
SFY 2012 Regional Funding Plan

Yavapai Regional
Partnership Council

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First Things First State Board
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FIRST THINGS FIRST

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

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Section I
Regional Allocation Summary

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

Yavapai Allocations and Funding Sources	SFY 2010	SFY 2011	SFY 2012
Population Based Allocation	\$2,148,151.00	\$2,246,813.00	\$2,244,317.00
Discretionary Allocation	\$1,271,157.00	\$1,233,444.00	\$1,308,405.00
Other (FTF fund balance addition)		\$492,580.00	\$424,319.00
Additional Income (other than FTF tobacco tax)	\$0.00	\$0.00	\$0.00
Carry Forward from Previous Year		\$609,774.00	\$485,892.00
Total Regional Council Funds Available	\$3,419,308.00	\$4,582,611.00	\$4,462,933.00

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 2011 Funding Plans And SFY 2012 Planning

The table below provides a summary of the Regional Partnership Council’s prioritized needs and strategies for SFY2012, as well as information on progress in SFY2010 and SFY2011.

PRIORITY NEED 1: Inadequacies of Quality, Affordability, and Accessibility in the Early Care and Education System						
Description: There are too few quality early care and education centers as well as inadequate access to early care and education settings for infants, toddlers, and young children. 2010 Regional Needs and Assets data that supports this need include:						
<ul style="list-style-type: none"> • 62% of single mothers with young children are in poverty • 289 DES child care scholarships were cut in 2009 • 47% of children 0-5 have all parents in the labor force • In March 2010 10/16 centers were not up to capacity due to child care affordability • 49% of child care providers do not have a degree • 81% of child care assistants do not have a degree • 16% of young children in Yavapai County do not have health insurance • RN consultation via Child Care Health Consultation is key to identifying healthcare and mental healthcare needs 						
Strategy: Child Care Scholarships (<i>Statewide</i>)						
Regional Title and/or short description: Child care scholarships will assist low income families’ access to quality child care by providing child care scholarships.						
Service Units						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Children supported by a scholarship	200	200	200	151	151	134
Strategy: Quality First! (<i>Statewide</i>)						
Regional Title and/or short description: This strategy will expand the number of child care centers and homes participating in Quality First by providing program assessment, individualized coaching and quality improvement planning, financial incentives, T.E.A.C.H. scholarships and Child Care Health Consultation.						
Service Units						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
center-based providers	7	7	7	17	17	17-
home-based providers	3	3	3	3	3	3
professionals receiving scholarships (TEACH)	15	15	3	31	31	37
CCHC center-based providers	7	7	7	17	17	17
CCHC home-based providers	3	3	2	3	3	3

Strategy: Scholarships T.E.A.C.H. (<i>Statewide</i>)						
Regional Title and/or short description: T.E.A.C.H. will expand the availability of scholarships for early childhood educators beyond those provided through Quality First!.						
Service Units						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Professionals receiving scholarships	19	19	3	23	23	25
Strategy: Child Care Health Consultation (<i>Statewide</i>)						
Regional Title and/or short description: The Child Care Health Consultant (CCHC) strategy will increase health and safety of young children in child care by providing child care health consultation to centers and homes not enrolled 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
Center-based providers served	60* centers and homes	60* centers and homes	10* centers and homes	60* centers and homes	60* centers and homes	30
Home-based providers served						30
* Indicates combined target service number; which are split out in SFY2012.						
Strategy: Mental Health Consultation						
Regional Title and/or short description: The Mental Health Consultation (MHC) strategy will increase the ability of child care providers to address behavior and mental health concerns of young children in their care.						
Service Units						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Center-based providers served	30* centers and homes	30* centers and homes	11 centers and homes	30* centers and homes	10*	13
Home-based providers served					4*	5
* 2010 target and contracted numbers and 2011 target number were not appropriately set; for the 2011 contracted number, 5 centers/2 homes is an appropriate caseload per full time MHC.						

Strategy: Expansion: Pre K and Head Start						
Regional Title and/or short description: To provide stability of a rural Head Start program, the Regional Council will provide match funds for the purchase of a building in Chino Valley.						
Service Units						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Sites receiving support	1	1	1	Not a Regional Strategy		Not a Regional Strategy
Summary of Progress and Challenges Rationale for Changes to SFY12 Alignment with Strategic Direction						
1. Strategy Success						
<p>The Quality First! (QF) and Child Care Scholarships strategies have both been successful. The quality, accessibility, and affordability of early care and education in the region have improved as seen during kindergarten assessments. As reported in a Council meeting, this fall, 3 out of the 7 five year olds who attended a Quality First! enrolled child care site tested into first grade directly following child care. Twenty-four sites are actively participating in and benefiting from the Quality First! program structure. When the Council received an update that six centers were on the waiting list with only three available center slots, they chose to increase funds to allow the conversion of three available home slots to center slots as well as to increase the funding to support center slots. This type of ongoing assessment is allowing for increased quality care and education in the region. Child care sites are responding by integrating all aspects of a quality care system, utilizing the many facets of QF including the education, coaching, and guidance provided by the QF support staff members.</p> <p>Originally, Child Care Scholarships were funded in the Yavapai region as emergency child care scholarships. Because of the success of utilization, and the persistent needs, the Council chose to continue to fund the strategy in SFY2011 and 2012. This past fall, 151 scholarships, primarily targeting infants and toddlers, greatly benefited families ensuring consistent child care for many children across the region. The QF sites greatly appreciate the opportunity to offer scholarships and many single mothers are grateful for the assistance.</p> <p>Although service numbers are not as high as originally planned, demand for both Child Care Health Consultation (CCHC) and the Mental Health Consultation (MHC) services are high. Each strategy provides resources and support to child care providers who can then access the information and coaching they need to provide a quality environment for the children in their care. Due to the economic downturn and the ever-increasing case management needs of families, the consultants have found that providers require more intensive support and therefore the caseload is smaller to accommodate those needs. As a result, the actual service numbers are lower than the anticipated target numbers; a total of 24 centers and homes have accessed CCHC services.</p> <p>The Pre K and Head Start Expansion strategy provided matching funds that allowed a local Head Start center to re-open in August of 2009; without this assistance, the Chino Valley program would not exist.</p>						

