

# 2014 First Things First Needs and Assets Report Project Overview

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For Yuma Regional Partnership Council Meeting  
Yuma, AZ  
August 15, 2013



COLLEGE OF AGRICULTURE  
AND LIFE SCIENCES  
NORTON SCHOOL OF FAMILY & CONSUMER SCIENCES

# Purpose of this Presentation

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- To introduce The UA Norton School of Family & Consumer Sciences Project Team
- To briefly summarize the Scope of Work for the FTF 2014 Needs and Assets Assessment
- To review the proposed 2014 additional work and products

# UA Norton School Core Team

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- Michele Walsh, PhD
- John Daws, PhD
- Violeta Dominguez, MA
- Deanna Kaplan
- Kara Tanoue
- Shanelle Washington
- DeeDee Avery, MS, MPH

# FTF Needs and Assets Base Report Scope of Work

- Reports are to provide a snapshot of
  - the characteristics of the region's children under six and their families
  - the assets available to children and families
  - the unmet needs of these children and families
- Examine six goal areas primarily through the collection and analysis of available data
  - 1) quality and access to early care and education
  - 2) health
  - 3) professional development of early care teachers and workers
  - 4) family support
  - 5) public information on awareness of early childhood issues
  - 6) coordination among early childhood programs and services

# Goals of Base Report

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- To understand and convey the particular **character** of the Yuma Region and its families and children
- To identify community **needs** and to recognize and document the considerable **strengths** of the Yuma Region that can be leveraged to meet those needs
- To identify, in partnership with the Yuma Regional Partnership Council, relevant and “actionable” **recommendations** based on the information gained

# Goals of Additional Work

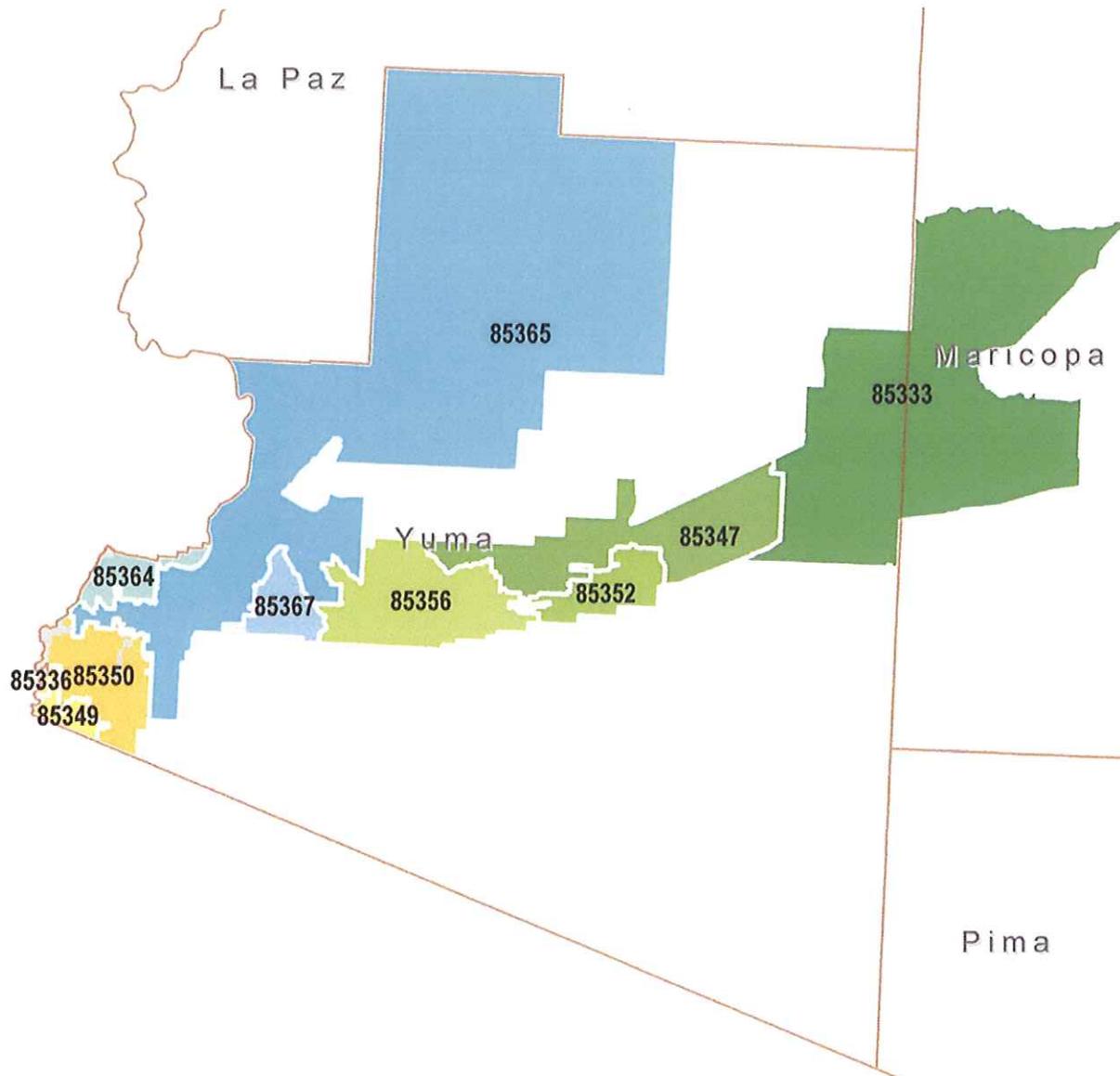
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- Additional data gathering, analysis and reporting for three geographic areas to provide more detailed information on within-region variation through;
  - Community-level indicators (secondary data collection)
  - Key community informant interviews (primary data collection)



