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**Northwest Maricopa Regional Partnership
Council Meeting Agenda and
Supporting Documentation
October 17, 2014**



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Northwest Maricopa Regional Partnership Council Meeting – 10/17/2014

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Northwest Maricopa Regional Partnership Council Meeting Agenda

October 17, 2014

9:00 a.m. –

Glendale Elementary School District, Governing Board Room, 7301 N 58th Avenue, Glendale, AZ 85301

Pursuant to A.R.S. § 38-431.03 (A) (1), A.R.S. § 38-431.03(A) (2) and A.R.S. § 38-431.03 (A) (3), the Regional Partnership Council may vote to go into Executive Session, which will not be open to the general public, to discuss personnel items, records exempt from public inspection and/or to obtain legal advice.

The Regional Partnership Council may hear items on the agenda out of order. The Regional Partnership Council may discuss, consider, or take action regarding any item on the agenda. The Regional Partnership Council may elect to solicit public comment on certain agenda items.

The agenda for the meeting is as follows:

- | | |
|---------------------------------------------------------------------------------------------------------------------|---------------------------|
| 1. Welcome, Introductions, and Call to Order | Dr. Debbie Pischke, Chair |
| 2. Review and Approval of September 19, 2014 Meeting Minutes | Dr. Debbie Pischke, Chair |
| 3. Chair/Vice Chair Meeting Update | Dr. Debbie Pischke, Chair |
| 4. Northwest-Southwest Maricopa Regional Partnership Councils Collaboration Update (Discussion and Possible Action) | Dr. Debbie Pischke, Chair |
| 5. SFY 16 Strategic Planning (Discussion) | Dr. Debbie Pischke, Chair |
| 6. Council Member Updates and Announcements | Council Members |
| 7. Call to the Public | Dr. Debbie Pischke, Chair |

This is the time for the public to comment. Members of the Regional Council may not discuss or take legal action regarding matters that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. §38-431.01(H), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism, or scheduling the matter for further consideration and decision at a later date. Public Comments relative to a specific agenda item may be heard during the discussion of that item.

- | | |
|------------|---------------------------|
| 8. Adjourn | Dr. Debbie Pischke, Chair |
|------------|---------------------------|



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ATTACHMENT 1

Arizona Early Childhood Development and Health Board

Northwest Maricopa Regional Partnership Council

DRAFT Meeting Minutes – September 19, 2014



Arizona Early Childhood Development & Health Board

Northwest Maricopa Regional Partnership Council

September 19, 2014 – *Draft* Meeting Minutes

Call to Order

The Regular Meeting of the First Things First Northwest Maricopa Regional Partnership Council was held on Friday, September 19, 2014 at City of Peoria Community Center, 8335 W. Jefferson, Peoria, Arizona 85345.

Chair Dr. Pischke welcomed everyone and called the meeting to order at approximately 9:04 a.m.

Members Present:

Patrick Contrades, Ashley Flowers, Gina Herrera, Margaret Morales, Dr. Deboarh Pischke, Janelle Radoccia and Lynda Vescio

Please Note: Council Member Flowers entered the meeting at 9:07 a.m.

Members Absent:

Annette Johnson
Dr. Stephen Poling

Call to the Public:

Roy Dawson, Faith Opportunity Zone (FOZ) – Mr. Dawson provided some insight on the needs of African American Children. Due to African children doing poorly, Mr. Dawson called on the Council to desagatate their data to identify the competing priorities and decide which children have the greatest need among the needy to ensure that each child has the same opportunity for life as all others. Mr. Dawson shared that at some time in the near future he would like the opportunity to make a full presentation so that you Council will understand the reach of the Faith Opportunity Zone.

James Scott, Director of Cirriculum and Community Education, Nadaburg Unified School District – Mr. Scott asked for Council to take into consideration.

1. Dessert Oasis Campus – In a Higher Social Economic Zip Code, 65% Students are on reduced lunch and they are having a hard time getting a Quality First Inspection due to the school not being in a high priority Zip. The proposal is to have headstart provide pre-k services to 18 children in the morning then would need 9 scholarship and could provide ½ time scholarships to the 18 children so they could go to prek all day.
2. Development of a Second Resource Center in Northwest Area Near Nadaburg – There is a lack of transportation resources in Wittmann, Arizona. Due to the lack of health care resources and the closest access being in Surprise, Arizona Mr. Scott asked Council to consider funding a second resource center in the Northwest area near Wittmann, possibly with one already in existance or developing one at the school site in order to provide families with the resources they need.