For children under the age of five, this program currently serves 53 children at the site, 11 in the home-based program, and 11 in the Early Head Start program.

2. Strategy Challenges

The T.E.A.C.H. strategy continues to struggle. In SFY2011, there are a total of 71 available slots. As of October 2010, 31 applications had been received, 17 AA scholarships awarded, 3 scholarships pending and 1 scholarship renewed for a second year. The Council has funded additional scholarships outside of Quality First! participation so that teacher support is available across the region. However, knowledge about the program and utilization of the opportunity remain low. Additionally, providers not involved in the Quality First! programs are struggling with paying for substitute teachers when their teachers pursue degrees.

Because of the high needs and the additional time needed at each child care site, the consultants in both the CCHC and MHC programs are not able to reach the target service numbers. Also, the MHC consultants are challenged by the budgeted mileage allocation of 100 miles/week. The initial travel allocation was for a full time employee but the local consultants are *part time* and are traveling to child care providers on average of 200-300 miles per week within the Yavapai region.

3. Strategy Changes for 2012

The Quality First! Child Care Scholarships will be supported with additional funding in SFY2012. Because of increased costs per scholarship, fewer scholarships for more Quality First! sites will pose a new challenge. Scholarships continue to play a significant role in the "*Quality, Access, and Affordability of Regulated Early Care and Education Settings*" goal for the Yavapai region. Child care sites will need coaching in how to work with and/or maintain continuity of care for families' already receiving assistance while working with a reduction in the number of scholarships their site receives.

Target service numbers will be adjusted to better reflect the actual number of sites that can be served under each program. Eleven sites were served but eighteen sites requested Mental Health Consultation services, reflecting the need for more staff hours. To help address the waiting list, the Council increased funding for an additional .5 FTE Mental Health Consultant. For the additional non-Quality First! T.E.A.C.H. scholarships, funding has been reduced to support 25 scholarships versus the 31 in the past year. The cost savings was used to support the increased cost of child care scholarships.

The Regional Council will be forming a small workgroup to review, outline and make suggestions for the early care and education system supported within the region. Workgroup members will include community members highly invested in the system and knowledgeable of First Things First programming. Overall the Council supports five strategies that work to support the system. Better coordination and planning, including the assessment of the T.E.A.C.H. strategy and consideration of a new REWARD\$ strategy in SFY2013, should allow the Council to see improved implementation in 2012 and planning for 2013.

4. First Things First Priorities

The three strategies implemented by the Yavapai Regional Partnership Council support two FTF priorities, *Quality, Access, and Affordability of Regulated Early Care and Education Settings* and the *Professional Development System*. This year, these strategies will continue to create a structure of support for early care and education by integrating the following:

- There are more quality early care and education programs available to families across Arizona.
- 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 care and education professionals across Arizona have degrees and/or credentials in early

care and education.

- Quality early care and education programs are affordable for all families.

PRIORITY NEED 2: Increase Parenting Education for At-Risk Families

Description: Many parents and caregivers do not have the information and access to services they need to be the best parents possible as reflected by the following statistics:

- Yavapai County has a 14% teen birth rate, which is higher than the state average
- 62% of new mothers have a high school diploma or less
- 1,070 grandparents have full-time responsibility for young children; 644 are raising 0-5 year olds
- 11.1% of mothers report prenatal tobacco use
- 25% of mothers have less than 10 prenatal visits

Strategy: Parent Education Community-Based Training

Regional Title and/or short description: Parent education classes, as well as supporting workshops, will increase parenting skills through provision of research-based parenting education programs. Parenting education will take place in home, community, and hospital settings.

Service Units						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Participating adults	200	750	1,958*	3,750	3,760	3,850

* Indicates a duplicated count of adults attending multi-session classes.

Strategy: Home Visitation (A)

Regional Title and/or short description: Various home visitation programs will deliver services that increase parenting skills, child health and family success for at-risk families through provision of research-based home visitation programs.

Service Units						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Families served	200	398	204	515	300	325

Strategy: Prenatal Outreach (*new for 2012*)

Regional Title and/or short description: There is a lack of adequate prenatal / postnatal services and support which is vital in ensuring the best pregnancy outcome. Prenatal Outreach will establish or expand a comprehensive prenatal/post natal outreach, support, and information program for parents in the Yavapai region.

This strategy is under development and will not be presented to the board for approval in the 2012 Funding Plan.

