
SFY 2012 Regional Funding Plan

Central Maricopa Regional
Partnership Council

Date January 5, 2011
Submitted to the
First Things First State Board
For January 24-25, 2011



FIRST THINGS FIRST

**CENTRAL MARICOPA REGIONAL PARTNERSHIP COUNCIL
FUNDING PLAN SFY 2012
July 1, 2011 – June 30, 2012**

- I. Regional Allocation Summary (Funds Available)**

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- III. System Building Impact**

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New Strategy Worksheets

Section I

Regional Allocation Summary

The following chart shows the total available funds to the Regional Council, by funding source.

Allocations and Funding Sources	SFY 2010	SFY 2011	SFY 2012
Population Based Allocation	\$5,739,368.00	\$5,252,746.00	\$5,246,912.00
Discretionary Allocation	\$1,524,837.86	\$1,302,105.00	\$995,370.00
Other (FTF fund balance addition)		\$1,151,584.69	\$1,220,510.34
Additional Income (other than FTF tobacco tax)	\$0.00	\$0.00	\$0.00
Carry Forward from Previous Year		\$3,789,087.31	\$2,344,462.34
Total Regional Council Funds Available	\$7,264,205.86	\$11,495,523.00	\$9,807,254.68

Section II

Prior Years' Review, and Planning for SFY 2012

For 2012 planning, Regional Councils are asked to review the strategies from years prior while they consider direction for SFY 2012. At their September 2010 meeting, the First Things First Board adopted priorities as were recommended by the Arizona Early Childhood Task Force. Following is the list of five priorities for First Things First action within the next one to three years. These are the roles for which FTF will establish measurable benchmarks and devote resources in order to achieve results for Arizona's young children and their families. These priorities are services which could be funded at both state and regional levels. Throughout this 2012 Regional Funding Plan, there are references to these new priorities. They are:

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.

Supports and Services for Families - Convene partners, provide leadership, provide funding, and advocate for 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.

Building Public Awareness and Support - Convene partners, provide leadership, and provide funding for efforts to increase public awareness of and support for early childhood development, health, and early education among partners, public officials, policy makers, and the public.

Professional Development System - Convene partners, provide leadership, and provide funding for the development and enhancement of an early childhood professional development system that addresses availability, accessibility, affordability, quality, and articulation.

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.

In addition, the Task Force recommended that FTF take a leadership role in three priorities that focus on program and process development at the state level. These are:

Early Childhood System Funding – Secure, coordinate, and advocate for resources required to develop and sustain the early childhood system. [This does not mean that FTF would be the sole funder of the early childhood system, but would take an active role in helping to increase and coordinate available resources.]

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 educational system.

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. [This is integral to improving the quality of early care and education settings.]

Section II A

Progress with SFY 2010 and SFY 2011 Funding Plans; And SFY 2012 Planning

The table below provides a summary of the Regional Partnership Council’s prioritized needs and strategies for SFY 2012, as well as information on progress in SFY 2010 and SFY 2011.

PRIORITY NEED 1 : Professional Development System						
Description:						
<ul style="list-style-type: none"> • Lack of a well-educated early childhood development workforce. • Limited education of early care and education providers. • Low levels of compensation for early care and education professionals. 						
Strategy: Scholarships T.E.A.C.H. (Statewide)						
Regional Title and/or short description: Higher Education Scholarships - Provide additional T.E.A.C.H. scholarships to professionals working in the region beyond those provided through participation in Quality First.						
Service Units						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Number Receiving Scholarships	239	239	20	139	129	78
Strategy: Scholarships Non- T.E.A.C.H. (Multi-Region)						
Regional Title and/or short description : Professional Career Pathways Project - Provide Professional Career Pathways Project scholarships and Child Development Associate scholarships to those working in the region who do not qualify for a T.E.A.C.H. scholarship.						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Number of Professionals receiving scholarships	75	75	47	120	120	120
Strategy: Community-Based Early Care and Education Training						
Regional Title and/or short description : Community Based Training Professional Development Increase the availability of, and participation in, high quality professional development opportunities for those working with or preparing to work with children ages 0-5 through the provision of both community based training activities and coaching and mentoring activities.						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Participating Professionals	900	900	469	900	900	900

Strategy: Director Mentoring/Training						
Regional Title and/or short description: Emergent Leaders Project Provide high quality/best practice professional development for directors of centers through the Emergent Leaders Project.						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Participating Professionals	5	0	0	5	0	5
Strategy: FTF Professional REWARD\$ (Statewide)						
Regional Title and/or short description: REWARD\$ Wage Compensation Implement a wage compensation program tied to T.E.A.C.H. scholar's completion of early childhood certification or degree.						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Number of incentive awards distributed	120	48	28	120	90	120
Summary of Progress and Challenges Rationale for Changes to SFY12 Alignment with Strategic Direction						
1. Strategy Success Community-Based Early Care and Education Training is divided into two specific activities; Coaching and Mentoring and Community Based Early Care and Education Training. Training that has coaching and mentoring added to it has been very successful. A target of 100 participants has been met. In Quarter 4 of SFY 2010 coaches spent an average of 336 hours providing one-to-one coaching designed to assist protégés in the development of their transitional Critical Pathway to Excellence (CPE) strategies and completion of college coursework.						
2. Strategy Challenges <ul style="list-style-type: none"> • Scholarships T.E.A.C.H. has been unable to meet their targeted 2010 numbers even after a reduction in service numbers. Barriers include the identification of an effective strategy to provide the necessary types of outreach that best meet the needs of the early childhood workforce. Economic conditions resulted in centers and staff not able to afford their portion of the scholarships as well as a reduction of staff for many centers resulting in less demand for professional development. The 10 scholarships that Central Maricopa gave to the Salt River Pima Maricopa Indian Regional Partnership Council have also not been utilized, however, recruitment within the Indian Communities has been further refined and it is anticipated that TEACH scholars will be recruited for 2012. • Scholarships non- TEACH did not meet service numbers due to a delay in contracting and recruiting. Contract was not signed until January 2010. Recruitment of participants did not begin until after spring semester had begun. Further clarification of service numbers also resulted a more accurate service number. 						