Aleena Erickson, Benevilla Resource Center provided an update on the Grandparents Raising Grandchildren program and proviced Council with a packet of information on Grandfamilies Statistics for Maricopa County, Arizona. Ms. Erickson asked Council to consider the Grandparents Grandparent Education as a strategy to continue in the future.

Sue Pederson, Glendale Elementary School District thanked Council as they are starting their 4th year with their Bicentennial South Elementary Family Resource Center and have expanded with Landmark. Ms. Pederson provided a handout with information on the Landmark, Bicentennial South Parent Resource Center and shared successes. Ms. Pederson asked council to consider the opportunity of expanding their Family Resource Center by two different ones if possible.

Sarah Wildenborg, Teen Outreach Pregnancy Services, Regional Manager provided an update on the Media Coverage about the decline on Teen Births and provided Council with some handouts with information on Statistics and Special Events in the Northwest Maricopa Region. Ms. Wildenborg thanked the Council for the opportunity to serve over 230 young families last year and hopes that the Parent Education Community Based strategy continues to allow them to do so.

Review and Approval of August 15, 2014 Meeting Minutes:

Council Member Contrades made a motion to approve the August 15, 2014 meeting minutes as written. Motion was seconded by Council Member Radoccia and carried out by unanimous vote.

Presentation on Statewide Communication Plan:

Senior Director, Community Outreach, Angela Mussi provided Council with an update and presentation on the Statewide Communication Plan. Mrs. Mussi talked about three main areas in the Strategic Communications Work;

- Why public awareness is foundational to the work that First Things First does throughout the State Of Arizona
- Seven components of the Strategic Communications Work
- The need and effort to work throughout the State of Arizona including Regional Council Members.

Community Outreach Director, Dana Sherman talked about the Outreach Model including Awareness, Renewal, Engagement and Recruitment. Ms. Sherman shared some current success and earned media stories.

Community Outreach Update:

Community Outreach Coordinator, Juan Marquez provided Council with an update of Community Outreach Report for August – September 2014. Report was included in Attachment #3 of the meeting packet.

Presentation on Early Childhood System Building:

Michelle Katona, Chief Regional Officer, First Things First provided an update and presentation on the Early Childhood System Building work. The presentation was included in Attachment #4 of the meeting packet.

Chair Dr. Pischke adjourned Council Meeting for a short recess at approximately 10:35 a.m.

Chair Dr. Pischke reconvened Council Meeting at 10:40 a.m.

Please Note: Council Member Morales left the meeting at approximately 10:44 a.m.

SFY 16 Strategic Planning Discussion:

Regional Director Lyons shared that at the Northwest Grantee meeting they identified their perspective of what their needs are in the Northwest Region. Council discussed, identified regional needs.

Chair Dr. Pischke - Council will prioritize their regional needs at the October 17, 2014 meeting.

Please Note: Council Chair Dr. Pischke tabled agenda items #6 and #7 due to time.

Please note: Council Member Vescio left the meeting at approximately 11:35 a.m.

Council Member Updates and Announcements:

Council directed staff to send out an email to see if there is the potential to extend the October 17, 2014 meeting and to check availability of the facility. Administrative Assistant Gandara will send out an email regarding Council availability to extend the October 17, 2014 meeting and will check on facility availability.

Council asked about Member Vescio's invitation to the Grand Opening of her new Law Firm. Regional Director Lyons will get the information from member Vescio and will email it to the Council.

Administrative Assistant Gandara informed Council that Council Member Required training is due on September 30, 2014. An email has been sent out to all Council Members. Administrative Assistant Gandara has opened up slots on Friday, September 26, 2014 to assist Council Members with their training.

Chair Dr. Pischke shared for the record that the Council Member Required training is extremely frustrating. Chair Dr. Pischke has tried half a dozen times to get onto the website to do the training and as a volunteer time is limited and now the training is due within a week. Chair Dr. Pischke shared that she has to take the same training at her district and it is very frustrating.

Council Member Johnson will not be able to attend the October 17, 2014 Regular Council meeting.

Adjournment:

There being no further business, Chair Dr. Pischke adjourned the meeting at 11:40 a.m.