Service Units						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Pregnant/postpartum women served	Not a Regional Strategy in SFY2010			Not a Regional Strategy in SFY2011		TBD
Summary of Progress and Challenges Rationale for Changes to SFY12 Alignment with Strategic Direction						
<p>1. Strategy Success</p> <p>Many families in the Yavapai region do not have sufficient knowledge of parenting skills, links to community services, or information about topics that promote the health, development, and success of their young children. The strategies in this section have been successful in reaching families and providing them the support they need.</p> <p>In SFY2010, over 1,900 contacts were made through community-based trainings. This valuable strategy provides parenting education classes and workshops as well as information on other family support services. Outreach in rural communities, to teen parents, and on tribal reservations has increased the delivery of services that is often lacking in these areas. Attendance remains steady with one workshop, entitled Relational Parenting, hosting 54 attendees. One participant commented, “I now have tools to help our family.” Many participants share their struggles and successes, lending peer support during the sessions. At the end of a six session class, a father who had not spoken much reported that he was coming home 30 minutes earlier each night to spend more time with his children. Within the hospital setting, trained professionals provide <i>Never Shake A Baby</i> education to all new parents (approximately 3,000 per year).</p> <p>Home visitation is a well known prevention strategy for at risk families. The Regional Council continues to invest in home visiting programs which have assisted families with increased access to other community services as well as facilitated coordination and referrals between programs. The home visitation programs provide parents and caregivers with the tools they need to successfully raise their children. Over 200 families were served this past year with many of them sharing stories of children meeting developmental milestones made possible through home visitation support. Two grantees successfully coordinate community playgroups designed to decrease social isolation and promote children’s socialization. The long-term impact of this strategy will be reflected in reductions of child abuse and neglect.</p>						
<p>2. Strategy Challenges</p> <p>Target service numbers for home visitation were set higher than the grantees were able to achieve. Grantees shared that program retention was a challenge given the local economy and loss of jobs resulting in many young families leaving the area.</p> <p>Meeting the increased needs of families has been another challenge. In one program, the average length of service is 8 to 9 months rather than the 4 to 6 months that was originally predicted. Another program’s narrative report stated that the minimum length of enrollment has been 6 months. However,</p>						

parents reported benefitting from ongoing services as their children grow and change, so it is anticipated that services will last approximately 12 months for most families. Also, many of the families being served in several programs have multiple children under the age of six and case services are provided to more than one child in the home. These types of issues have made it difficult to achieve the original target numbers, making it necessary to revise service numbers.

3. Strategy Changes for 2012

In all strategies, the main focus in the upcoming year will be on recruitment and retention. Increased delivery of parenting education to outlying rural areas is important to help address the fact that 64% of surveyed families say that services are not available at convenient times or locations. Many participants simply lack basic information about a child's developmental milestones and how to appropriately interact and teach their children with respect to physical, social, and emotional developmental needs. Various venues of classes and workshops, including the delivery of the *Never Shake A Baby* information, will continue to provide needed parental education. A focus on recruitment and retention for the home visitation programs will help ensure that realistic target service numbers are met.

The Prenatal Outreach strategy is new and has been designed to seek proposals that will help address regional concerns raised in the 2010 Needs and Assets report. These included use of alcohol and tobacco during pregnancy, low number of prenatal visits, as well as an immunization rate that is significantly lower than the state average. Because this strategy is under development, it will not be presented to the board for approval in the 2012 Funding Plan.

4. First Things First Priorities

The three Yavapai regional strategies outlined in this section work together to provide an infrastructure of programs, resources, and supports that are delivered to parents and caregivers through a variety of venues. Together, these strategies provide access to the information and skill building needed to provide the children in our region the very best start in life.

The strategies align with the FTF *Supports and Services for Families* including:

- More families who want or need assistance have access to a continuum of services, supports, and resources in their communities across Arizona to increase their competence and confidence to ensure their children enter school healthy and ready to succeed.
- More families have access to the knowledge, skills, and resources to assist their children with emergent literacy and language development.
- Family services and supports that lead to effective parenting are delivered in accordance with standards of practice.
- Family services and supports are planned, developed, funded, and delivered in a coordinated manner that best meets the needs and preferences of families and leverages available resources.

PRIORITY NEED 3: Increase Services for Young Children in Foster Care

Description: Improve overall health and development of high-risk infants and toddlers in foster care by providing health education for caregivers, case managers and court personnel. Local data confirms this need:

- Foster Babies – 1:3 risk of poor health outcomes, chronic conditions
- Foster parents lack specialized training regarding infant/toddler development, training, Juvenile court procedures, etc.
- Currently, there are 100 children in foster care which is an increase of 20% from 2009
- 16.7% of children entering foster care had experienced a prior removal in the past 12 months

Strategy: Home Visitation (B)						
Regional Title and/or short description: The Nurse Home Visitation program will improve outcomes for high-risk infants and toddlers in foster care. This program will address health and development concerns of the child and provide foster and biological parent education and support.						
Service Units						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Families served	30	30*	30	45*	45*	55*
* Indicates target service numbers including resource and biological families of infants and toddlers						
Strategy: Court Teams						
Regional Title and/or short description: Court Teams will improve the child welfare system through service coordination and implementation of system improvement measures.						
Service Units						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Court Team trainings provided	Not part of 2010 strategy			Not part of 2011 strategy		14
Children with a service checklist within one month of entry into child welfare system	Not part of 2010 strategy			Not part of 2011 strategy		Target to be developed
Regional Strategy Information: Children served	75	75	75	80	80	100
Summary of Progress and Challenges Rationale for Changes to SFY12 Alignment with Strategic Direction						
1. Strategy Success						
<p>The two strategies that support infant and toddlers in foster care have been very successful. The home visiting program reached its target of 30 foster families. In addition, providing education to the biological parents of foster children, such as activities centered on the importance of early learning and brain development, is also part of this strategy. The home visiting staff members provides age-appropriate board books to biological families and then models reading to very young children. Additionally, staff members represents the health and development needs of the child at Child Family Team (CFT) and Team Decision Making (TDM) meetings, linking the child to other community resources.</p> <p>In the Yavapai region, the Court Teams strategy reached 75 children through multiple contacts. Coordinated efforts among several agencies provided 637 interactions with the foster children. Numerous trainings were made available for professionals who serve young children and families involved in the child welfare system. These included: monthly “Best for Babies Think Tank” meetings</p>						

which are conducted to address system change issues and also provide brief trainings on various topics; a monthly case-review forum is provided for Baby CASAs; quarterly stakeholders trainings are done through “The Learning Community” setting; and technical assistance and trainings are arranged and provided for attorneys, foster parents, and baby CASAs.

