



# FIRST THINGS FIRST

*The right system for bright futures*

## ARIZONA EARLY CHILDHOOD DEVELOPMENT & HEALTH BOARD

### NORTH PHOENIX REGIONAL PARTNERSHIP COUNCIL

1. **CALL TO ORDER:** The regular meeting of the First Things First North Phoenix Regional Partnership Council; Arizona Early Childhood Development and Health Board was held on Tuesday, November 9, 2010 at the Washington Elementary School District Office in the Governing Board Room located at 4650 West Sweetwater, Glendale, Arizona 85304.

Chair Jenna Goad called the meeting to order at 4:39 pm.

**Members Present:** Willette Watts, Faith Based Member; Cindy Hallman, Business Member; Jenna Goad-Chair and Parent Member; Connie Robinson, Philanthropy Member; Mary Myers, At Large Member; Sally Downing-Vice Chair and Educator Member; Bill Adams, School Administrator Member; Mindy Zapata, Child Care Provider Member; James Emch, At Large Member.

**Member Not Present:** N/A

**Quorum:** Established.

**Staff Present:** Brenda Tomlin, Regional Coordinator; Briggetta Hawks, Administrative Assistant; Tracey Craig, Regional Manager; ShaRon Rea, Community Outreach Liaison; Brooke Toles-Johnson, Central Phoenix Regional Coordinator

2. **CONSENT AGENDA:** Member Connie Robinson moved to approve the consent agenda item which include the special meeting minutes of October 26, 2010, second by Vice Chair Sally Downing, all in favor, no discussion; motion carried.

3. **CALL TO THE PUBLIC:** Jackie Louis, owner of the Early Childhood Center expressed the importance of Child Care Tuition Scholarships to the Council and asked that when making their decisions for the FY2012 budget this evening that the Council consider allocating funding to Scholarships.

Kathy Evans, from the Paradise Valley Community College introduced Zaza Wright a T.E.A.C.H. scholarship recipient who is pursuing her Associates of Arts in Early Childhood and is in her second (2<sup>nd</sup>) contract year. Ms. Wright gave an oral update to the Council on her success story and thanked the Council for funding this strategy.

Susanna Mack, Program Specialist for the T.E.A.C.H. provided the Council information on the T.E.A.C.H. resource fair that will be held on Saturday, December 4, 2010 from 10:00 am until 12:30 pm at the

Washington Activity Center located at 2240 West Citrus Way, Phoenix, Arizona 85022 in the auditorium and in one of the classrooms.

**4. CALL TO PRESENTERS:** Dana Naimark, President/CEO Children's Action Alliance and Bernice Medina, Healthlinks Director/Outreach Case Manager presented to the Council information and statistics from their agencies to support the need for Health Insurance Outreach and to answer questions that were brought up at the October 26, 2010 special meeting surrounding Health Insurance Outreach and Enrollment. Both were thanked for their presentation and information. **(Attachment 01)**

**5. DISCUSSION & POSSIBLE VOTE: SFY2010 BUDGET RECONCILIATION:** Chair Goad explained that she would like to wait on item five (5) until the Council is done allocating dollars for SFY2012 in agenda item number seven (7) since these two items go hand in hand.

**6. REVIEW & POSSIBLE VOTE: FAMILY RESOURCE CENTER RFGA (POSSIBLE EXECUTIVE SESSION):** Coordinator Tomlin explained to the Council that the Request For Grant Application (RFGA) review was delayed from the original date until tomorrow, Wednesday, November 10, 2010 due to an illness of one of the reviewers. Brenda also informed the Council that in addition to the RFGA, a proposal was received from the Washington Elementary School District as an Inter-Governmental Agreement. Due to questions of a confidential nature about the Request for Grant Application (RFGA) it was the decision of the Council to enter into executive session to discuss the RFGA further.

**Motion:** Member Bill Adams moved to go into executive session, second by Member Connie Robinson, all in favor, no discussion; Council into executive session at 5:25 pm.