<ul style="list-style-type: none"> • In a survey of students within the region, several identified the desire to attend Chandler/Gilbert Community College to enroll in general education classes. Because Chandler/Gilbert does not have an early childhood degree program, T.E.A.C.H. scholarship funding is not available to these students. The Council hopes to engage the college in conversations to consider implementing such a program to better serve the early childhood students in the region. • Community based Professional Development service numbers and the reporting of community based training numbers are currently being clarified by FTF finance teams so that accurate numbers of each activity are being captured in the FTF data template/s for this grant. • Director Mentoring/Training with the Emergent Leaders program has yet to be finalized. A “competition impracticable” application was recently approved by the Arizona Department Of Administration. There was no contract signed for 2010, and 2011 is pending. • FTF Professional REWARDS did not meet its target service number. The strategy was not implemented until late in the spring of 2010 and outreach was limited. As with any strategy, it takes time to inform the community of the opportunities and as more scholars meet benchmarks with T.E.A.C.H. scholarships, there will be more who are eligible to receive REWARD\$. Further clarification of service numbers also resulted in a more accurate service number.
<p>3. Strategy Changes for 2012</p> <ul style="list-style-type: none"> • Targeted service numbers for T.E.A.C.H. were reduced for 2011 from 120 to 78. The Council will remain at this number for the upcoming 2012 in anticipation that further recruitment will increase the number of scholars taking advantage of scholarships. • All other funding amounts and service numbers will be maintained in SFY 2012
<p>4. First Things First Priorities: Professional Development System</p> <p>The Central Maricopa Regional Partnership remains committed to addressing the need for highly qualified early care and education professionals. All of the professional development strategies identified by the Council align with the First Things First Priority of a Professional Development System. Specifically, these strategies insure:</p> <ul style="list-style-type: none"> • More early care and education professionals have access to ongoing education and training to meet their professional development requirements and goals across Arizona. • More early childhood care and education professionals across Arizona have degrees and/or credentials in early care and education.

PRIORITY NEED 2						
Quality, Access and Affordability of Regulated Early Care and Education Settings						
Description:						
<ul style="list-style-type: none"> • Limited high quality early care and education settings • Limited access to early care and education, especially infant and toddler programs. 						
Strategy: Child Care Scholarships (Statewide)						
Regional Title and/or short description						
Child Care Scholarships – Provide scholarships to families to help supplement the cost of quality early care and education. Helps children remain in safe, supportive learning environments while their parents work or look for work.						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Children Served	825	825	825	114	114	55

Strategy: Quality First! (Statewide)						
Regional Title and/or short description						
Quality First – Expand the number of who have access to high quality child care, including learning materials that are developmentally appropriate, a curriculum focused on early literacy and teachers trained to work with infants, toddlers and preschoolers. Includes TEACH and Child Care Health Consultation						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Centers	18	18	18	22	22	22
Homes	4	4	3	6	6	6
TEACH (QF) Scholars	40	38	17	50	50	50
CCHC (QF) Centers	18	18	18	22	22	22
CCHC (QF) Homes	4	4	3	4	4	4
Strategy: Mental Health Consultation (Statewide)						
Regional Title and/or short description						
Mental Health Consultation – Help child care staff, early childhood programs and families to support the social-emotional development of young children.						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Center-based providers	Not a Regional Strategy in 2010			10	10	10
Home-based providers	Not a Regional Strategy in 2010			4	4	4
Strategy: Expansion: Increase Infant/Toddler						
Regional Title and/or short description: Infant and Toddler Program Improvement						
Improve the quality and affordability of infant and toddler programming in early care and education.						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Number of providers served	21	0	0	21	0	TBD
Strategy: Expansion: Pre-K and Head Start (Multi-Region)						
Regional Title and/or short description: Pre-K Expansion						
Increase the number of three and four year-olds enrolled in high quality preschool programs that prepare them to succeed in kindergarten and beyond.						

Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Number of public school-district Pre-K sites receiving support	Not a Regional Strategy in 2010			16	12	16
Number of private/public community partner Pre-K sites receiving support	Not a Regional Strategy in 2010			12	9	13
Number of increased slots for participating children (full and half time)	Not a Regional Strategy in 2010			232	248	232

Strategy: Child Care Health Consultation (Statewide)

Regional Title and/or short description

Child Care Health Consultation – Support safety, healthy practices and child development in early care and education centers and regulated homes.

Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Center-based providers	30	30	12*	60	15*	60

* CCHC contract numbers for SFY11 are under review by staff.

**Summary of Progress and Challenges
Rationale for Changes to SFY12
Alignment with Strategic Direction**

1. Strategy Success

- Quality First: A total of 21 centers and homes have enrolled and participated in quality improvement through Quality First. Community feedback has been very positive and the Council will maintain their commitment to high quality early care and education.
- At the beginning of SFY 2011 two additional Child Care Health Consultants were funded by the Regional Partnership Council to provide services to Child Care Centers and homes that are not participating in Quality First. Contract numbers and the number of centers and homes that Child Care Health Consultants are serving is currently being clarified by FTF staff.
- Pre-K Expansion has also been successful in meeting the needs of parents by providing scholarships for high quality care and education. Scholarship slots filled quickly. Community partners are taking advantage of additional professional development for staff and program enhancements.