2. Strategy Challenges

The challenges for both strategies have been the increase in the number of infants and toddlers in the system. As reported by the grantee, during one thirty-day period, over 20 young children birth to age three were placed in foster care in Yavapai County. Overall, demand for these services is exceeding resources.

3. Strategy Changes for 2012

The changes that will be made to address the increased need include adding staff time to the home visiting program and additional funding for trainings and service coordination through the Court Team structure. These changes will increase outreach and resources needed for the infants and toddlers in foster care, their families and care givers, as well as support for the agencies that serve the children.

4. First Things First Priorities

The two Yavapai regional strategies outlined in this section work together to provide an infrastructure of programs, resources, and supports that are delivered to caregivers, parents, and agencies working with infants and toddlers in the foster care system. These strategies provide information and skills to support a very vulnerable population.

The strategies align with the FTF *Supports and Services for Families* including:

- More families who want or need assistance have access to a continuum of services, supports, and resources in their communities across Arizona to increase their competence and confidence to ensure their children enter school healthy and ready to succeed.
- Family services and supports that lead to effective parenting are delivered in accordance with standards of practice.
- Family services and supports are planned, developed, funded, and delivered in a coordinated manner that best meets the needs and preferences of families and leverages available resources

PRIORITY NEED 4: Limited Access to Family Support Services

1. Description: There is no mechanism to coordinate services, identify and address gaps in service, provide needed information and resources, reduce duplication, or ensure families are referred to the services that best fit their needs. This prioritized need is reflected in the following 2010 Needs and Assets data:

- 39% of parents expressed moderate or strong dissatisfaction with how agencies that serve young children and their families work together and communicate
- 64% of Yavapai families say that services they need are not available at convenient times or locations
- 50% of the parents felt that the services they were able to access filled only a portion of their families needs
- There is an estimated 19,400 people in poverty in the Yavapai region
- 26% of households with children 0-5 live in poverty
- Unemployment rates are as high as 27.5% in some areas of the region

Strategy: Family Support Coordination (<i>FTF Directed</i>)						
Regional Title and/or short description: The Family Support Collaborative will work to improve the early childhood system by supporting collaboration among early childhood family support programs. This will be accomplished by providing support for the formation and operations of grass-roots community coalitions; facilitating communication between coalitions; conducting two Family Support Collaborative meetings; provide financial support to coalitions to implement System Improvement Measures; and employing an AmeriCorps VISTA member to assist with implementation of the strategy.						
Strategy: Parent Outreach and Awareness (<i>FTF Directed</i>)						
Regional Title and/or short description: The region's Parent Awareness strategy will allow the Little Kids Book and Diaper Drive projects to expand access to local program and service information by developing a resource directory and facilitating a coordinated community project. In addition, the regional office will coordinate with the local health department sites to spread information about the value of childhood immunization.						
Strategy: Community Partnerships						
Regional Title and/or short description: In conjunction with United Way, Community Partnerships will increase the number of community-based, coordinated projects that dedicate strategies or outcomes to promote the wellness and development of newborn to kindergarten aged children and their families. The current project serves communities in general. The new component, funded by First Things First, will serve families with children zero to five specifically and the unique developmental needs of babies, toddlers, and early preschool children.						
Strategy: Food Insecurity						
Regional Title and/or short description: To provide food to young children whose families are most impacted by the state economic and employment recession.						
Service Units						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Food boxes distributed	2,084 children	2,084 children	13,570 boxes	9,100 boxes	13,000 boxes	26,000 boxes
Summary of Progress and Challenges Rationale for Changes to SFY12 Alignment with Strategic Direction						
1. Strategy Success						
The Family Support Coordination strategy has utilized an AmeriCorps VISTA to successfully forward numerous coordinated efforts under the umbrella of the Family Support Collaborative. Three coalitions that include Parenting Education, Child Care, and Home Visiting meet regularly, allowing community organizations to network, develop and implement events, design collateral materials, and coordinate						

services.

The Parent Awareness strategy is comprised of two projects. Within the first project, the Council is attempting to expand parents' access to local services for young children through the development and distribution of *The Little Kids Book* resource directory. In coordination with a local foundation, 16,000 books focusing on services for children 5 years and under were produced and distributed. In the Verde Valley area, this was the first resource directory highlighting services specific to the area. The second project produced the first annual Diaper Drive which partnered 30 community organizations for the collection and distribution of diapers and wipes. Over 25,000 diapers were collected through the effort.

The Community Partnership strategy is new in SFY2011 and will be monitored to track successes and challenges. In conjunction with United Way, this year's First Things First funds are contributing to the development of a rural preschool with a weekend food program, the development of a public transportation program, a parenting education program, career and financial education for mothers, and an emergency shelter for women and families.