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ATTACHMENT 2

Arizona Early Childhood Development and Health Board

Northwest Maricopa Regional Partnership Council

**SFY 15 Regional Priorities, Selected FTF Indicators and Priority Roles, and
Strategies to Achieve Outcomes**

SFY15 Funding Plan

Regional Priorities, Selected FTF Indicators and Priority Roles, and Strategies to Achieve Outcomes

Regional Priority	School Readiness Indicators	FTF Priority Roles	SFY 2013-2015 Strategies
<p>Limited access to quality, affordable early care and education.</p> <p>Limited access to adequate health and dental care services, including preventative services, screening services, and follow-up services.</p> <p>Underdeveloped workforce.</p> <p>Limited access to parent education programs, service, and resources.</p> <p>Limited coordination and collaboration among service providers.</p> <p>Limited knowledge and information about the importance of early childhood development and health.</p>	<ol style="list-style-type: none"> 1. #/% children demonstrating school readiness at kindergarten entry in the development domains of social-emotional, language and literacy, cognitive, and motor and physical 2. #/% of children enrolled in an early care and education program with a Quality First rating of 3-5 stars 9. #/% of children age 5 with untreated tooth decay 10. % of families who report they are competent and confident about their ability to support their child's safety, health and well being 	<p>Early Care and Education System Development and Implementation - Convene partners and provide leadership in the development and implementation of a comprehensive early care and education system that is aligned both across the spectrum of settings and with the full continuum of the education system.</p> <p>Quality Early Care and Education Standards, Curriculum and Assessment – Convene partners, provide leadership, and provide funding for the development and implementation of quality standards for early childhood care and education programs and related curricula and assessments.</p> <p>Quality, Access, and Affordability of Regulated Early Care and Education Settings – Convene partners, provide leadership, and provide funding for increased availability of and access to high quality, regulated, culturally responsive and affordable early care and education programs.</p> <p>Access to Quality Health Care Coverage and Services- Collaborate with partners to increase access to high quality health care services (including oral health and mental health) and affordable health care coverage for young children and their families.</p> <p>Access to Quality Health Care Coverage and Services- Collaborate with partners to support improved nutrition and increased age/developmentally appropriate physical activity levels among young children.</p> <p>Supports and Services for Families - Convene partners, provide leadership, provide funding, advocate for the development, enhancement, and sustainability of a variety of high quality, culturally responsive, and affordable services, supports, and community resources for young children and their families.</p>	<p>Quality First (including Childcare Health Consultation, Child Care Scholarships, and Scholarships TEACH), Mental Health Consultation, Kindergarten Transition</p> <p>Scholarships Non-TEACH, Recruitment into the Field</p> <p>Nutrition/ Obesity/ Physical Activity, Oral Health, Care Coordination /Medical Home</p> <p>Home Visitation, Family Resource Centers, Parent Education Community-Based Training, Family Support-Children with Special Needs, Food Security</p> <p>Service Coordination,</p> <p>Community Awareness, Community Outreach, Media</p> <p>Statewide Evaluation</p>



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ATTACHMENT 3

Arizona Early Childhood Development and Health Board

Northwest Maricopa Regional Partnership Council

Identified Regional Needs

Northwest Maricopa – Identified Regional Needs

	<u>Regional Partnership Council Meeting (0914)</u>	<u>Grantee Meeting (0914)</u>	<u>Developmental Screening Collaborative (0914)</u>	<u>2014 Needs and Assets Report</u>	<u>2015 Regional Funding Plan</u>
<u>Early Care and Education</u>	Families lack access to quality early care and education due to cost.	Families lack access to quality early care and education due to cost.		Region lacks capacity to service population.	Limited access to quality affordable early care and education.
	Families lack access to quality early care and education due to transportation issues.	Families lack access to quality early care and education due to transportation issues.		Limited number of quality centers in region.	Underdeveloped workforce.
	Families lack access to quality early care and education due to limited number of infant slots.	Families lack access to quality early care and education due to limited number of infant slots.		Cost of quality is a barrier to access.	
	Families lack access to quality early care and education due to limited number of slots for children with special needs.	Limited access to scholarships or subsidies to assist with cost of quality care.		Low proportion of children are enrolled in early education setting.	
	Region lacks capacity to service population.	Limited number of centers of capacity to work with children w/special needs.			
	Limited number of quality centers in region.	?? Quality of care provided by unlicensed providers.			
	Family, Friend, and Neighbor care lacks quality.	Family, Friend, and Neighbor providers need professional development.			
	Continuity of care is limited due to lack of transition planning and assistance.	Families lack access to emergency care.			
		Provider education as it relates to business, management, and leadership.			
		Lack of parental knowledge of what quality is - and looks like.			

