



## FIRST THINGS FIRST

100 East 24<sup>th</sup> Street, Suite 2  
Yuma, Arizona 85364  
Phone: 928.343.3020  
Fax: 928.343.4710  
[www.azfff.gov](http://www.azfff.gov)

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Madeleine Coil

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Vacant

July 8, 2010

Arizona Early Childhood Development and Health Board  
First Things First  
4000 N. Central Avenue, Suite 800  
Phoenix, Arizona 85012

Chairman Lynn and Members of the Board:

The Yuma Regional Partnership Council (Regional Council) is pleased to present for your review and consideration; the second phase of our Regional Communications Strategy for SFY2011 that was approved by the Regional Council at their June 17, 2010 meeting. The second phase of this comprehensive approach focused on developing the specific activities to increase awareness about First Things First in our region.

The first phase of our strategy was to recruit for a Community Outreach Liaison specifically for the Yuma and Cocopah Regions. The strategy was presented in two phases in order to not delay the recruitment process and we are thankful that Executive Director Evans Allvin was able to approve the first phase to begin that process. For SFY2011 the Regional Council allocated \$208,000 for our strategy, the second phase of our strategy will increase the amount allocated in our regional funding plan from \$208,000 to \$290,349.

The Regional Council and First Things First staff has worked together to develop the proposed strategy to be in alignment with the statewide Strategic Communications Plan for FY 2011-2013. The proposed strategy will allow for our Regional Council to implement specific activities to build awareness. These activities include community events throughout the region, strategic placement of informational Kiosk, development of a Parent Resource Manual, and purchase of media to include T.V., radio, newspaper, grocery, on-line, outdoor and cinema to fully saturate the region.

The Regional Council believes that we have developed a comprehensive approach to not only raising awareness of the importance of early childhood health and development but to building support in our region for continued investment to early childhood programs and services.

The Regional Council unanimously approved utilizing the remaining \$108,000 of the SFY2011 allocation plus an additional \$82,349 of carry-forward funding to implement this strategy. The Regional Council understands that this funding may not be available at the end of SFY2011 to continue funding the entire strategy and will reevaluate the continued need as planning for SFY2012 takes place.

We respectfully request approval of this Communication strategy to allow for the implementation of this strategy to begin as soon as possible.

Sincerely,

*Madeline Coil*

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Madeline Coil  
Yuma Regional Partnership Chair



# FIRST THINGS FIRST

*The right system for bright futures*

## YUMA REGIONAL PARTNERSHIP COUNCIL

### 2011 FUNDING PLAN SUMMARY

Revised June 24, 2010

Regional Allocation 2011: \$ 5,368,928

Carry Forward from 2010: \$ 1,001,139

Funding Available for Allocation in 2011: \$ 6,370,067

Prioritized Needs	Goal Area	Proposed Strategies	Portion of Regional Allocation	Recommendation to the Board
Critical shortage of therapeutic services for children identified with special needs	Health Professional Development	#1. Recruitment and Retention of Therapists	\$192,500	Approved 1.26.10
Limited capacity of qualified early childhood education programs to include and serve children with special health and/or developmental needs.	Quality, Access & Affordability	#2. Promoting Inclusive Settings (Early Care and Education)	\$231,000	Approved 1.26.10
Limited support for families of children at risk for developmental delay.	Family Support	#3. Parent Coaching	\$280,000	Approved 1.26.10
Limited training and loss of a well educated and prepared Early Childhood Development and Health workforce.	Professional Development	#4. TEACH	\$153,570	Approved 1.26.10
Limited continuing education availability for a well educated and prepared Early Childhood Development and Health workforce.	Professional Development	#5. Professional Development	\$133,320	Approved 1.26.10 Increase approved 6.15.10
Lack of coordination of local resources for delivery of streamlined early childhood development and health services.	Coordination	#6. Coordination	\$0	Not being submitted for board approval
Lack of current information on early childhood development and health for parents.	Family Support	#7. Family Support-Parent Awareness and Education	\$1,475,531	Approved 1.26.10 Increase approved 6.15.10
Lack of access to and awareness of importance of early prenatal care.	Family Support	#8. Early Prenatal Care-Awareness and Access	\$541,925	Approved 1.26.10 Increase approved 6.15.10
Limited center based enrollment opportunities for school readiness preparation of children entering kindergarten.	Quality, Access & Affordability	#9a. Pre-K Expansion	\$950,400	Approved 1.26.10
Limited center based enrollment opportunities for school	Quality, Access & Affordability	#9b. Child Care Scholarships	\$500,000	Approved 6.15.10

