

2013  
ANNUAL REPORT



NORTH PHOENIX  
REGIONAL PARTNERSHIP COUNCIL



FIRST THINGS FIRST

*Ready for School. Set for Life.*

# Why Early Childhood Matters

**Research shows that 80% of a child's brain is formed by age 3; more than 90% by age 5. Because of this rapid development, what happens to children in the early years lays the foundation for a lifetime.**

Research has demonstrated that kids with quality early childhood experiences do better in school. They are more likely to advance into college and successful careers. They also tend to be healthier and demand less from the public welfare system.

On November 7, 2006, Arizonans made a historic decision on behalf of our state's smallest citizens. By majority vote, they made a commitment to all Arizona children 5 and younger: that kids would have the tools they need to arrive at school healthy and ready to succeed.

The voters backed that promise with an 80-cent per pack increase on tobacco products, so some reliable funding for early childhood services for our youngest children would be available.

The initiative also created the statewide First Things First Board and the 31 regional partnership councils that share the responsibility of ensuring that these early childhood funds are spent on strategies that will result in improved education and health outcomes for kids 5 and younger.



Not all children have the same needs; and voters designed First Things First to meet the diverse needs of Arizona communities. Decisions about which early education and health strategies will be funded are made by the 31 regional partnership councils made up of community volunteers. Each regional council member represents a specific segment of the community that has a stake in ensuring that our children grow up to be healthy productive adults, including: parents, tribal representatives, educators, health professionals, business leaders, philanthropists and leaders of faith communities. The regional councils study the challenges faced by children in their communities and the resources that exist to help kids in their area. Because of all these factors, the regional councils know best what their kids need.

**The North Phoenix region includes several Phoenix ZIP codes north of Glendale Avenue – all the way to the county line. The region includes neighborhoods as diverse as Sunnyslope, the North Central Corridor, Deer Valley, Moon Valley, Anthem and New River.**

## Regional Council Members

Cindy Hallman,  
*Chair*

Connie Robinson,  
*Vice Chair*

Lyn Bailey

Barbara Nicol

Gwen Parker

Carol Proch

Bradley Smith

William Thrall

Willette Watts

# A SNAPSHOT OF CHILDREN IN OUR REGION

## Demographics

**44,303**

Number of Kids Under 6 in Region

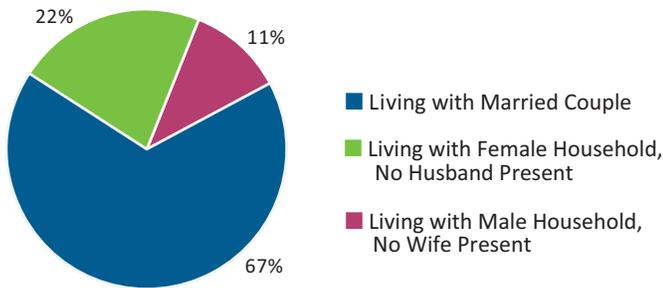
**9%**

Percentage of Kids Under 6 in Region

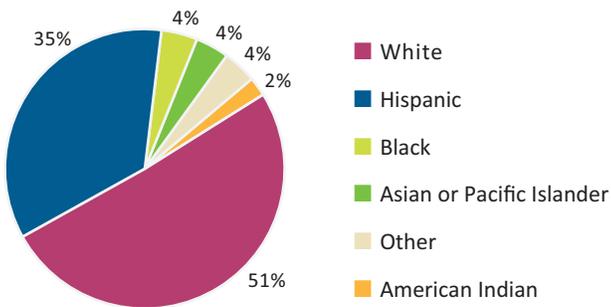
**19%**

Percentage of Young Kids in Poverty

Living Arrangements of Kids Under 6



Ethnic Breakdown of Kids Under 6



## Education

**67%**

Percentage of 3- to 4-Year-Olds Statewide Who Don't Go to Preschool

**15-33%**

Percentage of 3rd Grade Students Not Passing AIMS in Reading (depending on reporting district)

## Economics

**10%**

Phoenix Unemployment Rate

**\$24,292-\$100,115**

Median Family Income (depending on area and family type)

## Health

**13%**

Young Children without Health Insurance

**509**

Number of Kids Under 6 Receiving Services from the Arizona Early Intervention Program

# OUR REGION'S PRIORITIES

Research regarding children 5 and younger in the North Phoenix region revealed the need for the following programs to promote optimal development and school readiness:

**Family Support:** Strong families are the cornerstone of strong communities. The region partners with parents so that they feel more confident in their role as their child's first teacher. Programs are voluntary and offered in a variety of settings to best meet the individual needs of families. Family Resource Centers provide access to information and resources on a variety of child development and health topics, while Story Times in local libraries stress the importance of early literacy. Families who need additional support may participate in programs which address child health, safety and early literacy during in-home visits and as part of the teen parent support program.

**Quality of and Access to Early Learning:** Research has demonstrated that children with access to quality early learning are more prepared when they enter kindergarten, do better in school, and are more likely to graduate and go on to college. The region has addressed the need for high quality early learning by funding strategies to improve the quality of child care in the region and expand the skills of early educators working with infants, toddlers and preschoolers. In addition, the region has funded scholarships that allow more children ages 5 and younger to access early learning programs.

**Health:** The region has focused its efforts on preventative screening and building awareness of existing health insurance options. Screenings are offered in community settings to help identify hearing delays as well as improve parent knowledge regarding positive health practices.