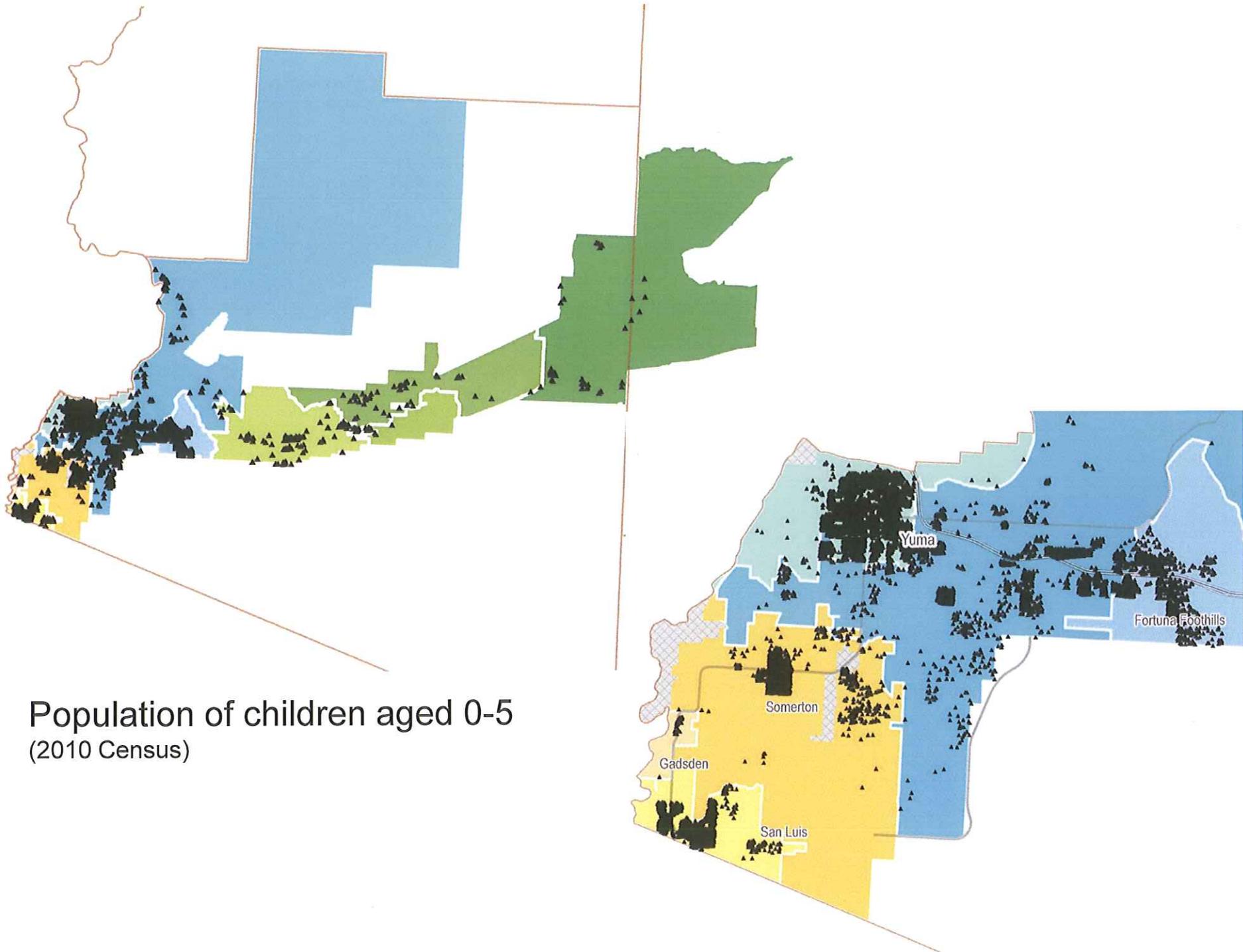
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# REVIEW OF COMMUNITY GEOGRAPHIES