	<u>Regional Partnership Council Meeting (0914)</u>	<u>Grantee Meeting (0914)</u>	<u>Developmental Screening Collaborative (0914)</u>	<u>2014 Needs and Assets Report</u>	<u>2015 Regional Funding Plan</u>
Health	Access to nutritious food.	Lack of parental knowledge of health eating/nutrition.	Inconsistent developmental screening data collection - reporting.	Need for access to oral health services for young children.	Limited access to adequate health and dental care services.
	Limited access to oral health services due to cost/ and providers not accepting insurance.	Lack of parental knowledge of general health and wellness issues.	Numerous barriers to data sharing among service providers.	Need for accessible and regular pediatric care for young children.	Limited access to preventative, screening, and follow-up services.
	Limited access to oral health services due to regional capacity - limited number of pediatric dentist.	Limited access to oral health services due to regional capacity - limited number of pediatric dentist.	Limited resources and coordination of services for children with special needs.	Need for additional resources for children with special needs.	Limited coordination among service providers.
	Lack of parental knowledge around the importance of early dental screenings.	Lack of parental knowledge around the importance of early dental screenings.	Lack of parental knowledge around early intervention services and system.	Higher rate of tobacco use during pregnancy.	Limited parental knowledge around early childhood development and health.
	Provider education is needed around the importance of early dental screenings.	Lack of health literacy.	Lack of parental knowledge around routine and timely developmental and sensory screenings.	Health Professional Shortage Areas (Glendale, El Mirage, Wickenburg)	
	Limited access to behavioral and mental health services due to regional capacity (limited number of service providers).	Limited access to behavioral and mental health services due to regional capacity (limited number of service providers).	Limited access to screening and intervention services due to regional capacity (limited number of service providers).	High level of children receiving special education services.	
	Limited access to behavioral and mental health services due to transportation issues.	Cultural barriers and disparities result in decreased access to care.	Excess duplication of efforts in relation to developmental screenings.		

Lack of adequate identification and treatment of mental and behavioral health issues in young children	Limited access to health care services due to lack of specialty service providers.	Limited capacity for sensory screenings due to lack of adequate sensory screening equipment.		
Limited resources and coordination of services for children with special needs.	Limited resources and coordination of services for children with special needs.	Families lack primary care providers/medical home		
Lack of parental knowledge around early intervention services.	Lack of parental knowledge around early intervention services.			
Lack of parental knowledge around routine and timely developmental and sensory screenings.	Lack of parental knowledge around routine and timely developmental and sensory screenings.			
Low immunization rates due to cost and parental education.	Lack of parental and provider knowledge around injury prevention			
Limited follow-up and support services for post-partum women.	Limited access to health care services due to hours of operation.			
Lack of parental and provider knowledge around injury prevention	Limited access to health care services due to lack of specialty service providers.			
Limited access to health care services due to cost/uninsured/underinsured.	Limited access to health care services due to cost/uninsured/underinsured.			
Limited access to health care services due to limited number of sliding scale clinics in region	Limited access to health care services due to transportation.			
	Limited access to health care services due to hours of operation.			
	Limited Women's Health Services			

	<u>Regional Partnership Council Meeting (0914)</u>	<u>Grantee Meeting (0914)</u>	<u>Developmental Screening Collaborative (0914)</u>	<u>2014 Needs and Assets Report</u>	<u>2015 Regional Funding Plan</u>
Family Support	Lack of parental knowledge around general/basic child development and health topics	Lack of parental knowledge around general parent education topics.	Limited supports and services for children with delays - who do not quality for intervention services	Shortage of foster parents in region.	Limited access to parent education programs, services, and resources
	Lack of support services for new mothers (3-6 months)	Need supports and services for grandparents raising grandchildren.		Limited number of services and resources - especially in rural communities.	Limited coordination and collaboration among service providers
	Need supports and services for grandparents raising grandchildren.	Limited supports and services for children with delays - who do not quality for intervention services		Linguistic isolation in El Mirage, Glendale, Youngtown, and Aguila	Limited knowledge and information about the importance of early childhood development and health.
	Limited support in linking and connecting parents/caregivers to services	Lack of support and services for foster parents.		Need supports and services for grandparents raising grandchildren.	
	Lack of services and programming to special populations.	Lack of support and services for families transferring out of the CPS system		Limited capacity of service providers/resources to meet needs of growing population	
		Lack of knowledge around available resources and services		Lack of support and services for foster parents.	
		Lack of parental knowledge around general/basic child development and health topics		Limited resources for children with special needs.	



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ATTACHMENT 4

Arizona Early Childhood Development and Health Board

Northwest Maricopa Regional Partnership Council

Recommended Regional Funding: Communications Strategies



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MEMORANDUM

TO: Christina Lyons, Regional Director, Northwest Maricopa

FROM: Liz Barker Alvarez, Vice President, Communications and Public Affairs

DATE: October 1, 2014

RE: REGIONAL FUNDING SFY16 – COMMUNITY OUTREACH, MEDIA AND COMMUNITY AWARENESS

Background

Public awareness of the importance of early childhood development and health is a crucial component of efforts to build a comprehensive, effective early childhood system in Arizona. That's why the framers of the initiative that created First Things First and a cross-sector task force of early childhood stakeholders identified public awareness as one of the key system areas in which First Things First should focus its investments. Why is public awareness so important?