readiness preparation of children entering kindergarten.				
Increase regulated home based opportunities.	Quality, Access & Affordability	#10. Home Based Provider Recruitment	\$45,500	Approved 1.26.10
Increase knowledge of the importance of investing in early childhood development and health through communication campaigns.	Communications	#11. Communications	\$290,349	Recommend Approval
Expand the availability of Child Care Health Consultation	Health	#12. Child Care Health Consultation	\$240,000	Approved 1.26.10
Expand the number of center and home care providers in Yuma Region participating in Quality First.	Quality, Access & Affordability	#13. Quality First	\$494,500	Approved 1.26.10
Increase the number of childcare providers applying for a Child Development Associate's credential	Professional Development	#14. Professional Career Pathway Project	\$77,000	Approved 1.26.10
Lack of access to mental health consultation.	Health	#15. Mental Health Consultation	\$120,000	Approved 1.26.10
Limited access to preventative oral health care.	Health	#16. Oral Health	\$303,266	Approved 1.26.10
	Evaluation	Evaluation	\$30,000	Not being submitted for approval at this time
		<b>Subtotal of Expenditures</b>	\$6,058,861	
		<b>Fund Balance</b>	\$311,206	
		<b>Grand Total</b>	\$6,370,067	

**Summary Financial Chart SFY 2010-2012**

<b>Revenue</b>			
FTF Total Allocation for the SFY	\$5,684,714	\$5,368,928	\$5,368,928
Fund Balance (carry forward from previous SFY)	N/A	\$1,001,139	\$393,555
<b>Total Available Funds</b>	\$5,684,714	\$6,370,067	\$5,762,483
<b>Strategies</b>	<b>SFY 2010 OBLIGATED</b>	<b>SFY 2011 PROPOSED</b>	<b>SFY 2012 ESTIMATED</b>
1. Recruitment and Retention of Therapists	\$137,500	\$192,500	\$194,425
2 Promoting Inclusive Settings	\$57,750	\$231,000	\$233,310
3 Parent Coaching	\$50,428	\$280,000	\$323,200
4 TEACH	\$152,400	\$153,570	\$155,236
5 Professional Development	\$110,000	\$133,320	\$133,320
6 Coordination	\$0	\$0	\$0
7 Family Support-Parent Awareness and Education	\$468,436	\$1,475,531	\$1,484,216
8 Early Prenatal Care-Awareness and Access	\$261,318	\$541,925	\$541,926
9a Pre-K Expansion	\$325,300	\$950,400	\$959,904
9b Child Care Scholarships	\$0	\$500,000	\$0
10 Home Based Provider Incentives	\$45,500	\$45,500	\$45,955
11 Communications	\$208,000	\$290,349	\$210,080
12 Child Care Health Consultation	\$210,732	\$240,000	\$242,400
13 Quality First	\$366,000	\$494,500	\$499,455
	\$77,000	\$77,000	\$77,770
14 Professional Career Pathway Project			
15 Mental Health Consultation	\$0	\$120,000	\$121,200
16 Oral Health	\$0	\$303,266	\$306,299
Emergency Food Boxes	\$24,000	\$0	\$0
Emergency Scholarships	\$1,436,276	\$0	\$0
Expedited Home Visitation	\$727,935	moved to # 7	moved
Needs and Assets	\$25,000	\$0	\$0
Evaluation	0	30,000	0
<b>Subtotal Expenditures</b>	\$4,683,575	\$6,058,861	\$5,528,696
<b>Fund Balance (carry forward)</b>			
	\$1,001,139	\$311,206	\$233,787
<b>Total</b>	\$5,684,714	\$6,370,067	\$5,762,483



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**Yuma Regional Partnership Council  
2011 Communications Plan**

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

- Distribution of FTF leave behinds and branded materials at community outreach events throughout the region

**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 6,500 early childhood champions in the region
- Community outreach to local candidates/policymakers and stakeholders

**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: \$290,349**

Objective 1 Tactics and funding amount	Objective 2 tactics and funding amount	Objective 3 tactics and funding amount	Objective 4 tactics and funding amount
Distribute FTF Leave Behinds and branded collateral materials at community events region wide. Planning and coordination of 4 community events and strategic placement of informational Kiosks throughout the region. <b>\$50,000</b>	Media buys including TV, radio, newspaper, grocery, on-line, outdoor and cinema to fully saturate the region. <b>\$120,349</b>	Community Outreach Liaison to recruit and retain 6,500 early childhood champions in the region. <i>This component has been approved by the Executive Director and allocation not included in this initial 2011 Region's Contribution Sheet. gv.</i> \$400,000	Community Outreach Liaison to write press releases, newsletters, articles for partner newsletters, web pages, sponsor and/or participate in local events, and conduct media outreach on grant awards and success stories. Development of Parent Resource Manual. <b>\$20,000</b>