**Motion:** Member Bill Adams moved to reconvene into regular session, second by Vice Chair Sally Downing, all in favor, no discussion; Council back in regular session at 5:45 pm.

**Motion:** Vice Chair Sally Downing moved to table item number six (6): Review & Possible Vote: Family Resource Center RFGA to the next regularly scheduled meeting, second by Member Cindy Hallman, for the record, Member Adams recused himself from the vote. The Count for the vote was: Yes=9 and Abstain=1.

Point of clarification: Member Connie Robinson asked when the next meeting would be, the consensus of the Council was a phone meeting to be determined.

**7. FUNDING PLAN DISCUSSION:** Chair Jenna Goad reminded the Council of the documents provided in their funding plan packets for review, and that Coordinator Tomlin will provide additional information on the communication and coordination strategies. The Council went through each strategy to discuss and determine the funding level that they will provide to each. Chair Goad also reminded Members of the Council of their responsibility to declare their conflicts for strategies and abstain from voting. After determining the amount of money to place toward each strategy, the Council went back and voted on each strategy individually.

**Quality First:** A discussion on whether or not to decrease the funding for this strategy took place. Member Emch reminded the Council that this strategy is linked to T.E.A.C.H. and REWARD\$ and the

huge need to educate child care providers still remains. **Motion:** Vice Chair Sally Downing moved to allocate two million four hundred thousand dollars (\$2,400,000.00) to Quality First for Fiscal Year 2012, second by Member Mary Myers, Member Mindy Zapata declared conflict; motion carried. Vote: Yes=9 and Abstain=1

**Child Care Health Consultants:** Chair Jenna Goad advised that the Council allocated seven hundred twenty thousand dollars (\$720,000.00) to this strategy in fiscal year 2011 and that the Council would like to maintain the same level of funding for fiscal year 2012. At the last meeting, the Council had a discussion on the number of centers that the consultants can carry as a caseload and also talked about the centers involved in Quality First! that receives a consultant as part of the Quality First! package. There are one hundred eighty centers (180) and twenty (20) homes in the North Phoenix Region. Sixty seven (67) of the centers will be covered through Quality First! which brings the balance down to one hundred thirteen (113) centers that would not have access to a consultant. Member Emch asked for clarification on when the State will quit funding Quality First! Centers. Coordinator Tomlin explained that the State originally funded two hundred (200) centers and one hundred (100) homes across Arizona starting in 2010 for a three (3) year period. The North Phoenix Region received nineteen (19) homes and three (3) centers out of the State funding for centers and homes. The third year of state funding will be in 2012 and will end in 2013. If a center or home drops off of the original program, those slots will not be replaced by State funding. The Council would like to see five (5) full-time employees supported which would be a total of six hundred thousand dollars (\$600,000.00). A clarification was made that this program is designed for those Centers and Homes that are not participating in Quality First! **Motion:** Vice Chair Sally Downing moved to allocate six hundred thousand dollars (\$600,000.00) to Child Care Health Consultants for fiscal year 2012, second by Member Bill Adams, all in favor, motion carried. Vote: Yes=10.

**Mental Health Consultants:** Nine hundred sixty thousand dollars (\$960,000.00) was allocated for fiscal year 2011 to support eight (8) full-time employees with a caseload of eight to ten (8-10) centers or homes. For fiscal year 2012, one million dollars (\$1,000,000.00) was slated for this strategy. Member James Emch advised that he attended a Department of Economic Security meeting and that there is a huge need for these services in the North Phoenix Region. James feels that it is very important that the Council support this strategy. Coordinator Tomlin clarified for the Council that Mental Health Consultants do not provide "therapy" to families, but they are able to refer families to Magellan or other services in the community. The focus of the Mental Health Consultants is on the Center itself and the classrooms. The focus is also on the teachers to make sure that they are coached and trained to support the best environment for good attachment, good emotional growth, and really being able to assess if there is a concern area where a referral needs to be made. The Consultants are essentially another set of eyes and hands. Member Barbara Nicol expressed her support for Member Emch's statement that this is a much needed and effective service. A clarification of ramp up was provided to the Council by Coordinator Tomlin This strategy was funded partially last fiscal year and this fiscal year by State dollars to help build capacity in the community by increasing knowledge base about infant/toddler mental health. Brenda reminded the Council of Melissa Speedie's presentation where the initial recruitment was slow, but they now have all of their qualified Consultants in place and that the Consultants are