- Quality First centers and homes will be maintained at 22 centers and 6 homes.
- Child Care Health Consultation will be maintained at two consultants serving non-Quality First sites.

2. Strategy Challenges

- Infant and Toddler Program Improvement has yet to be implemented. The Central Maricopa Regional Partnership Council formed a work group to study the issues around implementation including how to address the lack of infant and toddler trainers in the state, affordability of infant and toddler care, and ramifications from the closure of many infant and toddler classrooms due to the economic decline. The group has been meeting on a regular basis and is ready to move forward with hiring a consultant for a period of twelve months to bring community members, centers, and infant and toddler experts together to develop an implementation plan over the span of three years. During the planning period, agencies and programs such as Department of Health Services – Office of Child Care Licensing and Quality First will be invited to participate in the planning of successful strategies to include their programs in the implementation plan. The consultant will begin work in January of 2011.
- The Pre-K Expansion implementation timeline was a challenge for all three districts. Kyrene School District was reluctant to move forward until after Proposition 302 was decided. Chandler Schools began the school year in July, and the administration worked hard to prepare and implement the scholarships quickly so that families with multiple children at the same school could begin on the same date. Recruitment of community providers was also a challenge due to the quick timeline.

3. Strategy Changes for 2012

- Child Care Scholarships: 114 scholarships will be used for the remaining SFY 2011 by families needing assistance and are living in the region. In hopes that economic conditions improve in 2012, thus reducing the need, Scholarships will be reduced from 114 to 55. The Council will closely monitor the need of the community and adjust funding if necessary.
- Pre-Kindergarten Expansion funding has been increased by \$100,000 to sustain the number of slots in public schools while increasing the number of slots for community partners. Funding for SFY 2011 was 80 percent for public schools programs and 20 percent for community partners. In SFY 2012 the ratio will be 70 percent for schools and 30 percent for community partners.

4. First Things First Priorities: Quality, Access and Affordability of Regulated Early Care and Education Settings

All of the Quality, Access and Affordability strategies by the Central Maricopa Regional Partnership Council support providing high quality environments for young children. Scholarships for families with low incomes will ensure that children are cared for and supported in high quality settings while parents are working or looking for work. It is with the implementation of the strategies detailed above that the Regional Council will provide a continuum of quality education and care beginning with infants and toddlers and ending with children through five years of age.

PRIORITY NEED 3

Support Services for Families

Description:

- Limited access to information and education about early childhood development and health.
- Limited support for families to help prepare children to be healthy and ready to succeed in school.
- Lack of coordination of services and resources available for young children and their families.

Strategy: Home Visitation

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Regional Title and/or short description: Home Visitation – Give young children stronger, more supportive relationships with their parents through in-home services on a variety of topics, including parenting skills, early childhood development, literacy, etc. Connect parents with community resources to help them better support their child’s health and early learning.						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Families receiving home visitation	89	125	142	206	206	257
Strategy: Parent Education Community-Based Training						
Regional Title and/or short description: Parent Education Community-Based Training – Provide effective family support to parents of children birth through five through parenting education.						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Adults attending education sessions	1400	1400	1169	1400	1400	1400
Strategy: Family Resource Centers						
Regional Title and/or short description: Family Resource Centers						
<ul style="list-style-type: none"> • Expand/enhance family resource centers to offer comprehensive services including parenting education, early literacy development, social support opportunities and access to additional community resources. • Health Insurance Enrollment – Increase children’s preventive health care by providing assistance to families in completing or renewing public health insurance applications. Increase community awareness of the availability of public health insurance options and ways in which families can apply. 						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Families receiving services	Not a Regional Strategy in 2010			5168	5168	5168
Families receiving enrollment assistance for health insurance	Not a Regional Strategy in 2010			1068	1068	1068

Strategy: Food Insecurity						
Regional Title and/or short description: Food Insecurity - Support families by providing funding for food box assistance to families that are experiencing food insecurity.						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Number of Food Boxes Distributed	8000	N/A*	11,500	8000	8000	18,000
*Numbers for food boxes were collected for all of Maricopa County, not specifically Central Maricopa						
Summary of Progress and Challenges Rationale for Changes to SFY12 Alignment with Strategic Direction						
1. Strategy Success						
<ul style="list-style-type: none"> • Home Visitation has exceeded the target service numbers. Due to successful marketing of this strategy, there is a increase of referrals. Collaboration is occurring to best serve families in the region. • Parent Education Community-based Training has also exceeded target numbers and continues to provide training in a variety of venues around the region. • Family Resource Centers in the region was a new strategy added in 2011, and anecdotal accounts report that they have been well-received in communities and they are meeting the needs of families with resources and referrals. Health Insurance Enrollment Assistance was added to Family Resource Centers in order to better serve the community and their needs. • Food Insecurity has exceeded the target service numbers as well, providing 11,500 food boxes to families in need of food. 						
2. Strategy Challenges						
No challenges at this time.						
3. Strategy Changes for 2012						
<ul style="list-style-type: none"> • Funding and service numbers for Food Insecurity has been increased due to success and a significant demand for the program. • Home visitation services will increase the number of families served to 257, based upon feedback from the community in the 2010 Needs and Assets report stating the need for more support and education for families to help children prepare to be healthy and ready to succeed in school. • No new strategies adopted in SFY 2012 						
4. First Things First Priorities: Supports and Services for Families						
The strategies chosen by the Central Maricopa Regional Partnership Council provide a variety of high quality, culturally responsive, and affordable services, supports, and community resources for young children and their families. The strategies address the First Things First priorities through a continuum of services and supports for families with young children, from universal to targeted. Family Resource Centers and Community-Based Parent Education programs are available to all families in the region. Food Insecurity and Home Visitation provided a more targeted service to families in need.						