The Food Insecurity strategy was initiated in response to the emergency needs experienced in 2009. The Council has chosen to continue the strategy and has experienced great results specifically on the Prescott side with over 13,000 food boxes distributed in SFY2010. The current grantee is committed to providing healthful food to young children, including local produce. In addition, the putting together and delivery of the food boxes is largely done by community volunteers.

2. Strategy Challenges

The Community Partnership strategy was slow in starting as the grant waiver process was implemented.

The Food Insecurity RFGA for SFY2011 funded one qualified applicant, which serves mainly the Prescott area. A huge concern for the Council is that many low-income families reside in other areas of the county and are not currently being served by the Prescott-based grantee.

3. Strategy Changes for 2012

In SFY2012, the Family Support Coordination VISTA will shift focus. The coalitions will be fully led by community members while the VISTA works on helping to secure outside funds. The goal is to help create sustainable external funding that supports the early care and education system in the Region.

The Community Partnership strategy supported five community collaborations which will provide additional programming for the birth to five populations. In SFY2012, the Council will use additional funding to support the new aspect of the project, further increasing community-based programming for early childhood.

The issues of hunger were discussed during a community forum this fall. Community members are now more aware of local needs and are working to support efforts that address hunger in the Yavapai region. The increased funding in SFY2012 of the Food Insecurity strategy will allow services to be expanded and delivered across the region. It is the Council's hope that through this concerted work, all of the region's young children will have a consistent, healthful food source.

<p>4. First Things First Priorities</p> <p>The four Yavapai regional strategies outlined in this section work to further support the infrastructure of programs, resources, and support services for parents and caregivers. Continued work under the Family Support Collaborative will assist in securing, coordinating, and advocating for resources that help sustain the early care and education system.</p> <p>The strategies align with the FTF <i>Supports and Services for Families</i> which includes the desire to convene partners, provide leadership, provide funding as well as support the following:</p> <ul style="list-style-type: none"> • More families who want or need assistance have access to a continuum of services, supports, and resources in their communities across Arizona to increase their competence and confidence to ensure their children enter school healthy and ready to succeed. • Family services and supports are planned, developed, funded, and delivered in a coordinated manner that best meets the needs and preferences of families and leverages available resources.
<p>PRIORITY NEED 5: Inadequate Awareness of the Importance of Early Childhood</p>
<p>Description: The Yavapai Regional Council believes a regional education campaign is an effective mechanism to raise awareness of the importance of early childhood health and development among parents and the general public. The communication plan will build support in the region for further investment in early childhood programs and services.</p>
<p>Strategy: Media (<i>Statewide</i>)</p>
<p>Regional Title and/or short description: Media buys will include radio, television, newspaper, movie theater, and billboard advertisements.</p>
<p>Strategy: Community Outreach (<i>Statewide</i>)</p>
<p>Regional Title and/or short description: The Community Outreach Liaison will advocate for and educate about early childhood by delivering community presentations, recruit champions for children, and disburse collateral materials that reinforce FTF messages.</p>
<p>Strategy: Community Awareness (<i>Statewide</i>) (<i>FTF Directed</i>)</p>
<p>Regional Title and/or short description: Communication Awareness is supported through the use of educational reinforcements or Leave Behind items. The materials will be utilized during presentations to provide consistent First Things First messaging as well as provide useful tools for parents.</p>
<p>Summary of Progress and Challenges Rationale for Changes to SFY12 Alignment with Strategic Direction</p>
<p>1. Strategy Success</p> <p>This strategy has been very successful. The Council and general public appreciate having a local person explicitly available to provide information and knowledgeable about the positive impact of First Things First programming.</p> <ul style="list-style-type: none"> • Media venues included radio, newspaper, movie theater slides and billboards. • The Community Outreach Liaison has successfully recruited 224 champions, trained 19 speakers for FTF outreach, and staffed 44 community events. The Liaison continues to develop innovative tools,

<p>such as the 'why we do it cards'. Each business size card contains a talking point from the communication tool kit. Regional council and staff members are regularly educated about the talking points which are easily referenced on the cards.</p> <ul style="list-style-type: none"> • Leave behind materials are utilized for specific occasions and well received. 						
<p>2. Strategy Challenges The biggest challenge this past year was the short time-frame for hiring the liaison and implementing the initial steps of the communication plan.</p>						
<p>3. Strategy Changes for 2012 The Council will be funding this strategy at a lower level in SFY2012 by decreasing media and collateral materials purchases; the Community Outreach Liaison position will be maintained. Additionally, the Council hopes to tag local media with information directly connecting the public to the regional office and Liaison. The inventory for Leave Behind materials will be reviewed in the fall of 2011 to assess whether additional purchases are needed.</p>						
<p>4. First Things First Priorities The Community Awareness strategy addresses the First Things First key priority of <i>Building Public Awareness and Support</i>. The key components of the strategy increase the communities awareness of the work of First Things First and garner support for the FTF goals of:</p> <ul style="list-style-type: none"> • The public is aware of the benefits of investing in early childhood development, health, and early education. • The public is committed to a unified early childhood policy agenda that benefits young children and their families. • There is a strong, growing, and mobilized pool of early childhood champions in all sectors. 						
<p>PRIORITY NEED 6: Insufficient Early Literacy Awareness and Resources</p>						
<p>Description: Kindergarten readiness is important to consider as research studies have found that participation by low-income children in early intervention programs prior to kindergarten is related to improved school performance in the early years of education. Long-term studies suggest that early childhood programs have positive impact evident in the adolescent and adult years. This new prioritized need is reflected in the following 2010 Needs and Assets data:</p> <ul style="list-style-type: none"> • AIMS reading scores for local 3rd graders: <ul style="list-style-type: none"> ○ 6:15 school districts had a 40% of more failure rate for math ○ 5:15 school districts had a 40% of more failure rate for reading ○ 4:15 school districts had a 40% of more failure rate for writing 						
<p>Strategy: Community Based Literacy (<i>new for 2012</i>)</p>						
<p>Regional Title and/or short description: The Literacy strategy will provide community-based early literacy programs that create opportunities for parents to expose their infants, toddlers, and young children to books and language. Parents and caregivers will develop and enhance the skills and supports they need to encourage early literacy in their homes. This strategy is under development and will not be presented to the board for approval in the 2012 Funding Plan.</p>						
<p>Service Units</p>						
	FY 10 Targ et	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Service Units						
Families, children, books, centers...		Not a Strategy		Not a Strategy		TBD