already providing services to thirty (30) Centers in just the first quarter of this year. Brenda explained that there is a dual focus on this strategy on not only providing the care in the classrooms, but also building capacity in the community. The consensus was to support a caseload of ten (10) full-time employees which would get the Council between eighty (80) and one hundred (100) Centers which is half of the total Centers in the North Phoenix Region for a total of one and a half million dollars.

**Motion:** Vice Chair Sally Downing moved to allocate one million two hundred fifty thousand dollars (\$1,250,000.00) to Mental Health Consultants for fiscal year 2012, second by Member Bill Adams, Member Mindy Zapata declared conflict, all in favor; motion carried. Vote: Yes=9, Abstain=1.

**Professional REWARD\$:** Vice Chair Sally Downing moved to allocate two hundred thousand dollars (\$200,000.00) to Professional REWARD\$ for fiscal year 2012, second by Member Mindy Zapata, all in favor, no discussion, motion carried. Vote: Yes=10.

**T.E.A.C.H.:** Vice Chair Sally Downing moved to allocate two hundred twenty five thousand dollars (\$225,000.00) to T.E.A.C.H. for fiscal year 2012, second by Member Mindy Zapata, all in favor, no discussion; motion carried. Vote: Yes=10

**Family Friend and Neighbor Professional Development:** Vice Chair Sally Downing moved to allocate two hundred fifty thousand dollars (\$250,000.00) to Family Friend and Neighbor Professional Development for fiscal year 2012, second by Member Mary Myers, all in favor, no discussion; motion carried. Vote: Yes=10.

**Home Visitation (All Models):** One million five hundred thousand dollars (\$1,500,000.00) was allocated to this strategy for fiscal year 2011. The Council indicated that they would like to keep as much funding slated for this strategy as they did last year. The discussion of the Council focused on the numbers of children and their families that Home Visitation touches on a one on one basis. **Motion:** Vice Chair Sally Downing moved to allocate one million five hundred thousand dollars (\$1,500,000.00) to Home Visitation for fiscal year 2012, second by Member Barbara Nicol, Member Mindy Zapata declared conflict; motion carried. Vote: Yes=9, Abstain=1

**Family Literacy – Community Based:** Coordinator Tomlin advised that although this is a very successful program, the Council is unable to increase this strategy by more than ten percent (10%) without going back out to RFGA. **Motion:** Vice Chair Sally Downing moved to allocate one million one hundred thirty four thousand dollars (\$1,134,000.00) to Family Literacy – Community Based for fiscal year 2012, second by Member Mary Myers, Member Bill Adams declared conflict; motion carried. Vote: Yes=9, Abstain=1.

**Crisis Prevention (Family Resource Center):** Vice Chair Sally Downing moved to allocate seven hundred thousand dollars (\$700,000.00) to Crisis Prevention (Family Resource Center) for fiscal year 2012, second by Member Barbara Nicol, all in favor, no discussion, motion carried. Vote: Yes=10.

**Oral Health Screen, Referral & Fluoride; Vision and Hearing Screen & Referral:** A total of seven hundred forty thousand dollars (\$740,000.00) was allocated between these two components of this strategy for fiscal year 2011. No funding has been spent or awarded for oral health, and there is currently a contract out for an eight (8) month period for about one hundred thirteen thousand dollars