## Three Geographic Areas

Central,  
Southern and  
Eastern



Population of children aged 0-5  
(2010 Census)



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# COMMUNITY-LEVEL DATA GATHERING

## Tasks - Secondary Data

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- Work with Regional Council and Director to identify the key indicators for the three fact sheets including: demographics, income, early care and education wait lists, and health
- Produce list of data indicators for which public data are available
- Coordinate with community agencies for data provision, where necessary
- Collect, clean, and analyze data on community-level indicators
- Provide data management and quality control

# Secondary Data Analysis: FTF Dissemination and Suppression Guidelines\*

- Norton School team contractually required to follow First Things First Data Dissemination and Suppression Guidelines
  - “For data related to **social service** and **early education** programming, all counts of **fewer than ten**, excluding counts of zero (i.e., all counts of one through nine) are suppressed. Examples of social service and early education programming include: number of children served in an early education or social service program (such as Quality First, TANF, family literacy, etc.)”
  - “For data related to **health or developmental delay**, all counts of **fewer than twenty-five**, excluding counts of zero (i.e., all counts of one through twenty-four) are suppressed. Examples of health or developmental delay include: number of children receiving vision, hearing, or developmental delay screening; number of children who are overweight; etc.”

*\*First Things First – Data Dissemination and Suppression Guidelines for Publications*

# Potential Community Indicators

## ***Population characteristics***

- Number of children 0-5, 2000 & 2010 (> or <)
- Total number of households
- Number of households with children 0-5
- Family composition (married, single female, single male; living with other relatives; living with non-relatives; living in grandparent household)
- Racial/ethnic group (all ages)
- Language usage (primary language spoken at home; English proficiency for those not speaking English at home; linguistic isolation)

## ***Economic Circumstances***

- Median income for families with children (married couple families; single male; single female)
- Number and percent of children zero through five living in poverty
- Unemployment rate
- Foreclosures
- Number/percent children 0-5 receiving TANF
- Number/percent children 0-5 enrolled in WIC
- Number/percent children 0-5 enrolled in SNAP
- Percent of children eligible for free or reduced lunch program (by district)

## ***Educational Indicators***

- Educational attainment in area (did not finish high school; high school or GED; greater than high school)
- AIMS 3<sup>rd</sup> grade, percent meets or exceeds, by district
- Number of children (3-4) enrolled in nursery school, preschool or kindergarten
- Number school-aged children enrolled in homeschooling (requested from ADE)
- Number children 0-3 with AzEIP referrals & services
- Number children 0-5 receiving DDD services

## ***Quality and Access***

- Cost of early care as percent median income

## ***Health***

- Percent population AHCCCS enrolled, percent children 0-5 uninsured
- Healthy births (number births, prenatal care first trimester, low birth weight, teen births, public payer births)
- Immunizations (completed 12-24 series; 19-35 series)
- Infant mortality rate

