

COMMUNITY OUTREACH PLAN: FY 2013

Cocopah Tribe Regional Partnership Council

Goals of Community Outreach

- Educate the community on the importance of early childhood development broadly and FTF.

Target Audiences for Community Outreach

- Parents and Caregivers
- Elders and Grandparents
- Tribal Community and Leaders

Community Outreach Tools and Measures

Presentations/ Outreach Events

Target: At least four (4) events per year

First Things First Staff and Cocopah Tribe Regional Partnership Council Members will participate in the following community events:

- Check Presentation to Cocopah Tribal Council (winter)
- FTF Grantee Meetings (every other month)
- Cocopah Fun in the Sun Day (April)
- Cocopah Health Fair (June)

FTF educational reinforcement items will be provided at the events and at other outreach opportunities.

Media

Target: At least one (1) every quarter

First Things First Staff will write press releases concerning early childhood and FTF updates/events, to be distributed to community partners and media contacts. **First Things First staff** will also offer assistance to **FTF grantees** with the development of press releases concerning **FTF** early childhood program updates or events. **First Things First Staff** will work with the Cocopah Tribe Public Relations Officer concerning press releases to the newspapers.

Requests of First Things First Grantees

1. **Stories- First Things First grantees** are asked to work with the **First Things First staff** to invite program participants to be interviewed for a story.
2. **Outreach Opportunities- FTF Grantees** are encouraged to recommend presentation opportunities to **First Things First staff**.