(\$113,000.00) for the hearing component. To provide funding for the hearing component of this strategy for a full year, the Council would need to increase the amount to one hundred seventy five thousand dollars (\$175,000.00). The Council originally received a presentation by Maricopa County to provide oral health in Women Infant and Children (WIC) clinics and immunization clinics in the North Phoenix Region. The Council had questions around cost per child, and wanted child care centers to be included in the services provided. After diligent contact with Maricopa County, no clarifications were received by Coordinator Tomlin. The County then declared capacity issues, and were not able to add on what the Council wanted at that time. The last conversation by the Council for this component was that it was not clear what services were needed, i.e. parent education, recruitment of more doctors to see young children, or fluoride varnishing. At that point, it was the decision of the Council to step back and have a member of the Council speak with someone from the FTF Policy Team and members of the community to get a sense of what the need was and come back to the Council with a recommendation before spending money on services that were not clear what is needed. The Council would like to keep a place holder for Oral Health Screening. Coordinator Tomlin spoke with Northeast Maricopa Council Member at the last meeting on October 26, 2010, the Health Services Provider indicated that you can't go wrong if you provide good dental practices education to parents of children ages 0-1 2, or three, the children will have less problems when they reach school age. Member Bill Adams inquired if this service could be provided by the Child Care Health Consultants without changing the scope of work. This has been on the books for two years. Maybe the dollars need to be redirected to something else since information has not been received to follow through on the oral health portion of this strategy. Other Councils have been in contact with Valley of the Sun United Way who is trying to get something started and is contacting different Councils in the Phoenix area. It was decided to keep three hundred thousand dollars (\$300,000.00) earmarked for the oral health portion of this strategy, and one hundred seventy five thousand dollars (\$175,000.00) towards the hearing component of this strategy. **Motion:** Vice Chair Sally Downing moved to allocate four hundred seventy five thousand dollars (\$475,000.00) to Oral Health Screen Referral & Fluoride; Vision and Hearing Screen Referral for fiscal year 2012, second by Member Mary Myers, all in favor, motion carried. Vote Yes=10.

**Health Insurance Outreach & Enrollment:** The Council discussed keeping the levels of funding at the same as last fiscal year. Vice Chair Sally Downing moved to allocate four hundred forty thousand dollars (\$440,000.00) to Health Insurance Outreach & Enrollment for fiscal year 2012, second by Member Mary Myers, all in favor; motion carried. Vote: Yes=10.

**Community Based Training:** The Council discussed keeping the level of funding for this strategy the same as fiscal year 2011. **Motion:** Vice Chair Sally Downing moved to allocate two hundred thousand dollars (\$200,000.00) to Community Based Training for fiscal year 2012, second by Member Barbara Nicol, all in favor, no discussion; motion carried. Vote: Yes=10.

**Teen Parent Care Coordination (Includes Infant/Toddler Scholarships):** A discussion around Teen parents and their ability to choose any site they want, not just Quality First Centers took place. Also mentioned was that this program just started in September for case management and currently has seventy (70) teen parents enrolled. **Motion:** Vice Chair Sally Downing moved to allocate seven hundred ten thousand dollars (\$710,000.00) to Teen Parent Care Coordination to include Infant/Toddler

Scholarships for fiscal year 2012, second by Member Mary Myers, all in favor; motion carried. Vote: Yes=10.

**Child Care Scholarships:** A calculation was done based on the cost per child per scholarship. There are a total of eighty six centers (86) in the North Phoenix Region. With the proposed amount, there is enough funding available for two hundred fifty eight (258) scholarships or three (3) per center. **Motion:** Vice Chair Sally Downing moved to allocate two million two hundred eleven thousand eight hundred thirty four dollars (\$2,211,834.00) to Child Care Scholarships for fiscal year 2012, second by Member Mary Myers, a brief discussion was held, Chair Goad indicated that she does not agree with this strategy and feels that it is just a “band aid and that the band aid needs to be removed.” Vote: Yes=9, No=1. Motion carried.

**Communication:** Vice Chair Sally Downing moved to allocate five hundred thousand dollars (\$500,000.00) to Communications for fiscal year 2012, second by Member Mary Myers, all in favor, no discussion; motion carried. Vote: Yes=10

**Evaluation:** Vice Chair Sally Downing moved to allocate seven hundred ninety one thousand nine hundred forty two dollars to evaluation for fiscal year 2012, second by Member Mary Myers, all in favor, no discussion; motion carried.