- **Public awareness impacts individual behaviors.** Every day, individuals – from parents and caregivers to business leaders and policymakers – make decisions that impact the lives of young children. Without awareness of how early experiences influence later success, individuals may not make decisions that are in the best interests of young children. In the case of parents and caregivers, a fundamental understanding of the importance of early childhood may also affect their willingness to seek out or participate in early childhood programs funded in their communities.
- **Public awareness impacts system building.** In order for various sectors in our community – service providers, businesses, philanthropy, faith communities and policymakers – to do their part to ensure school readiness for all children, they must first understand the importance of early childhood and value early childhood *for their own reasons*. Connecting early childhood to issues that diverse audiences value – such as reduced government spending, lower crime, higher graduation rates and an improved economy – helps to ensure that these varied audiences will see early childhood as an issue that matters to them and in which they are willing to invest time and resource.
- **Public awareness impacts public policy.** Public opinion – what constituents and stakeholders value and prioritize – matters to policymakers. Public opinion not only influences which policies are addressed; it may also influence the tone and content of those policies. This is why there is a great deal of public engagement surrounding policy changes (including funding) associated with public education; it is an issue that many people value and prioritize.

Therefore, as a critical partner in creating a family-centered, comprehensive and collaborative early childhood system, one of the primary responsibilities of First Things First is to raise public awareness about the importance of early childhood and elevate the public discourse about our shared commitment to children birth to 5.

First Things First's efforts in this area are outlined in the statewide FY14- FY17 Strategic Communications Plan adopted by the Board. The three major goals include:

- Raise awareness of, and build public support for, the importance of early childhood;
- Position FTF as a recognized and trusted voice in early childhood;
- Build awareness of early childhood programs and services, including First Things First statewide initiatives.

There is no one strategy that will achieve all those goals and make early childhood an issue that more Arizonans value and prioritize. Therefore, the plan includes strategies that complement and build on each other, including:

Paid Media:

Paid advertising offers the opportunity to reach the greatest number of Arizonans with simple, impactful messages about the importance of early childhood. For many Arizonans, this is the only contact with early childhood messaging they will have, so it is important that the messages be consistent statewide and repeated often enough to be internalized by the audience.

Community Outreach:

Region-based community outreach positions target specific audiences using a variety of tactics to share information about the importance of early childhood and the role of FTF in helping prepare Arizona's youngest kids for school. The focus is on creating community voices – from trusted and recognized local leaders – to help spread the word about the importance of early childhood and build an engaged, community-level constituency that can move local systems-building efforts forward.

Earned Media:

Conducted by community outreach staff, proactive regional media relations earn placement of stories on the importance of early childhood, in addition to success stories about FTF-funded programs, in a variety of media statewide, including newspapers, magazines, radio programs, newsletters and blogs. These placements convey to the community that early childhood is an important issue – not just for children and families – but for schools, businesses and communities throughout Arizona.

Community Awareness:

Community awareness encompasses activities to reinforce the messages sent through all the other strategies. It involves activities at the regional level, such as participation in/sponsorship of community events to build awareness of the importance of early childhood. It also includes the purchase and distribution of branded Educational Reinforcement Items (ERIs) and Born Learning parent education materials to bolster messaging about the critical role that early experiences play in a child's early development.

Funding for Public Awareness

Funding to build public awareness of the importance of early childhood comes from both statewide and regional funds. **In total, the three strategies that comprise community awareness comprise only 2% of FTF's total program spending in FY14.**

The infrastructure that supports most of the activities outlined above is funded at the statewide level. This includes research on current awareness levels and effective messaging, the development of statewide advertising campaigns, the design and content of several websites and FTF's social media presence, design and content of marketing materials to support both public awareness and program efforts (such as fact sheets, brochures, etc.), initial training and on-going management support of community outreach staff, and staff to plan and implement FTF's statewide efforts in the areas of tribal affairs, government affairs, statewide media, and community awareness.

Strategies that support building public awareness at the local level, including placement of paid advertising in local media, regional community outreach staff and community awareness events/materials are supported through regional funding.

Recommendations

The success of the Strategic Communications Plan – and, by extension, efforts to increase public awareness of and support for early childhood development and health – depends on a consistent effort with the appropriate resources.