## ***Family Support***

- CPS removals

## Tasks - Primary Data

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- Develop semi-structured key informant interview guides (addressing infrastructure, capacity and need for early learning, health and family support services, and internet and cell phone use of families in the area)
- Work with the Regional Director to identify and recruit at least 5 key informants in each of the three geographic areas
- Coordinate scheduling of interviews
- Travel to 3 areas
- Conduct observations and interviews in each community

## Additional Work Products

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- Three fact sheets of community-level indicators
- Incorporate additional GIS maps into report
  - the distribution of the population of children 0-5 (based on US census, 2010)
  - the variation in the proportions of households that are considered “linguistically isolated”
  - the variation in the median family income across the region
  - the variation in the proportion of children 0-5 living in poverty
  - the location of licensed early care and education centers and homes across the region
- Integrate key informant interview findings into base report

# Project Timeline

| Task                                                                           | July-Aug 2013 | Sept-Oct 2013 | Nov-Dec 2013 | Jan-Feb 2014 | Mar-Apr 2014 | May-June 2014 | July-Aug 2014 |
|--------------------------------------------------------------------------------|---------------|---------------|--------------|--------------|--------------|---------------|---------------|
| Develop draft indicators for use in fact sheets                                | █             |               |              |              |              |               |               |
| Meet with Regional Partnership Council to review workplan and draft indicators |               | █             |              |              |              |               |               |
| Collect, clean, analyze data on community indicators                           |               | █             | █            | █            |              |               |               |
| Develop key informant interview guides                                         |               | █             |              |              |              |               |               |
| Develop community-level fact sheet drafts                                      |               | █             | █            | █            |              |               |               |
| Present fact sheets for review and comment by Council                          |               |               |              | █            |              |               |               |
| Revise fact sheets based on feedback                                           |               |               |              |              | █            | █             |               |
| Conduct interviews with community stakeholders in each of 3 geographic areas   |               |               | █            | █            |              |               |               |
| Integrate community-level quantitative and qualitative data into draft report  |               | █             | █            | █            | █            |               |               |
| Regional Director reviews draft report                                         |               |               |              |              |              | █             |               |
| Present draft to Regional Partnership Council for review and comments          |               |               |              |              |              | █             |               |
| Revise and deliver final report                                                |               |               |              |              |              |               | █             |

# Questions and Comments?





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June 9, 2011

***Work-plan for Additional Services to Supplement the BASE Report –  
Yuma Regional Partnership Council  
Needs & Assets Report 2014***

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The Vendor hereby offers the following additional Regional Partnership Council Funded Tasks, which shall be performed in accordance with all requirements of RFP ADSPO10-00000005, each of which shall remain in full force and effect without change. In the event of a conflict between the provisions of these additional Regional Partnership Council Funded Tasks and the requirements of RFP ADSPO10-00000005, the requirements of said RFP shall govern.

Community-level information in rural areas is sparse. Therefore, the Yuma Regional Partnership Council is seeking additional detailed data gathering, analysis and reporting at the community level in order to provide a more complete “picture” of the region and to target strategies in order to most effectively and efficiently utilize resources. Secondary data will be collected from state and community agencies, and will be supplemented by primary data gathered from key community informants through face-to-face and phone interviews. The anticipated products are 3 two-page fact sheets by geographic area that include similar health, early education, and family support indicators, and this community-level information will be integrated into the base report. In addition, geographic information system (GIS) maps will be developed and included in the report to show the variation across the region for a few key indicators that are available at the census block level (e.g., family income level, children living in poverty) or that can be usefully located geographically (e.g., early care and education centers and homes).

## **Tasks**

### **Additional Secondary Data Collection**

Three geographic areas within Yuma region have been identified by the Regional Council and Director as focus areas for additional data collection and analysis. The vendor will work with the Regional Council and Director to identify the same key indicators for all fact sheets including: demographics, income, early care and education wait lists, and health. These data will be parsed out of larger data sets where available, but it is anticipated that contacts with community-based agencies and key informants are likely to be necessary, as well.