PRIORITY NEED 4						
Access to Quality Health Care Coverage and Services						
Description:						
<ul style="list-style-type: none"> • Limited access to early preventive medical and dental care for children birth – five years of age through a medical and/or dental home model. • Lack of coordination of services and resources available for young children and their families. 						
Strategy: Oral Health						
Regional Title and/or short description: Oral Health and Education – Decrease preventable oral health problems in young children by providing education and outreach to families on the importance of obtaining timely oral health care for children.						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Participating Adults	240	240	0*	800	1500	1500
Participating Oral Health Providers	20	20	0*	100	120	120
Participants receiving screenings	2720	2720	744	1500	2000	2000
Fluoride Varnishes applied	2720	2720	704	1500	2000	2000
*FTF Units of service did not align with provider data collected in 2010						
Strategy: Care Coordination/Medical Home						
Regional Title and/or short description: Care Coordination/ Medical Home – Link children and their families and the most appropriate health care and social services by providing service coordination and case management.						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Children receiving care coordination services	N/A	0*	0	TBD	0*	TBD
*Care Coordination contract is pending.						
Strategy: Physician Education & Outreach (Statewide)						
Regional Title and/or short description: Physician Outreach and Education - Ensure that children are receiving the required preventive health care from a consistent medical provider, including more consistent developmental screenings and referrals.						

Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Participating practices	10	10	N/A*	10	10	10
* FY 10 included infrastructure and recruitment activities.						
Summary of Progress and Challenges Rationale for Changes to SFY12 Alignment with Strategic Direction						
1. Strategy Success						
<ul style="list-style-type: none"> • Health Insurance Enrollment Assistance was added in SFY 2011 and is being implemented within the nine Family Resource Centers of the region. • The Oral Health and Education strategy has succeeded in developing many community partnerships, including providing sessions at the Family Resource Centers, schools and child care centers. Often there is collaboration with Health Insurance Enrollment Application assistance providers at venues and it is well-received by participants. This strategy also prompted the need to apply to the Arizona Board of Nursing for a “nursing advisory opinion” regarding the application of fluoride varnish by an Registered Nurse and was successful. Further clarification of service numbers also resulted a more accurate service number. 						
2. Strategy Challenges						
<ul style="list-style-type: none"> • Physician Outreach and Education has been slow to be implemented due to a variety of factors. Start up tasks took longer than expected. Recruitment of physicians and practices has been ongoing, and it is reported that several physicians are lined up to participate. Negotiations have taken place to add the Care Coordination/Medical Home strategy to the Physician Outreach and Education strategy. To date, no amendment has been signed, however, discussions are being held and we are close to an agreement. • Care Coordination/Medical Home has not been implemented to date. The intent of the Council was to implement Care Coordination through the practices that were recruited for the Physician Outreach and Education. In 2011 the Council voted to reduce the amount of funding necessary for the remainder of the year. In 2012, funding will remain at the original amount in hopes that the program will be implemented successfully. 						
3. Strategy Changes for 2012						
Funding levels and service numbers for all health strategies will be maintained in 2012.						
4. First Things First Priorities: Access to Quality Health Care Coverage and Service: The strategies above will increase access to high quality health care services (including oral health , medical home and care coordination) and affordable health care coverage(Health Insurance Enrollment Application assistance)for young children and their families.						

PRIORITY NEED 5
Early Care and Education System Development and Implementation
Description: Lack of coordination of services and resources available to young children and their families.
Strategy: Service Coordination (FTF Directed)
Regional Title and/or short description: Coordination – Collaborate on a regular basis with other Regional Partnership Councils in Maricopa County to enhance the coordination and communication of services, programs, and resources for young children and their families across regions. Establish and implement a coordination plan.
Summary of Progress and Challenges Rationale for Changes to SFY12 Alignment with Strategic Direction
1. Strategy Success While the implementation of the service coordination strategy has yet to be implemented, there are several grantees that are providing cross referrals and collaborating to provide services together at community events or venues.
2. Strategy Challenges The strategy has not been implemented to date. Development of a scope of work and request for proposals has taken more time than anticipated. A request for proposals will be released in 2011 and will include the Maricopa, Phoenix and Tribal regions located in Maricopa County.
3. Strategy Changes for 2012 A planning phase of the strategy will take place during the remainder of SFY 2011 (approximately six months). As a result of the planning stage, implementation will begin in SFY 2012. Funding will be maintained in SFY 2012.
4. First Things First Priorities - Early Care and Education System Development and Implementation: The coordination strategy will support system building through implementing service coordination across regions and among state, federal and local organizations to improve the coordination and integration of regional programs, services, and resources for young children and their families.

PRIORITY NEED 6: Building Public Awareness and Support
Description: Limited access to information and education about early childhood development and health.
Strategy: Community Awareness (Statewide) (FTF Directed)
Regional Title and/or short description: Community Awareness – Engage in a community awareness campaign that works in partnership with other Regional Partnership Councils and the First Things First Board.
Strategy: Media (Statewide) (FTF Directed)
Regional Title and/or short description: Media – Media Buys including TV, radio, newspaper, grocery carts, floor mats and cooler decals, billboards, theater ads.
Strategy: Community Outreach (Statewide) (FTF Directed)