The Northwest Maricopa Regional Partnership Council generously supported many of the recommendations for FY15. The Communications and Public Affairs Division recommends continued funding of these strategies in Fiscal Year 2016, including:

Community Outreach

In FY14, community outreach expanded its scope with a systemic model of community engagement to move stakeholders beyond awareness to engaging in specific action on behalf of young kids.

Subsequently, First Things First saw a 52% increase in community outreach activities statewide, including a 193% increase in site tours (29 tours for community leaders in FY13 to 85 tours in FY14) and a 257% increase in the number of individuals trained to speak about early childhood (775 people trained in FY13 to 2,773 people trained in FY14). Community outreach staff also are chiefly responsible for the 78% increase in media stories on early childhood, First Things First and grantees realized in FY14.

The Community Outreach strategy includes: salary, employee related expenses (benefits), regional travel, office supplies, external printing, and regional media subscriptions.

RECOMMENDATION:

FY15 Allocation for Community Outreach	FY16 Recommended Allocation for Community Outreach	Notes
\$83,000	\$83,000	Recommended allocation remains the same, and is specific to the Northwest Maricopa region based on historical costs.

Paid Media

Research shows that the average person must hear a message at least seven times before they are prompted to act on it. The strategies outlined in the Strategic Communications Plan are designed to ensure this level of message saturation, including the paid media effort.

FY14 included a new advertising creative concept that links what research has shown to be the most credible messengers – including pediatricians and teachers – with the most impactful messages. The new campaign kicked off just as the fiscal year was closing, so impression numbers will not be available until Spring 2015. However, the goal was to meet or exceed the impression numbers from the previous campaign, which for the Maricopa area were more than 233 million impressions. In addition, due to the fact that television and radio signals from the Phoenix area reach many parts of the state, this media buy impacts public awareness in many other regions.

The Northwest Maricopa Regional Partnership Council’s FY15 advertising dollars were strategically pooled with other regions in Maricopa County. Given the contiguous nature of the metro-Phoenix media market, this approach was designed to increase the reach and effectiveness of the media buy.

While it is impossible to draw a direct relationship between media funding and awareness levels, FTF’s past experience suggests a strong correlation between the two:

Actual Media Spending Statewide	FY11	FY13	FY11-13 % change	FY15 allotted
	\$3,048,519	\$1,794,692	-41%	\$1,619,512
Public Awareness	34% (early 2011)	20% (late 2012)		TBD Spring 2015

To help build on our progress thus far and to support maximum saturation by current and future paid media efforts, we ask that the regional council consider level funding.

RECOMMENDATION: Maintain FY15 investment level of \$200,000 for Media strategy in Fiscal Year 2016.

Community Awareness

The Community Awareness strategy includes the purchase and distribution of Educational Reinforcement Items (ERIs), parent education materials and children's books, as well as support of event participation and sponsorship.

ERIs, Born Learning materials and children's books are valuable tools as visual reminders of information shared on the importance of early childhood. Depending on the audience and circumstances, some of these items may be more appropriate than others. For example, Born Learning materials are specifically targeted to parents and caregivers and are best used when there is sufficient time to explain the materials in detail.

NOTE: Only items that contain early childhood messages may be purchased with regional Program Funds. Items that only contain the Web address must be purchased with regional Administrative Funds, which are limited.

Support of event participation and/or sponsorship is valuable as local events present opportunities to build awareness about the importance of early childhood. Sometimes, these events require a fee for participation, as well as materials and/or marketing specifically associated with the event. Because there are many community events and limited resources, we recommend that regional councils focus outreach efforts on the events that present the best opportunities to reach our target audiences. A detailed Standard of Practice for Community Awareness includes guiding questions to help regional partnership councils determine the types of events that may be consistent with FTF's effort to build public awareness of the importance of early childhood.

RECOMMENDATION: Consider budgeting for the purchase of ERIs, Born Learning materials and children's books as well as community awareness event sponsorship and/or participation as part of the regional council's broader education and awareness strategy in Fiscal Year 2016. **NOTE:** The process of approval of a detailed line-item budget for Community Awareness by the FTF Executive Office will remain in FY16.

Thank You

Building public awareness, knowledge and action across Arizona helps ensure that all children ages birth to 5 have the tools they need to be successful in school and in life. A robust and sustained public awareness effort helps to ensure that parents have the awareness that may lead them to take proactive steps in their role as their child's first teachers. And since there are a myriad of issues that constantly demand the public's attention, public awareness efforts help ensure that the needs of young children are not lost in the conversation.

We are grateful for your continued support of the statewide strategic communication efforts. We hope this memorandum is useful as you continue your planning and budgeting process. Communications and Public Affairs staff are available to provide any additional information that may be helpful.



