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Update on the Public Launch of the Quality First Website July 2013

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QUALITY FIRST WEBSITE LAUNCH

Target date: Mid-August

Target audience: Parents

QualityFirstAZ.com



Selecting a child care provider is one of the toughest decisions a parent can make.

Options are often limited by cost and proximity.



Talking points with parents:

Why quality is important

What quality looks like

Resources to help
parents make choices
that fit their needs



Website Content:

Tools to Help Parents
Choose

Quality Checklist

Find Quality First in Your
Area

Child Care Resources and
Referral





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The La Paz/Mohave Region has 19* Providers Enrolled in Quality First:

Kingman: 4

Lake Havasu City: 5

Bullhead City: 2

Quartzsite: 1 (pending)

Mohave Valley: 2

Beaver Dam: 1

Topock: 1

Bouse: 1

Wenden: 1

Salome: 1 (pending)

* There are two (2) vacancies, one center and one home.



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Star Ratings in the La Paz/Mohave Region:

1 Star: 0

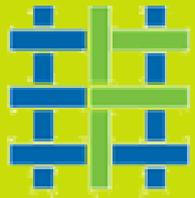
2 Star: 13

3 Star: 4

4 Star: 1

5 Star: 0

The earned media campaign for the website launch will focus on sites that are publicly rated at 3-5 stars.



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Improving quality
takes time to achieve.
Just participating shows
a strong commitment to quality.



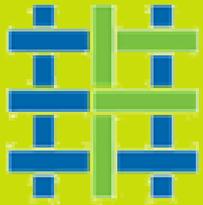
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Potential concerns:

Focus on quality improvement
rather than ratings



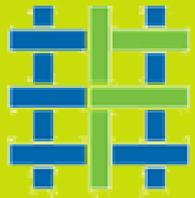
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Potential concerns:

Want to be sensitive to the fact
that there's a waiting list



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Potential concerns:

What if there's no
Quality First site in my area?



In child care, it's not about a state-of-the-art facility. It's about attentive, knowledgeable staff and positive interactions with a child.

By knowing the components of quality, parents can talk to their provider about what they expect for their child.

**By improving
the quality of
child care and
early learning,
we give young
kids the tools
they need to
succeed in
kindergarten
and beyond.**





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THANK YOU!