<p>Regional Title and/or short description: Community Outreach Liaison – Community outreach to recruit and retain early childhood champions in the region.</p>
<p style="text-align: center;">Summary of Progress and Challenges Rationale for Changes to SFY12 Alignment with Strategic Direction</p>
<p>1. Strategy Success</p> <ul style="list-style-type: none"> • Community Outreach Liaison has been hired and trained. • Since September over fifty events and presentations to over 7000 people have been completed. • Over one-hundred “Children’s Champions” have been recruited. • A Speaker’s Bureau was held on November 19, 2010 with 12 attendees. • On December 18, 2010 we were asked to participate in the annual holiday toy give-away and parade in the town of Guadalupe. Over 350 quality children’s books were distributed to families with children zero – five years of age. The Community Liaison collaborated with the local Headstart program to recruit fifteen of their families to walk in the parade and distribute give-aways and information about First Things First. • The Central Maricopa Regional Partnership Council voted to sponsor the Child Abuse Prevention & Awareness Campaign. Due to the staggering number of child fatalities in the Central Maricopa region, the coalition has over 50 members made up of volunteers who share the same common goal to stop and prevent child abuse. The contract for this is pending.
<p>2. Strategy Challenges</p> <p>No challenges to this strategy</p>
<p>3. Strategy Changes for 2012</p> <ul style="list-style-type: none"> • Media funding has been increased based upon the recommendations from the First Things First Communications Director. Funding will be combined with the other regions to ensure media saturation of the area. • Community Awareness funds will also be increased to allow for purchasing of Born Learning materials and provide sponsorship and/or participation in community events. The Community Liaison reports parents requesting written information at events regarding parenting and child development topics.
<p>4. First Things First Priorities: Building Public Awareness and Support</p> <p>The Central Maricopa Regional Council’s Community Awareness strategies will build public awareness and support by implementing the recommendations from the Statewide Communication Plan’s objectives which include:</p> <p>Objective One: Ensure consistent messaging about FTF internally and externally</p> <p>Objective Two: Position FTF as a leader in efforts to fulfill Arizona’s commitment to our youngest kids</p> <ul style="list-style-type: none"> • Media Buys including TV, radio, newspaper, grocery carts, floor mats and cooler decals, billboards, theater ads <p>Objective Three: Build and drive support from the general public, elected officials and additional target audiences for investment in programs and services for Arizona children five years old and younger</p> <ul style="list-style-type: none"> • Community outreach to recruit and retain early childhood champions in the region <p>Objective Four: Inform Arizona caregivers of children five years and younger about early childhood programs and services, in particular FTF statewide initiatives and regionally supported strategies</p> <ul style="list-style-type: none"> • Distribution of Born Learning collateral materials as part of local parent education and awareness

<p>strategies</p> <ul style="list-style-type: none"> • Inform the community through various outreach efforts including newsletters, submissions to partner newsletters, sponsor and/or participate in community events • Conduct media and community outreach on grant awards and success of programs and services
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PRIORITY NEED 7 Regional Evaluation
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Strategy: Regional Needs and Assets
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Regional Title and/or short description: Evaluation of regionally specific data and information needed to inform statewide and regional specific strategic planning. Council approved data sets not included in the standard template will be added to the basic report.

Strategy: Child Care Demand Study
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Regional Title and/or short description: Child Care Demand and Capacity Study - The study will identify the estimated number of children zero through five served in regulated and unregulated care; how the current supply of early care and education relates to the demand of families; and the role quality of early care plays in families' decisions.
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Summary of Progress and Challenges Rationale for Changes to SFY12 Alignment with Strategic Direction

1. Strategy Success Both Maricopa and Phoenix area Regional Partnership Councils collaborated to select one vendor to complete the Needs and Assets Report for each Council.
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2. Strategy Challenges <ul style="list-style-type: none"> • The standard template for the Needs and Assets report needs to be re-evaluated and perhaps revised. A better defined standard template will help vendors to provide the information needed by councils to make informed decisions. • The timeline for implementation of the project and compilation of the report is rigorous and could benefit from extending the time allowed in the vendor contract.
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3. Strategy Changes for 2012 <ul style="list-style-type: none"> • The Regional Partnership Council Needs and Assets work group will discuss and provide feedback to the Coordinator regarding possible changes and/or clarifications to the standard template. • The Regional Partnership Council will also discuss and decide on future Needs and Assets report collaborations with the other Phoenix and Maricopa regions. • The Regional Partnership would like to begin the next Needs and Assets process earlier so that the vendor has sufficient time to meet with the Coordinator and Council, conduct region specific surveys and focus groups and analyze data. • The Child Care Study was funded in SFY 2010 and 2011 only.

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Regional Funding Plan SFY 2012