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These data will be compiled into two-page fact sheets by geographic area. The purpose of the fact sheets is to provide an accurate description of the make-up of and situations faced by children birth through age five and their families in each of the 3 identified areas. Geographic focus areas within the Yuma region are:

### **Yuma County**

1. Central (Yuma and Fortuna Foothills; zipcodes 85364 [removing Cocopah reservation]), 85365, 85367)
2. Southern (San Luis, Somerton and Gadsden; zipcodes 85349, 85350 [removing Cocopah reservation], 85336)
3. Eastern (Wellton, Tacna, Roll and Dateland; zipcodes 85356, 85352, 85347, 85333)

### **Primary Data Collection**

The vendor will work with the Regional Director to identify at least 5 key informants in each of the identified geographic areas (15 interviews in total). These informants will be service providers or other community members knowledgeable about the needs and assets of young children 0-5 and their families. These informants will be identified by RPC and FTF staff familiar with each community, and will be taken through a semi-structured interview. Interviews can be conducted in Spanish where necessary or preferred. Key informant interviews will focus on identifying the needs and assets of families in each geographic area across the topics addressed by needs and asset reports (e.g., quality and access to early care and education professional development of early care teachers and workers; ; health; family support; and coordination among early childhood programs and services). In addition, interviews will include probes about internet access and use of cell phones by families in the area.

### **Additional Analysis**

Data will be parsed out of larger data sets where available. Additional analyses will include compilation and appropriate display of community-level data as well as analysis and reporting of key informant interviews. Findings will be integrated to supplement the data for the base report and so create a more complete picture of each of the communities that comprise the Yuma region. We will work closely with the Regional Partnership Council, the Regional Director and will incorporate their feedback into revisions of the fact sheets and the overall report.

### *Geographical Information System Maps*

Three GIS maps will be included as part of the base report: a general map, showing cities, towns, and major highways; a map of the region, as defined by First Things First, showing zip codes and tribal lands; and a map of the elementary and unified school



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districts in the region. Additional work will allow for development of five additional maps to illustrate notable variation across geographic areas. These maps would illustrate: the distribution of the population of children 0-5 (based on US census, 2010); the variation in the proportions of households that are considered “linguistically isolated”; the variation in the median family income across the region; the variation in the proportion of children 0-5 living in poverty; the location of licensed early care and education centers and homes across the region.

### **Budget**

The total budget for the additional work will not exceed: **\$25,000**

### **Activities**

We anticipate that the additional work will be divided according to the estimates below.

#### **Primary data collection**

- Develop semi-structured key informant interview guides (soliciting information on infrastructure, capacity and need for early learning, health and family support services, as well as on internet and cell phone use of families in the area)
- Train interviewers
- Identify and recruit community stakeholders for interviews
- Coordinate scheduling of interviews
- Travel to 3 areas
- Conduct observations and interviews in each community

Travel estimates are based on mileage to the 3 geographic areas (as calculated via Googlemaps). State of Arizona rates for mileage, per diem, and lodging were used, as found at <http://www.gao.az.gov/travel/>. Estimates are based on two staff travelling.



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Estimated travel: \$ 1,880

Estimated hours: 92 hours x \$85 per hour=\$7,820

*Estimated primary data collection costs: \$1,880 + \$7,820= \$9,700*

### **Additional Secondary Data Collection**

- Collect and clean data on community-level indicators
- Coordinate with community agencies for data provision, where necessary
- Provide data management and quality control

*Estimated additional secondary data collection and analysis costs: 80 hours x \$85 per hour=\$6,800*

### **Additional Secondary Data Analysis**

- Analyze secondary data and incorporate into community-level fact sheets
- Produce five GIS maps
- Integrate community-level findings into Needs and Assets Report
- Coordinate with Regional Partnership Council and Regional Director on feedback and revisions

*Estimated additional secondary data collection and analysis costs: 100 hours x \$85 per hour=\$8,500*