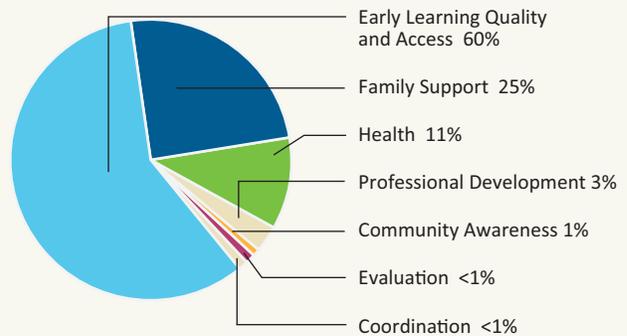
**Community Outreach and Awareness:** Awareness of the importance of early childhood is crucial so that all stakeholders can do their part to support school readiness. The Community Outreach and Awareness strategy provides grassroots support and engagement to increase parent and community awareness of the importance of early childhood development and health.

## Financial Report

### EXPENDITURES BY GOAL AREA – FY2013

Early Learning Quality and Access	\$5,692,658
Family Support	2,349,135
Health	1,009,187
Professional Development	268,789
Community Awareness	118,632
Evaluation	68,507
Coordination	50,000

**TOTAL** **\$9,556,908**



# OUR REGION'S IMPACT

## Centers Partner with Parents for Success

Single mom Amy Atkinson couldn't be more proud of her 15-month daughter, Liberty, and the future she hopes to build for her small family. But Amy wasn't always so optimistic. "I felt like a lost cause and was overwhelmed by all the things I had to do to become an independent parent," she explained.

But only two days after visiting the Deer Valley Family Resource Center, Amy's confidence was renewed. She realized there was help available to help her meet her goal. Funded by the North Phoenix Regional Partnership Council, the center is designed to partner with parents to ensure children arrive at kindergarten healthy and ready to succeed.

"We provide a safe, comfortable place for parents to bring their children and take some time to get their family's needs met," said Sheryl Steele, family resource center coordinator.

Amy's family was strengthened in many ways. She was able to enroll in GED classes and had Liberty enrolled in Early Head Start the following day.



## Relatives and Neighbors are Teachers, Too

Research has shown that children with access to quality early learning are more prepared for kindergarten and do better in school. For many young children in Arizona, their early education comes from the family members, friends and neighbors who care for them while their parents work.

The North Phoenix Regional Council partners with the Arizona Kith and Kin Project to offer lawfully unregulated child care providers training and support to meet the educational needs of young kids in their care. The 14-week training series provides caregivers valuable hands-on training on topics like child development, nutrition, dealing with challenging behaviors and first aid. "It has given me tools to deal with different issues like discipline," said Elia Pachuca, a home child care provider. "What I learn is easy to implement, and I see the children are happier and more secure when they understand limits."

**208**

FAMILIES ENJOY STRONGER, MORE SUPPORTIVE PARENT-CHILD RELATIONSHIPS

**4103**

PARENTS, GRANDPARENTS AND CAREGIVERS ATTENDED VOLUNTARY CLASSES IN COMMUNITY-BASED SETTINGS ON TOPICS SUCH AS PARENTING SKILLS, CHILD DEVELOPMENT, LITERACY AND NUTRITION

**1171**

INFANTS, TODDLERS AND PRESCHOOLERS RECEIVED SCHOLARSHIPS TO ACCESS EARLY LEARNING PROGRAMS

**1482**

SCREENINGS COMPLETED ON YOUNG KIDS TO DETECT DEVELOPMENTAL DELAYS OR VISION/HEARING PROBLEMS

**12381**

FAMILIES WITH YOUNG CHILDREN PROVIDED RESOURCES AND REFERRAL INFORMATION TO IDENTIFY AVAILABLE SUPPORTS AND SERVICES

**4998**

PARENT KITS DISTRIBUTED

# MOVING FORWARD

The North Phoenix Regional Partnership Council will continue its commitment to programs that improve educational and health outcomes for young kids in the North Phoenix region, and will seek opportunities to expand those programs.

The region acknowledges that there are multiple opportunities for coordination of services within the region. Previously, the emphasis of coordination in the region has been on providers of services in order to avoid duplication of services. Going forward, coordination efforts will be expanded to include other organizations in the region that are part of the early childhood system.

The region will work towards establishing partnerships with public and private organizations to leverage our successes and maximize the resources available to help young children in the North Phoenix region arrive at school healthy and ready to succeed.



## Grantees – FY2013

- American Academy of Pediatrics - AZ Chapter
- Arizona Board of Regents for and on Behalf of Arizona State University for Eight, Arizona PBS
- Arizona Department of Education
- Arizona Department of Health Services
- Association for Supportive Child Care
- Child and Family Resources Inc.
- Children's Action Alliance
- City of Phoenix Library
- Deer Valley Unified School District
- International Rescue Committee
- Lutheran Social Services of the Southwest
- Maricopa County Department of Public Health
- MCCC-Paradise Valley Community College
- Paradise Valley Unified School District
- Pima County Health Department
- Prevent Child Abuse Arizona
- Southwest Human Development
- University of Arizona Cooperative Extension
- Valley of the Sun United Way
- Washington Elementary School District

### North Phoenix Regional Partnership Council

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