Section II B

Budget: Regional Council Strategy Allotments

December 29, 2010

Central Maricopa Regional Partnership Council Operational Plan Funding Summary					2012 Proposed Allotments
	2010		2011		2012
FY Allocation	\$7,264,205.86		\$7,706,435.69		\$7,462,792.34
Carry Forward From Previous Year	na		\$3,789,087.31		\$2,344,462.34
Total Funds Available	\$7,264,205.86		\$11,495,523.00		\$9,807,254.68
Strategies	Allotted	Expended	Allotted	Awarded	Proposed
Scholarships TEACH (Statewide)	\$890,840.00	\$93,860.65	\$588,460.00	\$393,460.00	\$342,000.00
Scholarships non-TEACH (Multi-Region)	\$140,000.00	\$19,221.20	\$240,000.00	\$240,000.00	\$240,000.00
Community-Based ECE Training	\$467,500.00	\$366,855.83	\$490,000.00	\$489,909.00	\$490,000.00
Director Mentoring/Training	\$22,500.00	\$0.00	\$22,500.00	\$0.00	\$22,500.00
FTF Professional REWARD\$ (Statewide)	\$100,000.00	\$15,600.00	\$300,000.00	\$300,000.00	\$300,000.00
Child Care Scholarships (Statewide)	\$1,981,820.00	\$1,776,847.19	\$500,000.00	\$500,000.00	\$500,000.00
Quality First (Statewide)	\$483,827.00	\$268,668.74	\$723,561.46	\$682,378.00	\$586,500.00
Mental Health Consultation (Statewide)	\$0.00	\$0.00	\$250,000.00	\$229,093.49	\$250,000.00
Expansion: Increase Infant/Toddler	\$104,250.00	\$0.00	\$417,000.00	\$0.00	\$417,000.00
Expansion: Pre-K and Head Start (Multi-Region)	\$0.00	\$0.00	\$800,000.00	\$800,000.00	\$900,000.00
Child Care Health Consultation (Statewide)	\$173,333.00	\$74,690.36	\$333,333.00	\$320,051.30	\$352,000.00
Home Visitation	\$350,000.00	\$338,563.72	\$600,000.00	\$543,017.00	\$750,000.00
Parent Education Community-Based Training	\$361,325.00	\$219,540.28	\$400,000.00	\$352,766.00	\$400,000.00
Family Resource Centers	\$0.00	\$0.00	\$1,279,500.00	\$1,066,489.00	\$1,300,000.00
Food Insecurity	\$21,136.00	\$19,158.65	\$200,000.00	\$50,000.00	\$150,000.00
Oral Health	\$197,348.00	\$75,945.18	\$400,000.00	\$322,220.00	\$400,000.00
Health Coordination/Medical Home	\$496,000.00	\$0.00	\$400,000.00	\$0.00	\$851,000.00
Physician Education & Outreach (Statewide)	\$165,000.00	\$20,201.07	\$165,000.00	\$165,000.00	\$165,000.00
Service Coordination (FTF Directed)	\$75,000.00	\$0.00	\$75,000.00	\$0.00	\$75,000.00
Community Awareness (Statewide) (FTF Directed)	\$211,000.00	\$176,215.68	\$166,000.00	\$0.00	\$175,000.00
Media (Statewide) (FTF Directed)	\$0.00	\$0.00	\$185,119.11	\$185,119.11	\$250,000.00
Community Outreach (Statewide) (FTF Directed)	\$0.00	\$0.00	\$100,000.00	\$96,200.00	\$100,000.00
Needs and Assets	\$15,000.00	\$9,750.00	\$15,004.00	\$15,003.63	\$15,000.00
Child Care Study	\$0.00	\$0.00	\$78,551.80	\$78,551.80	\$0.00
Evaluation	\$0.00	\$0.00	\$384,632.00	\$384,632.00	\$0.00
2012 Evaluation	\$0.00	\$0.00	\$0.00	\$0.00	\$644,718.00
Arizona Health Survey	\$0.00	\$0.00	\$15,143.00	\$15,143.00	\$0.00
Children's Budget	\$0.00	\$0.00	\$3,627.49	\$3,627.49	\$0.00
Parent Kits - Study	\$0.00	\$0.00	\$18,628.80	\$0.00	\$0.00
Total	\$6,255,879.00	\$3,475,118.55	\$9,151,060.66	\$7,232,660.82	\$9,675,718.00
Carry Forward to Following Year		\$3,789,087.31	\$2,344,462.34		\$131,536.68

Section II C

Information on changes in funding levels for strategies from SFY 2011 to SFY 2012

Strategy Name	Previous Funding Amount (SFY 2011)	New Funding Amount (SFY 2012)	Rationale for Change in Funding
T.E.A.C.H.	\$682,000	\$260,000	Funding was decreased based upon actual service numbers reported in SFY 2010. In SFY 2010 the Council funded 239 slots. Actual slots used were 20. In SFY 2011 the Council reduced funding to 139 slots. Funding and service numbers for 2012 is reduced to \$260,000 based upon actual costs of funding 78 scholarships.
Child Care Scholarships	\$500,000	\$500,000	Funding for SFY 2011 begins January 1, 2011 for a period of six months. Service numbers are 116. Funding for SFY 2012 remains the same, however, it will be for the entire twelve month period. Service numbers will be reduced to 55. The decision to reduce the number of served in 2012 was based upon the anticipation of the Council that economic conditions will improve and the need for scholarships will decrease. The Council will closely monitor this and make adjustments based upon the need during this time period.
Expansion: Pre-K and Head Start	\$800,000	\$900,000	Pre-K Expansion funding has been increased by \$100,000 to sustain the number of slots in public schools while increasing the number of slots for community partners. Funding for SFY 2011 was 80 percent for public school programs and 20 percent for community partners. In SFY 2012, the ratio will be 70 percent for public school programs and 30 percent for community partners.
Quality First	\$723,561.	\$586,500	Service numbers for Quality First will remain the same at 22 Centers and 6 Homes. The decrease in funding amount is due to actual determined costs necessary to fund at these service numbers.
Home Visitation	\$600,000	\$750,000	Funding was increased by \$150,000 due to demand identified by current providers. Grantees report increased amounts of referrals, and waiting lists. The 2010 Needs and Assets reports a high number of families requesting and needing support and services necessary to provide the best opportunities for children to be healthy and ready for school.
Food Insecurity	\$200,000	\$150,000	Funding was increased in 2011 from \$50,000 to \$200,000 based upon the need and demand identified by community agencies. In 2012 funding was reduced to \$150,000 in hopes of an improved economy and less