**Timeline and Payment Cycle for Additional Work**

| Task                                                                           | July-Aug 2013 | Sept-Oct 2013 | Nov-Dec 2013 | Jan-Feb 2014 | Mar-Apr 2014 | May-June 2014 | July-Aug 2014 |
|--------------------------------------------------------------------------------|---------------|---------------|--------------|--------------|--------------|---------------|---------------|
| Develop draft indicators for use in fact sheets                                | █             |               |              |              |              |               |               |
| Meet with Regional Partnership Council to review workplan and draft indicators |               | █             |              |              |              |               |               |
| Collect, clean, analyze data on community indicators                           |               | █             | █            | █            |              |               |               |
| Develop key informant interview guides                                         |               | █             |              |              |              |               |               |
| Develop community-level fact sheet drafts                                      |               | █             | █            | █            |              |               |               |
| Present fact sheets for review and comment by Council                          |               |               |              | █            |              |               |               |
| Conduct interviews with community stakeholders in each of 3 geographic areas   |               |               | █            | █            |              |               |               |
| Revise fact sheets based on feedback                                           |               |               |              |              | █            |               |               |
| Integrate community-level quantitative and qualitative data into draft report  |               | █             | █            | █            | █            |               |               |
| Regional Director reviews draft report                                         |               |               |              |              |              | █             |               |
| Present draft to Regional Partnership Council for review and comments          |               |               |              |              |              | █             |               |
| Revise and deliver final report                                                |               |               |              |              |              |               | █             |



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### Payment cycle

Payment proportions are based on expected proportion of additional work effort during the period

- Additional data workplan and draft indicators. Submitted by August 10, 2013 for processing by the end of August 2013  
**\$1,560**
- Monthly report including identified data sources. Submitted by September 10, 2013 for processing by the end of September 2013  
**\$2,125**
- Draft key informant interview guides, mock-up of format for fact sheets. . Submitted by October 10, 2013 for processing by the end of October 2013  
**\$3,180**
- Draft of community-level fact sheets. Submitted by January 10, 2014 for processing by the end of January 2014  
**\$6,000**
- Revised community-level fact sheets. Monthly report detailing primary data collection progress. Submitted by April 10, 2014 for processing by the end of April 2014  
**\$6,000**
- Final integrated report. Submitted by August 10, 2014 for processing by the end of August 2014  
**\$6,135**

***Workplan for Needs and Assets Report 2014***  
Prepared for the Yuma Regional Partnership Council  
*The John & Doris Norton School of Family and Consumer Sciences*

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## Introduction

The Norton School FTF Needs & Assets Project team recognizes that communities need solid, regionally specific data to make informed decisions about how to prioritize their resources for supporting young children and their families. We also know that such data are often hard to come by, particularly in sparsely populated, rural areas. We are committed to pursuing meaningful data for the Yuma region, and to working in close company with the Yuma Regional Partnership Council members and FTF Regional staff to better understand and convey the particular character of the Yuma area. This will contribute to knowing what strategies might work best to meet the RPC goals across the region. We also know that strengthening communities requires not only identifying the needs in those areas, but recognizing the particular strengths of a region, in order to leverage those to creatively address challenges. We are therefore committed to documenting both the needs and the considerable strengths of the Yuma region.

## Project Steps

### **1. Review previous Needs & Assets Reports**

We will review the 2010 and 2012 Needs & Assets Reports for the region. We have had initial conversations with the Yuma Regional Director to identify what previously went right with the process and what could be improved upon. The goal of this step is to ensure that the 2014 Needs & Assets Report builds upon past successes and, to the extent possible, does not repeat past mistakes. An initial data collection plan will be provided to the Regional Director by August 10, 2013.

### **2. Meet with Regional Partnership Council to review and prioritize data to be collected**

We will attend a Yuma Regional Partnership Council meeting on August 15<sup>th</sup>, 2013 to kick-off the 2014 Needs and Assets process. We will work with the Regional Council to identify data sources and methods most appropriate for the questions being asked and the type of information needed to answer them, within the available budget. A revision of the data plan will be provided to the Regional Director, if requested, by October 10, 2013.

### **3. Collect, clean, and analyze secondary data**

Secondary datasets will be analyzed by our data analysts based on the unique boundaries of the RPC, where possible. Results of secondary data analysis will be coordinated in such a way to be easily understandable and interpretable, and with consideration of conveying the unique features of the Yuma region.

### **4. Develop draft report**

A draft of the Regional Needs & Assets Assessment Report will be developed for the RPC Director's and Council's review. This report will address the demographic characteristics of young children and their families in the region, and the current status of, strengths in and service gaps in the six goal areas of FTF:

- quality and access to early care and education
- health
- professional development of early care teachers and workers
- family support
- communication
- coordination among early childhood programs and services

A detailed outline of the report draft will be submitted to the Regional Director for review by the Regional Partnership Council by January 10<sup>th</sup>, 2014.