<p>Summary of Progress and Challenges Rationale for Changes to SFY12 Alignment with Strategic Direction</p>
<p>1. Strategy Success This is a new strategy in SFY2012.</p>
<p>2. Strategy Challenges This is a new strategy in SFY2012.</p>
<p>3. Strategy Changes for 2012 The Yavapai Regional Council believes strongly in supporting early childhood and family literacy. The Early Literacy strategy is new for SFY2012 and will do be designed to support a community-based early literacy program.</p> <p>Because this strategy is under development, it will not be presented to the board for approval in the 2012 Funding Plan.</p>
<p>4. First Things First Priorities The new strategy will aligns with the FTF <i>Supports and Services for Families</i> and supports the goals of:</p> <ul style="list-style-type: none"> • More families who want or need assistance have access to a continuum of services, supports, and resources in their communities across Arizona to increase their competence and confidence to ensure their children enter school healthy and ready to succeed. • More families have access to the knowledge, skills, and resources to assist their children with emergent literacy and language development. • Family services and supports that lead to effective parenting are delivered in accordance with standards of practice. • Family services and supports are planned, developed, funded, and delivered in a coordinated manner that best meets the needs and preferences of families and leverages available resources
<p>PRIORITY NEED 7: Regional Needs and Assets</p>
<p>Strategy: Regional Needs and Assets</p>
<p>Short Description: The Yavapai region will conduct 2012 expanded needs and assets study to gather additional information including but not limited to topic specific survey data, focus groups, etc. The Council supports an effort to obtain more specific information by allotting additional funds to this strategy.</p>
<p>Summary of Progress and Challenges Rationale for Changes to SFY12 Alignment with Strategic Direction</p>
<p>1. Strategy Success The 2010 Regional Needs and Assets Assessment provided data and analysis on a number of regional topics. The Council was provided with specific information about assets/resources as well as areas of concerns.</p>

<p>2. Strategy Challenges Some challenges included changes in staffing at both the Yavapai First Things First regional office and for the vendor. Specific data sources were not tapped by the vendor, there were challenges accessing some agency-specific data, some data requests were not included in the report, and pieces information were out dated.</p>						
<p>3. Strategy Changes for 2012 The Regional Council has added additional funds for the Needs and Assets report and will form a workgroup to assist with planning for the 2012 report. A new vendor will be hired and in-depth conversations will be held so that the end product better reflects the report needed to guide future decisions. It is hoped that the next needs and assets report will be more accurate because of the availability of the 2010 census data and clear guidelines from the workgroup.</p>						
<p>PRIORITIZED NEED: Health Insurance Outreach and Enrollment (items not being addressed/funded in 2012)</p>						
<p>Description: There are a large number of families with young children, living throughout the Yavapai region, who are potentially eligible for public health insurance coverage.</p>						
<p>Strategy: Health Insurance Enrollment</p>						
<p>Regional Title and/or short description: The Yavapai Regional Partnership Council wanted to ensure that families living throughout the region had access to community assistors that would help facilitate completion of the enrollment application. These community assistors would travel throughout the region, maintain a regular schedule, utilize space provided by child care providers, schools, and other service providers, and assist with the completion/collection of application forms.</p>						
<p>Service Units</p>						
Service Units	FY 10 Target	FY 10 Contracted	FY 10 Actual	FY 11 Target	FY 11 Contracted	FY 12 Target
Families receiving health insurance enrollment assistance	Not a Regional Strategy in SFY2010			500	Not awarded	Not a Regional Strategy
<p>Summary of Progress and Challenges Rationale for Changes to SFY12 Alignment with Strategic Direction</p>						
<p>1. Strategy Success The development of this strategy has been problematic; it will not be funded in SFY2012.</p>						
<p>2. Strategy Challenges In the Spring of 2010, the Council issued an RFGA for health insurance outreach and enrollment; but the grant application did not result in any successful awards. As a result, no target numbers were contracted for this strategy.</p>						

Two challenges have greatly affected moving this strategy forward. KidsCare enrollment dropped by 33% from February 2008 to February 2010 in Yavapai County, in part due to the state freeze on new enrollment starting in January 2010 in response to state fiscal problems. And, as noted above, there was a lack of qualified respondents to the RFGA. Therefore, this strategy has been placed on hold and will not be funded in SFY2012.

3. Strategy Changes for 2012

The Council recognizes the need and will keep the strategy on the Region's prioritized needs list. Because of the experienced challenges, no funding will be allotted in SFY2012.

4. First Things First Priorities

This strategy aligns with the FTF strategy of *Access to Quality Health Care Coverage and Services* and supports the goals of:

- More families are aware of children's health insurance and how to enroll their children.
- More children across Arizona have access to services that benefit their emotional and behavioral (mental) health.