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			demand. The Council will closely monitor this and make adjustments based upon the need during this time period.
Family Resource Centers	\$1,279,500	\$1,300,000	In SFY2011, funding for Family Resource Centers was increased from \$800,000 to \$1,279,500. This was done by moving the \$280,000 approved funding for the Health Insurance Enrollment Application Assistance strategy to Family Resource Centers in order to be implemented within the centers. The increase in 2011 and slight additional increase in 2012 is based upon regional needs identified in the 2010 Needs and Assets Report. The summary shows that one of the greatest needs in the region is resources for families and parents.
Health Coordination/Medical Home	\$400,000	\$851,000	Funding was increased for SFY 2012 in order to achieve full implementation of the strategy. SFY 2011 funding reflects the reduced amount of time this strategy will be implemented, January to June of 2011. Funding for 2012 reflects costs associated with a full twelve month implementation.
Community Awareness – Media	\$185,911	\$250,000	Funding increase for media was based upon the recommendation by the Communications Division to achieve full saturation of the state and region for the statewide media campaign.
Community Awareness	\$166,000	\$175,000	The increase reflects the Regional Partnership Council's desire to fund public awareness activities at their full amount as requested in SFY2010. Funding increase for Community Awareness will allow for sponsorships and participation in community events in addition to adding resources such as Born Learning materials to be distributed throughout the region.
Carry Forward	\$2,344,462	\$131,536	The SFY 2012 Funding Plan includes carry forward funding which is intended for use in SFY 2013. The Regional Council has chosen to carry forward monies for contingency purposes, so that they may be appropriately responsive to potential future needs and opportunities.

Section III **System Building Impact**

Over the last year, the Central Maricopa Regional Council has invested in strategies that are targeted toward creating a strong, viable early childhood system so that a continuum of services and supports for families with young children are being implemented in the region; from universal to targeted, across four of the six identified goal areas developed by the First Things First State Board: Quality and Access, Family Support; Health & Mental Health; and Professional Development. The intent of the Regional Council in choosing these goal areas and these specific strategies is to build a system that is responsive to the varying needs of young children and families in the region. Interwoven throughout these four goal areas are the remaining two goal areas, Coordination and Community Awareness. These become the “glue” that enables a seamless delivery of resources and services.

The 2010 Central Maricopa Needs and Assets Report provided important information regarding the needs of the region. Several focus groups were held to gather feedback from community partners. Regional Council members participated in a retreat on October 27, 2010 to examine this report and the year-end data reports of the Region’s grantees. At the retreat, grantees also were given an opportunity to inform Council Members of the services that each are providing.

The Council’s intent is to focus the majority of its funding and efforts on providing services and support universally meant for *all* children and families within the region. Their strategies provide a strong platform for all supports and services as well as providing targeted services to reduce risk factors for children. The Regional Council’s belief is that if support is provided universally, then fewer and fewer families will need the targeted and intense supports. It is also recognized that there will always be a need for these targeted and intense supports, therefore strategies have also been targeted at these levels, to best ensure that every child is able to reach their potential.

Family Support: Unfortunately, the region’s children and families have been impacted with the loss of state funding for safety net services. Many of these services have been cut drastically and in some cases, eliminated. Due to the economic downturn, three strategies: Food Insecurity, Family Resource Centers and Health Insurance Enrollment Application Assistance were added last year to help alleviate the challenges families may be facing.

Of great concern to the Regional Council is the need to provide seamless pathways for parents to obtain help, whether it is health care, child care or social services that support the family. Supporting families completely is accomplished by supporting them in different settings, in different ways, with different levels of intensity. The Family Resource Centers, Community-based Parent Education, Home Visitation and Food Insecurity strategies will be implemented in a coordinated approach. Family Resource Centers are intended to be a “one stop” source for information, education, and referrals to social services most needed by a family. Grantees and community agencies report an unprecedented increase in demand for nutritional support; and as a result, funding for food boxes was increased. Resources Centers, Home Visitation, Food Boxes and other resources will work together and will not be just stand alone services.

Each will provide a very critical service; however, with the coordination of these services and having access to them through Family Resource Centers, families will be empowered to provide the very best for their children.

Continuum of Family Support Strategies



Early Learning: The Regional Council’s desire is to build a foundation of learning for all children so that funded strategies will build the capacity of the early childhood workforce to provide high quality early education and increase the number of centers participating in program improvement.

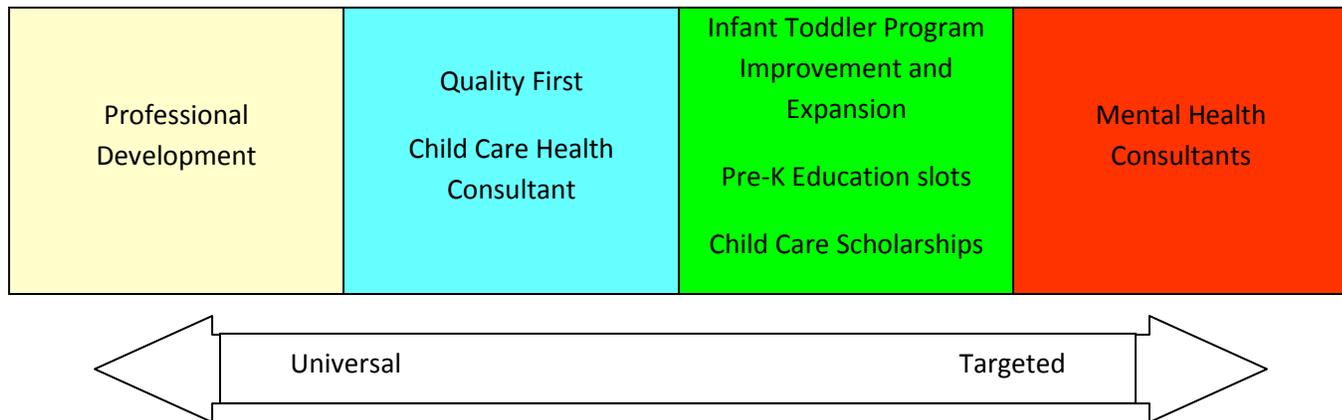
Quality First! and T.E.A.C.H. Arizona funded strategies are intended to build the capacity of the early childhood workforce to provide high quality early education and increase the number of centers participating in program improvement. Because the number of T.E.A.C.H. scholarships awarded last year was significantly less than the planned 239 scholarships, the Council made the decision to decrease the amount of funding for this strategy. Providing 79 scholarships will still allow for growth as well as free up funding to be used by other strategies. Towards the goal of collaboration, the Regional Council will continue to award 10 T.E.A.C.H. scholarships to the Salt River Pima Maricopa Indian Community Regional Council.

