quality child care available throughout the region	Quality and Access	Access and Affordability • Child Care Scholarships	\$800,966	Approved May 18
There is not enough affordable, quality child care available throughout the region.	Quality and Access	Strategy 5: Child Care Health Consultation	\$240,000	Approved January 26
Support for infants and toddlers with the highest risk factors in foster care is lacking.	Coordination	Strategy 6: Court Team	\$49,500	Approved January 26
There is not enough affordable, quality child care available throughout the region.	Quality and Access	Strategy 7: Quality First	\$543,100	Approved January 26
There is little public awareness of existing programs.	Coordination, Communication	Strategy 8: Parent Awareness	\$35,000	Approved January 26
Child care providers lack professional education, including non-credit education and training.	Professional Development	Strategy 9: T.E.A.C.H.	\$63,492	Approved January 26
There is a lack of mental health consultation services available.	Quality and Access	Strategy 12: Mental Health Consultation	\$240,000	Approved January 26
Many parents living in rural communities do not have access to services or information they need to be the best parents possible. There is a high level of teen pregnancy in the region and a need for teen parent support. High-risk families need additional support to address child abuse, substance abuse and family violence prevention.	Family Support and Coordination	Strategy 13: Community Impact Project (United Way Partnership)	\$30,000	Approved January 26
Statewide - economic and employment recession	Family Support	Strategy 14: Emergency Food Boxes	\$45,000	Approved January 26, 2010
There is inadequate public awareness of the importance of early brain development.	Communication	Communication	\$225,000	Recommend Approval
		Subtotal of Expenditures	\$3,917,058	
		Fund Balance	\$172,578	
		Grand Total	\$4,089,636	

Summary Financial Chart SFY 2010-2012

Revenue	SFY 2010	SFY2011	SFY 2012	Total
			Estimated	
FTF Total Allocation for the SFY	\$3,419,308	\$3,899,633	\$3,899,633	\$11,218,574
Fund Balance (carry forward from previous SFY)	N/A	\$190,003	\$172,578	
Total Available Funds	\$3,419,308	\$4,089,636	\$4,072,211	
Strategies	SFY 2010 OBLIGATED	SFY 2011 PLANNED	SFY 2012 ESTIMATED	Total
1 Family Support Collaborative	\$30,000	\$70,000	\$70,000	\$170,000
2a Parenting Education	\$176,850	\$280,000	\$280,000	\$736,850
2b Nurse Home Visitation for Infants and Toddlers in Foster Care	\$74,770	\$110,000	\$110,000	\$294,770
2c Home Visitation Programs	\$935,000	\$1,085,000	\$1,235,000	\$3,255,000
2d Home Visiting Coordination	\$0	\$0	\$0	\$0
2e Health Insurance Outreach and Enrollment Assistance	\$ Removed	\$100,000	\$100,000	\$200,000
3 Expand Infant and Toddler Care	\$ Removed	Removed	Removed	\$0
4a Access and Affordability Pilot Study	Removed	Removed	Removed	\$0
4b Scholarships	\$480,151	\$800,966	\$700,000	\$1,981,117
5 Child Care Health Consultation	\$200,000	\$240,000	\$240,000	\$680,000
6 Court Team	\$40,000	\$49,500	\$49,500	\$139,000
7 Quality First	\$266,000	\$543,100	\$814,650	\$1,623,750
8 Parent Awareness	\$30,000	\$35,000	\$35,000	\$100,000
9 T.E.A.C.H.	\$45,200	\$63,492	\$63,492	\$172,184
10 Child Care Study	\$50,000	Removed	Removed	\$50,000
11 Head Start	\$250,000	Removed	Removed	\$250,000
12 Mental Health Consultation	\$100,000	\$240,000	\$360,000	\$700,000
13 Community Impact Project	New in SFY2011	\$30,000	\$60,000	\$90,000
14 Emergency Food Boxes	\$42,000	\$45,000	\$45,000	\$132,000
Emergency Scholarships	\$499,334	Removed	Removed	\$499,334
Communication	\$0	\$225,000	\$25,000	\$250,000
Needs and Assets	\$10,000	\$0	\$10,000	\$20,000
Evaluation	\$0	\$0	\$0	\$0
Subtotal Expenditures	\$3,229,305	\$3,917,058	\$4,197,642	\$11,344,005
Fund Balance (carry forward)	\$190,003	\$172,578	\$125,431	
Total	\$3,419,308	\$4,089,636	\$4,072,211	

**YAVAPAI Regional Partnership Council
2011 Communications Plan**

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 years 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

Communications Funding for SFY2011: \$225,000.00

YAVAPAI Regional Council’s tactics for SFY2011

Objective 1 Tactics and funding amount	Objective 2 tactics and funding amount	Objective 3 tactics and funding amount	Objective 4 tactics and funding amount
The Regional Staff will propose options to the Yavapai Regional Partnership Council for SFY2011 leave behind purchases and collateral materials. The Council has a remaining \$25,000 in the strategy requiring additional discussion.	The Yavapai Regional Partnership Council approved additional funds in the amount of up to \$100,000.00 to cover Yavapai’s portion of the First Things First FY2011 Media Plan cost by county.	The Yavapai Regional Partnership Council plans to invest up to \$100,000.00 to fund the Community Outreach Liaison position.	The Yavapai Regional Partnership Council will carry out activities under this objective through the Community Outreach Liaison.