### **5. FTF Regional Director reviews first draft**

The initial draft of this report will be delivered to the FTF Regional Director for review and commentary on or before April 10<sup>th</sup>, 2014. We request to receive any comments the Regional Director would like us to incorporate into a revision of the initial draft by May 10<sup>th</sup>, 2014.

### **6. Regional Partnership Council reviews and comments on revised draft**

Communication and collaboration about the report will be ongoing throughout the months of May and June. The revised draft of this report will be delivered to the FTF Regional Partnership Council for review and commentary in advance of the Regional Partnership Council's June meeting. Norton School staff can attend the Regional Partnership Council's May or June 2014 meeting for further discussion about the report. (Alternatively, we could attend the August 2014 meeting to discuss the final version of the report, depending upon what the Yuma Regional Partnership Council would find most useful.)

We request to have all feedback about the revised draft on or before July 1<sup>st</sup>, 2014, to allow for adequate time to incorporate commentary into the final revision.

### **7. Create final draft based on comments**

Communication will be on-going during the months of July and August, as we create a final draft incorporating comments from previous reviews, and deliver it to the Regional Director for further review. We request to have all remaining comments and contingencies on approvals by August 1<sup>st</sup>, 2014, to allow for adequate time for addressing remaining concerns in the final report.

### **8. Produce and deliver Final Report**

We will create a final version of the report, incorporating all feedback provided by the Regional Partnership Council. The finalized report will be delivered to the Regional Director on or before August 31<sup>st</sup>, 2014.

### **9. Communication with FTF Regional and Central staff**

There will be regular communication with FTF central and divisional leadership, as well as the Regional Director, Regional Partnership Council and other stakeholders throughout the project. This will occur as needed and requested, via ongoing telephone and email communication, and by telephonic participation in regularly scheduled vendor meetings. Monthly progress reports will also be delivered electronically to the Regional Director by the 10<sup>th</sup> day of each month to provide updates about the progress of the report.

## Deliverables and Timeline

| Timeline of Tasks/Deliverables                                                         | July-Aug 2013 |        | Sept-Oct 2013 |        | Nov-Dec 2013 |        | Jan-Feb 2014 |        | Mar-Apr 2014 |        | May-June 2014 |        | July-Aug 2014 |        |
|----------------------------------------------------------------------------------------|---------------|--------|---------------|--------|--------------|--------|--------------|--------|--------------|--------|---------------|--------|---------------|--------|
| Review previous Needs & Assets Reports, prepare initial workplan and initial data plan |               |        |               |        |              |        |              |        |              |        |               |        |               |        |
| Prepare list of data to be collected                                                   |               |        |               |        |              |        |              |        |              |        |               |        |               |        |
| Attend RPC meeting to review and prioritize data to be collected                       |               | 15 Aug |               |        |              |        |              |        |              |        |               |        |               |        |
| Collect, clean, and analyze secondary data                                             |               |        |               |        |              |        |              |        |              |        |               |        |               |        |
| Develop first draft of report                                                          |               |        |               |        |              |        |              |        |              | 10 Apr |               |        |               |        |
| FTF Regional Director reviews and comments on initial draft                            |               |        |               |        |              |        |              |        |              |        | 10 May        |        |               |        |
| RPC reviews and comments on revised draft                                              |               |        |               |        |              |        |              |        |              |        |               |        |               |        |
| Create final draft based on comments                                                   |               |        |               |        |              |        |              |        |              |        |               |        |               |        |
| Yuma RPC reviews final draft                                                           |               |        |               |        |              |        |              |        |              |        |               |        |               |        |
| Produce and deliver final report                                                       |               |        |               |        |              |        |              |        |              |        |               |        |               | 31 Aug |
| Once monthly updates delivered to FTF Regional Director                                |               | 10 Aug | 10 Sept       | 10 Oct | 10 Nov       | 10 Dec | 10 Jan       | 10 Feb | 10 Mar       | 10 Apr | 10 May        | 10 Jun | 10 Jul        | 10 Aug |
| Meetings/updates with FTF central and divisional leadership                            |               |        |               |        |              |        |              |        |              |        |               |        |               |        |