**FUNDING PLAN BY STRATEGY AS APPROVED BY THE COUNCIL FOR FY2012**

STRATEGY	AMOUNT	MOTION BY	SECONDED BY	CONFLICT	VOTE
Quality First!	\$2,400,350.00	Vice Chair Downing	Member Myers	Member Zapata	9 Yes 1 Abstain
Child Care Health Consultants	\$600,000.00	Vice Chair Downing	Member Adams	N/A	All Yes
Mental Health Consultants	\$1,250,000.00	Vice Chair Downing	Member Adams	Member Zapata	9 Yes 1 Abstain
Professional REWARD\$	\$200,000.00	Vice Chair Downing	Member Zapata	N/A	All Yes
T.E.A.C.H.	\$225,000.00	Vice Chair Downing	Member Zapata	N/A	All Yes
Family Friend & Neighbor Professional Development	\$250,000.00	Vice Chair Downing	Member Myers	N/A	All Yes
Home Visitation (All Models)	\$1,500,000.00	Vice Chair Downing	Member Nicol	Member Zapata	9 Yes 1 Abstain
Family Literacy Community-Based	\$1,134,000.00	Vice Chair Downing	Member Thomson	Member Adams	9 Yes 1 Abstain
Crisis Prevention (Family Resource Center)	\$700,000.00	Vice Chair Downing	Member Nicol	N/A	All Yes

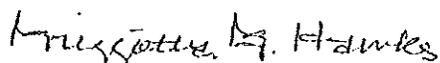
STRATEGY	AMOUNT	MOTION BY	SECONDED BY	CONFLICT	VOTE
Oral Health Screen, Referral & Fluoride Varnish Vision & Hearing Screen & Referral	\$475,000.00	Vice Chair Downing	Member Myers	N/A	All Yes
Health Insurance Outreach and Enrollment	\$440,000.00	Vice Chair Downing	Member Myers	N/A	All Yes
Community Based Training	\$200,000.00	Vice Chair Downing	Member Nicol	N/A	All Yes
Teen Parent Care Coordination (includes Infant/Toddler Scholarships)	\$710,000.00	Vice Chair Downing	Member Myers	N/A	All Yes
Child Care Scholarships	\$2,211,834.00	Vice Chair Downing	Member Myers	N/A	9 Yes 1 No
Communication	\$500,000.00	Vice Chair Downing	Member Myers	N/A	All Yes
Evaluation	\$791,942.00	Vice Chair Downing	Member Myers	N/A	All Yes
<b>TOTAL</b>	<b>\$13,588,126.00</b>				

8. **COUNCIL MEMBER UPDATES:** The Council requested a presentation from First Things First Staff on the Request for Grant Application (RFGA) and the Inter-Governmental Agreement process so the Council is better able to understand the two processes.

9. **NEXT SCHEDULED MEETING:** It was the decision of the Council to take the month of December off. A special phone meeting may be called to discuss and possibly vote on the Family Resource Center Review Committee Recommendations.

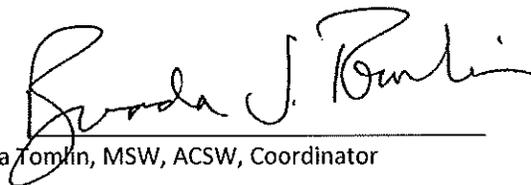
10. **ADJOURNMENT:** Member Bill Adams moved to adjourn, second by Member Mindy Zapata, all in favor, no discussion, meeting adjourned at 8:13 pm.