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ATTACHMENT 5

Arizona Early Childhood Development and Health Board

Northwest Maricopa Regional Partnership Council

SFY15 Funding Plan Summary

**SFY 2015
Northwest Maricopa - Funding Plan Summary**

Strategies	Allotted	Awarded	
Care Coordination/Medical Home	\$200,000	\$199,916	1 Grantee: YR 2 of 3 year contract / TSU 600 children served/screenings/health ins
Child Care Health Consultation	\$165,490	\$165,490	60 FP Cntrs / 18 RO Cntrs / 7 FP Homes
Community Awareness	\$50,000	\$50,000	Communications
Community Outreach	\$83,000	\$83,000	Communications
Family Resource Centers	\$875,000	\$875,000	5 Grantees: <u>Deer Valley</u> YR 4 of 4 year contract (YR 2 w/NW) \$100,000 TSU 1000 Families Served / 50 participating adults- <u>Glendale Elem</u> YR 1 of 4 year contract \$100,000 TSU 1000 Families served – <u>Pendergast</u> YR 2 of 3 year contract \$100,000 TSU 900 Families Served / 75 participating adults <u>Peoria</u> YR 2 of 3 year contract \$100,000 TSU 900 Families Served <u>Benevilla</u> YR3 of 5 year contract \$475,000 TSU 9275 Families served/ 250 health ins enrollment / 200 participating adults
Family Support – Children with Special Needs	\$200,000	\$200,000	1 Grantee: YR 2 of 3 year contract / TSU 50 families served/screenings
Food Security	\$110,000	\$110,000	1 Grantee: YR 3 of 3 year contract/ TSU 27,500 food boxes distributed
Home Visitation	\$500,000	\$500,000	1 Grantee: YR 3 of 3 year contract/ TSU 225 families served/screenings
Kindergarten Transition	\$85,800	\$85,800	1 Grantee: Pilot Project (YR 1 or 1)
Media	\$200,000	\$200,000	Communications
Mental Health Consultation	\$492,000	\$492,000	1 Grantee: YR 3 of 3 year contract/ TSU 22 center served/ 6 homes served
Nutrition/Obesity/Physical Activity	\$650,000	\$650,000	1 Grantee: YR 3 of 3 year contract / TSU 1800 participating adults / 900 car seats
Oral Health	\$400,000	\$400,000	1 Grantee: YR 5 or 5year contract / TSU 6667 oral health screenings/ varnish applications / 700 participating adults/ 10 participating profs/ 220 prenatal screenings
Parent Education Community-Based Training	\$300,000	\$300,000	2 Grantees: YR 3 of 3 both / Grantee1: \$100,000 - TSU 200 participating adults (Grandparents) / Grantee 2 \$200,000 – TSU 230 participating adults (teens)
Quality First Academy	\$86,480	\$86,480	60 FP Cntrs / 18 RO Cntrs / 7 FP Homes
Quality First Coaching & Incentives	\$961,175	\$916,111	60 FP Cntrs / 18 RO Cntrs / 7 FP Homes
Quality First Scholarships	\$5,785,198	\$5,785,198	TSU 761 Scholarships
Quality First Technical Assistance	\$36,783	\$34,230	60 FP Cntrs / 18 RO Cntrs / 7 FP Homes
Recruitment into Field	\$560,000	\$338,803	3 Grantees: YR 1 of 3 year contract all / 9 schools / TSU 350 participating profs
Scholarships non-TEACH	\$45,945	\$45,945	1 Grantee: YR 3 of 3 year contract / TSU 43 profs receiving scholarships
Scholarships TEACH	\$31,091	\$31,091	1 Grantee: YR 3 of 3 year contract / TSU 40 profs receiving scholarships
Service Coordination	\$50,000	\$16,667	Supporting Family Resource Network
Statewide Evaluation	\$718,754	\$718,754	Evaluation
Total	\$12,586,716	\$12,284,484	



FIRST THINGS FIRST

Ready for School. Set for Life.