Pre-K Education slots addresses the important issue of access and affordability, particularly for families who live in poverty. This strategy has been very successful; new partnerships are flourishing with community child care providers. Next year the percentage of funding available to private community child care providers will increase ten percent and allows them to offer more scholarships. Funding for public school slots will be maintained.

The Regional Council is also aware of the critical need for better care and education for infants and toddlers. The Infant and Toddler Strategy has proven more complicated to implement than expected. A work group of Council members and community experts has been meeting over the last year to study the issues and is ready to implement a formal planning stage in which a national expert in infant and toddler programming will be hired as a consultant. An advisory group led by this consultant will engage providers, parents, community experts and state agencies to develop a comprehensive plan that will improve the quality of infant and toddler programming and the affordability of such care. It is with the implementation of the strategies detailed above that the Regional Council will provide a continuum of

quality education and care beginning with infants and toddlers and ending with children through five years of age.

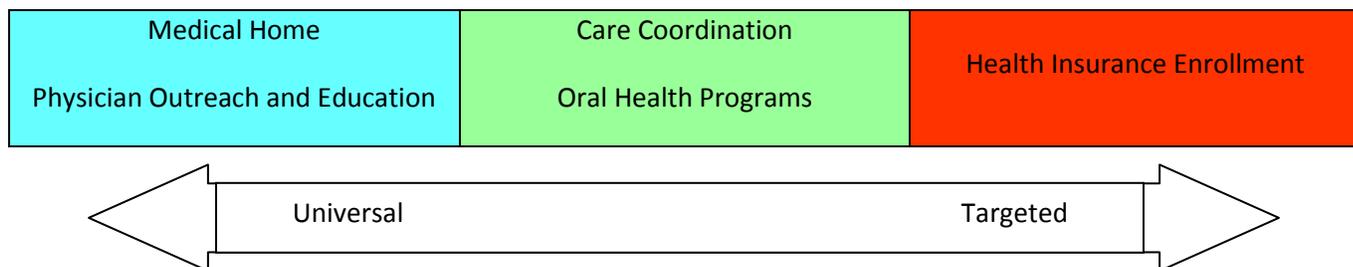
Early Learning and Quality/Access Strategies



Health: The Medical Home and Oral Health strategies are intended to provide a comprehensive approach to ensuring children are healthy. Health coverage plays an important role in ensuring that children get routine access to a doctor or dentist’s office. Medical and Dental homes provide many of the critical screenings necessary to catch concerns early, intervene with appropriate help and ensure children stay healthy. The Oral Health strategy has been very successful. One of the most successful components of the Oral Health Strategy is the awareness the program has brought to the importance of oral health prevention activities. This increased awareness is evidenced by community organizations contacting the program to schedule visits after hearing about the program in the community.

Both the Medical Home/Care Coordination and Oral Health strategies build on the assets of the region and are designed to be implemented in coordination with the Health Insurance Enrollment strategy. Information and referrals for these services and other resources, such as Food Boxes, Parent Education and Home Visitation can all be accessed in the Region’s Family Resource Centers. The Council remains committed to increasing the coordination of services, communication to business and communities about the importance of children getting a great start, and creating an efficient strong and viable early childhood system where families have access to any and all the resources they need to ensure their children are healthy and ready to begin school.

Continuum of Health Strategies



Coordination and Collaboration:

Several of the surrounding regions including Southeast Maricopa and South Phoenix have committed to work in collaboration with the Central Maricopa Region to ensure that programs and services don't stop once a family crosses a regional boundary. Central Maricopa and Southeast Maricopa are working with the same Oral Health/Screen/Varnish provider. It is the intent of both Regional Councils to expand the reach of this service in upcoming years so that all children who need a dental home will have access through this strategy. All three regions have funded the Healthy Families program for home visitation and coordination of these services throughout the regions is already taking place. All three coordinators have worked hard to build relationships with community partners, sharing information with each other and their communities to further identify opportunities for coordination.

The Maricopa and Phoenix Regional Partnership Councils are coordinating together to implement a cross regional coordination strategy. The goal of this strategy is to decrease duplication of services; allow communities to build on and enhance existing quality services; improve data collection and information sharing; create planning and problem-solving opportunities; increase early childhood advocacy efforts and leverage funding for the highest return on the state's early childhood investment. Collaboration efforts have included multi-region grantee meetings, media saturation, one Needs and Assets Report vendor and discussions relating to the collective development and implementation of a county-wide Service Coordination strategy.

This last year the Regional Council has worked conscientiously to identify and evaluate the needs and assets in the Central Maricopa Region. It has carefully studied the impact the economic downturn has had on these needs and assets. Council members, again, have decided to maintain the list of prioritized needs it originally chose. Strategies were added to further support more targeted services given the economic challenges many families face. The combination of strategies within the three focused goal areas of Early Learning (Quality/Access and Professional Development), Family Support and Health/Mental Health are carefully selected to achieve the desired outcomes for the region and support the building of an effective early childhood development and health system. In collaboration with already existing community resources, these strategies will work to bring about a more competent community to meet the needs of families with young children.