Section II B Budget: Regional Council Strategy Allotments

Date: 1/5/11

Yavapai Regional Partnership Council Operational Plan Funding Summary					2012 Proposed Allotments
	2010		2011		2012
FY Allocation	\$3,419,308.00		\$3,972,837.00		\$3,977,041.00
Carry Forward From Previous Year	na		\$609,774.00		\$485,892.00
Total Funds Available	\$3,419,308.00		\$4,582,611.00		\$4,462,933.00
Strategies	Allotted	Expended	Allotted	Awarded	Proposed
Child Care Scholarships (Statewide)	\$1,030,451.00	\$1,030,451.00	\$800,966.00	\$800,966.00	\$900,000
Quality First (Statewide)	\$183,377.00	\$116,738.57	\$453,308.00	\$448,405.00	\$428,250
Scholarships TEACH (Statewide)	\$94,490.00	\$15,634.50	\$186,030.00	\$175,736.00	\$144,600
Expansion: Pre-K and Head Start	\$250,000.00	\$250,000.00	\$0.00	\$0.00	\$0
Child Care Health Consultation (Statewide)	\$233,333.00	\$116,887.34	\$303,333.00	\$270,016.00	\$320,000
Mental Health Consultation	\$100,000.00	\$93,985.00	\$240,000.00	\$219,093.00	\$312,500
Parent Education Community-Based Training	\$176,850.00	\$120,179.35	\$233,900.00	\$231,323.00	\$250,000
Home Visitation	\$1,009,770.00	\$929,629.60	\$1,195,000.00	\$950,141.00	\$1,010,000
Prenatal Outreach (new for 2012)	\$0.00	\$0.00	\$0.00	\$0.00	\$380,000
Court Teams	\$40,000.00	\$39,999.99	\$49,500.00	\$49,440.00	\$62,000
Family Support Coordination (FTF Directed)	\$30,000.00	\$7,316.19	\$45,000.00	\$0.00	\$35,000
Parent Outreach and Awareness (FTF Directed)	\$30,000.00	\$23,988.89	\$35,000.00	\$18,000.00	\$50,000
Food Insecurity	\$42,000.00	\$42,000.00	\$45,000.00	\$45,000.00	\$100,000
Community Partnerships	\$0.00	\$0.00	\$30,000.00	\$0.00	\$60,000
Community Based Literacy (new for 2012)	\$0.00	\$0.00	\$0.00	\$0.00	\$47,500
Needs and Assets	\$10,000.00	\$6,500.00	\$7,672.00	\$7,672.00	\$36,971
Health Insurance Enrollment	\$0.00	\$0.00	\$0.00	\$0.00	\$0
Communications	\$20,000.00	\$16,223.62	NA	NA	\$0
Media (Statewide)	NA	NA	\$100,000.00	\$99,826.00	\$50,000
Community Outreach (Statewide)	NA	NA	\$100,000.00	\$97,006.00	\$95,000
Community Awareness (Statewide) (FTF Directed)	\$0.00	\$0.00	\$25,000.00	\$10,548.00	\$0
Evaluation - 2012 (Statewide)	NA	NA	\$164,523.00	\$164,523.00	\$178,029
Arizona Health Survey	NA	NA	\$6,477.00	\$6,477.00	\$0
Child Care Study	NA	NA	\$66,490.00	\$66,490.00	\$0
Children's Budget	NA	NA	\$1,552.00	\$1,552.00	\$0
Parent Kits - Study	NA	NA	\$7,968.00	\$0.00	\$0
Total	\$3,250,271.00	\$2,809,534.05	\$4,096,719.00	\$3,662,214.00	\$4,459,850.00
Carry Forward to Following Year		\$609,773.95	\$485,892.00		\$3,083.00

Section II C Information about changes in funding level for strategies from 2011 to 2012

Strategy Name	Previous Funding Amount (SFY2011)	New Funding Amount (SFY012)	Rationale for Change in Funding
Child Care Scholarships	\$800,966	\$900,000	The cost per scholarship has increased; to maintain close to the same amount of scholarships, funding increased
Quality First!	\$453,308	\$428,250	Funding for Quality First was reduced slightly based on the new per unit cost provided. The number of Regional Council supported sites will remain at 17 Centers and 3 Homes.
Scholarships TEACH	\$186,030	\$144,600	Because of under utilization, funding for T.E.A.C.H. was reduced to support 25 non-Quality First, T.E.A.C.H. scholarships in SFY2012, a reduction of 6 scholarships from 2011.
Child Care Health Consultation	\$303,333	\$320,000	The increase in funding represents the adjusted costs for SFY2011 Child Care Health Consultation.
Mental Health Consultation	\$240,000	\$312,500	Because of the service demands placed on the consultants, more time is needed to address the needs at each child care site. This has created a waiting list of centers needing mental health consultation services. In order to address the center waiting list, an additional .5 FTE has been added, which increased funding.
Health Insurance Enrollment	\$0	\$0	Because of the state reductions in AHCCCS and Kids Care as well as no award being made, the Regional Council determined to un-allot this strategy during SFY2011 and to not fund it in SFY2012. The Council remains committed to the strategy and will annually review data to assess funding feasibility.
Parent Education – Community-based Training	\$233,900	\$250,000	This strategy has been slightly increased for program expansion in SFY2012.
Home Visitation	\$1,195,000	\$1,010,000	The SFY2011 allotment reflected increased funding for an additional home visitation program that was not initiated in SFY2011. Therefore, the Council has decreased funding to reflect the grants supported under this strategy.