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ATTACHMENT 6

Arizona Early Childhood Development and Health Board

Northwest Maricopa Regional Partnership Council

SFY15 – 18 Funding Plan Summary

**SFY 2015 - 2018
Northwest Maricopa
Funding Plan Summary**

Allocations and Funding Sources	2015	2016	2017	2018	
FY Allocation	\$10,515,817	\$4,507,357	\$10,176,681	\$10,176,681	
Population Based Allocation	\$7,398,344	\$4,007,112	\$8,117,788	\$8,117,788	
Discretionary Allocation	\$1,834,349	\$500,245	\$2,058,893	\$2,058,893	
Other (FTF Fund balance addition)	\$1,283,123				
Carry Forward From Previous Year	\$5,899,101	\$5,669,324	(\$1,261,313)	(\$3,865,008)	
Total Regional Council Funds Available	\$16,414,918	\$10,176,681	\$8,915,367	\$6,311,672	
Strategies	Allotted	Awarded	Proposed Allotted	Proposed Allotted	Proposed Allotted
Care Coordination/Medical Home	\$200,000	\$199,916	\$200,000	\$200,000	\$200,000
Child Care Health Consultation	\$165,490	\$165,490	\$165,490	\$165,490	\$165,490
Community Awareness	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000
Community Outreach	\$83,000	\$83,000	\$83,000	\$83,000	\$83,000
Family Resource Centers	\$875,000	\$875,000	\$875,000	\$875,000	\$875,000
Family Support – Children with Special Needs	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
Food Security	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000
Home Visitation	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000
Kindergarten Transition	\$85,800	\$85,800	\$85,800	\$85,800	\$85,800
Media	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
Mental Health Consultation	\$492,000	\$492,000	\$492,000	\$492,000	\$492,000
Nutrition/Obesity/Physical Activity	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000
Oral Health	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000
Parent Education Community-Based Training	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000
Quality First Academy	\$86,480	\$86,480	\$79,900	\$79,900	\$79,900
Quality First Coaching & Incentives	\$961,175	\$916,111	\$1,020,008	\$982,771	\$969,446
Quality First Scholarships	\$5,785,198	\$5,785,198	\$4,758,032	\$6,137,651	\$6,786,157
Quality First Technical Assistance	\$36,783	\$34,230	\$36,850	\$36,850	\$36,850
Recruitment into Field	\$560,000	\$338,803	\$560,000	\$560,000	\$560,000
Scholarships non-TEACH	\$45,945	\$45,945	\$45,945	\$45,945	\$45,945
Scholarships TEACH	\$31,091	\$31,091	\$31,091	\$31,091	\$31,091
Service Coordination	\$50,000	\$16,667	\$50,000	\$50,000	\$50,000
Statewide Evaluation	\$718,754	\$718,754	\$544,878	\$544,878	\$544,878
Total	\$12,586,716	\$12,284,484	\$11,437,994	\$12,780,376	\$13,415,557
Total Unallotted/Unawarded/Unexpended:	\$3,828,201	\$302,233	(\$1,261,313)	(\$3,865,008)	(\$7,103,885)



FIRST THINGS FIRST

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ATTACHMENT 7

Arizona Early Childhood Development and Health Board

Northwest Maricopa Regional Partnership Council

Community Outreach Report

COMMUNITY OUTREACH REPORT

September—October 2014 Northwest Maricopa



FIRST THINGS FIRST

Ready for School. Set for Life.

Northwest Maricopa Regional Partnership Council

Summary of Activities (Sept.—Oct. FY15)*

*As of October 09, 2014

Networking Meetings:

Family Resource Center Collaborative Meeting
Wickenburg Grantee Event Planning Committee
Family Resource Network Meeting
Adelante Peoria Ribbon Cutting Ceremony

One on One Meetings

Child & Family Resources
Luke Air Force Base
Healthy Happy Baby Expo
Hope Center

Events:

Radiant Kidz Zone Christian Preschool Open House

Presentations/Trainings

Bicentennial South Family Resource Center
CPST Collaborative Networking Meeting
Landmark School Family Resource Center
Grandparents Raising Grandchildren Support Group
Early Childhood Professions Advisory Council
Early Childhood Every Day (Roosevelt FRC)

Upcoming Trainings:

Early Childhood Every Day—Oct. 15th; 3:30 PM—
Peoria Unified FRC at Sky View Elementary

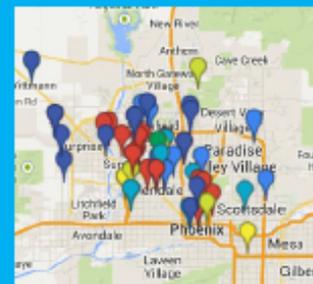
Upcoming Opportunities:

Wickenburg Family Event—Nov. 8th, 2014
Glendale Health & Resource Fair—Nov. 22nd, 2014

FTF Core

Message of the Month

About 90% of a child's brain develops before age 5. The job of helping children succeed in school starts the day they're born, and First Things First gives children the tools to make that happen.



Google

Maps outreach activity

https://mapsengine.google.com/map/edit?mid=z0kyb__ThFXo.kHzURm12PgaQ