RESPECTFULLY SUBMITTED



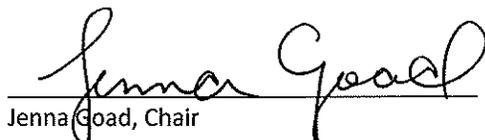
Briggetta Hawks, Administrative Assistant

APPROVED



Brenda Tomlin, MSW, ACSW, Coordinator

COUNCIL APPROVAL



Jenna Goad, Chair



**Children's Action Alliance Report to FTF North Phoenix Regional Partnership Council  
November 9, 2010**

Key Performance Numbers

- Children's Action Alliance and Kids Health Link partners set goal of 1,800 families assisted with AHCCCS applications.
- In first quarter, 487 applications were created by Kids Health Link partners in North Phoenix, before any billboards or television commercials were produced. Partners attended 41 community events. Coalition should easily be able to meet target of 1,800 families assisted.
- Applications average 0.6 children age 5 and under per application. In addition to nearly 300 young children served in the first quarter, approximately 1,200 older children and adults were also served in North Phoenix during the quarter.
- Between 40% and 70% of applicants are able to enroll in AHCCCS. This number varies between partner organizations in the coalition. Most of the remainder qualify for Healthcare Connect or sliding fee scale services at community health centers. Clients not eligible for AHCCCS are referred to free or low-cost health sites in the community.
- 80% of those assisted have incomes below 100% of FPL (AHCCCS eligible, not KidsCare).
- Across all service areas (not just North Phoenix), coalition members increased applications 53% in the first quarter of FY2011 compared to the same quarter a year before.
- Kids Health Link coalition members have 30 sites established in North Phoenix where they regularly provide enrollment assistance using the Health-e-Arizona subscriber application. Members continue to develop sites.

Advantages of Kids Health Link

- Studies show that applications submitted by assistors such as Kids Health Link are more complete and more likely to be approved than those submitted through the public website.<sup>1</sup>
- Kids Health Link provides convenient community locations to apply for benefits at a time when DES has shut offices. Also, families often feel more comfortable in Kids Health Link community locations, including the child care centers and churches they already attend, than applying at a DES office.
- Correspondence from DES and AHCCCS can be difficult to understand. Kids Health Link provides assistance in responding to correspondence and explaining what documentation is needed. Kids Health Link staff also provides follow up advocacy on applications, making calls to DES eligibility workers and their supervisors.
- Kids Health Link advertises that we also assist with the renewal process for AHCCCS and KidsCare. We not only help families get enrolled. We help families stay enrolled.
- Streamlines enrollment process at a time of limited resources for the state.

<sup>1</sup> First Things First, "North Phoenix Regional Partnership Regional Council Funding Plan: July 1, 2009 – June 30, 2012", page 48.  
[http://www.azftf.gov/RPCCouncilPublicationsCenter/North\\_Phoenix\\_Funding\\_Plan.pdf](http://www.azftf.gov/RPCCouncilPublicationsCenter/North_Phoenix_Funding_Plan.pdf)

## Billboards



- Cave Creek & Cinnabar (Sunnyslope), 85022 – January 24-May 1
- 19<sup>th</sup> Avenue & Williams Drive (Deer Valley), 85027 – October 18-November 28
- Thunderbird & 19<sup>th</sup> Avenue, 85029 – November 29-January 23
- Bell Road & 30<sup>th</sup> Street, 85032 – September 20-October 17

## Transit Shelters

- Dunlap & Central (Spanish), 85020 – September 27-July 3
- Bell Road & Cave Creek, 85032/85022 - September 27-July 3
- Union Hills & 19<sup>th</sup> Avenue, 85027 - September 27-July 3
- Deer Valley & 23<sup>rd</sup> Avenue, 85027 – September 27-July 3
- Northern & 27<sup>th</sup> Avenue, 85051 - September 27-July 3
- Northern & 43<sup>rd</sup> Avenue (Spanish), 85302 - September 27-July 3

## School Bus Ads

- Sunnyslope Elementary, 85020 – January 31-May 20
- Alta Vista Elementary, 85051 – November 15-February 25
- Manzanita Elementary, 85051 - January 31-May 20
- Horizon Elementary, 85302 – January 31-May 20

## TV Commercial

Filmed; airs on Cox cable 170 times monthly, mid-November through late-May

## Printed Material

50,000 brochures, 15,000 flyers, 10 banners for events such as health fairs