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Regional Funding Plan SFY 2012

Prenatal /Postnatal Outreach	\$0	\$380,000	This strategy is under development and will not be presented to the board for approval in the 2012 Funding Plan. As such, there were no funds awarded in SFY2011.
Court Teams	\$49,500	\$62,000	The 20% increase of infants and toddlers in foster care this past year has required additional funding for project support.
Family Support Coordination	\$45,000	\$35,000	Actual funding requests for collaborative activities in SFY2010 were lower than expected. The SFY2012 adjustments more accurately reflect forecasted expenditures needed to support the community collaborations and events.
Parent Outreach and Awareness	\$35,000	\$50,000	By partnering with local programs, the additional funding will be utilized for increasing public awareness about the value of immunizations and prenatal health care. Both areas indicated a high concern in the 2010 Needs and Assets report. Remaining funds will maintain capacity to print and distribute a resource directory, support a community event as well as provide additional information about local resources for families.
Food Insecurity	\$45,000	\$100,000	The Regional Council identified this strategy as a continuing priority as many schools report extremely high (95%) free and reduced lunch rates. SFY2011 funds provided services for West Yavapai County; increased funding in SFY2012 will expand services to eastern Yavapai County.
Community Partnerships	\$30,000	\$60,000	The Council decided to increase funding for a second phase of community based projects. SFY2011 funds support 5 collaborations; the SFY2012 increase of \$30,000 will support additional community collaborations for birth to five year olds.
Community Awareness: Media Community Outreach Liaison Community Awareness	\$225,000	\$145,000	The reduction in allotment is due to revisions of media, outreach liaison and collateral materials/community awareness expenses for this region. The Council reduced media from \$100,000 to \$50,000, will maintain the outreach liaison with \$95,000 and did not fund community

YAVAPAI REGIONAL PARTNERSHIP COUNCIL
Regional Funding Plan SFY 2012

			awareness which will be assessed in the fall of SFY2012.
Community Based Literacy	\$0	\$47,500	This strategy is under development and will not be presented to the board for approval in the 2012 Funding Plan. As such, there were no funds awarded in SFY2011.

Section III

System Building Impact

The Yavapai Regional Partnership Council continues to build upon the vision of an early childhood system that consists of an array of easily accessible services which are responsive to families according to their level of need. This system includes community members and service providers that are actively engaged in addressing the needs of children, birth to five years of age.

The 2010 Needs and Assets Report for the Yavapai region clarified the role that the Regional Council plays in building the system. The two goal or focus areas for developing a service delivery network for children and families in the Yavapai region are early care and education, and family support. The Council will direct resources to these areas, tracking implementation and outcomes. Additionally, the Regional Council will continue to build community awareness and support collaborative efforts that strengthen services benefiting families with young children.

The Needs and Assets Report provided a picture of the overall status of the region as well as specifics for serving target populations. Within the Yavapai region, there are approximately 14,400 children, birth to age five. Many babies are born at-risk due to their mother's young age, low educational attainment, and economic status. Twenty-six percent of children under the age of five live in poverty in families with income that is less than 100 percent of the federal poverty level. Further, it was identified that there are too few quality early care and education providers, at-risk families do not all receive the family support they need, and many families have limited awareness of existing programs. The collective set of strategies outlined by the Council are designed to change outcomes for the children and families living in the region.

Early Care and Education

The first focus area of the Yavapai Regional Partnership Council is to provide a combination of strategies that work to build the infrastructure of a quality early care and education system across the region. Addressing quality programming will have a positive impact on families with young children in out-of-home care. By the end of SFY2011, the Quality First! structure supports 36% of licensed providers within the region. Additional funding for Child Care Health Consultation, Mental Health Consultation, and T.E.A.C.H. scholarships is reaching regulated centers and homes that are not enrolled in Quality First!

The Regional Council continues to address Access and Affordability by directly supporting families through Quality First! child care scholarships. In addition, a new strategy that supports child care providers through provider stipends is being considered. This strategy is not yet fully developed; however, it will complement the other quality improvement strategies while acknowledging the financial challenges facing child care providers. Both strategies are intended to recognize quality providers, improve staff retention, and provide support to maintain or expand quality services in the current economic situation.

This combination of strategies will provide various supports to existing child care providers that increase quality, access and affordability. In the spring of 2011, a subcommittee will be formed to work on the next phase of the region's continuum of early care and education. Data being gathered through the Child Care study will provide future guidance. Information about the demand and availability of quality

child care will ensure that resources and programs are strengthening the early care and education system within the region.

Yavapai Region’s Strategies for Quality, Access, and Affordability of Regulated Early Care and Education



Supports and Services for Families

The second area of focus for the Yavapai Regional Partnership Council is to make available a combination of strategies that provide support and services to families. The Regional Council recognizes that all parents can benefit from information that helps them address the challenges of parenthood. For some parents, having access to information is the only type of support they need. Other parents need more intensive family support. A continuum of family support services has been developed by the Council to address these varying levels of needs.

The continuum begins with ensuring that basic child development information is universally available. Recognizing that parents are especially receptive to information about child development from health professionals, at the time of a baby’s birth a number of critical information resources will be provided. In addition to the Arizona Parent Kits, the Yavapai Regional Partnership Council will provide pertinent information to all new parents about how to comfort a crying baby, including the importance of never shaking a baby, and a local resource directory about local programs. Through these efforts the Regional Council has ensured that all new parents have access to information about child development and local services that are available to assist them, if needed. This universal approach will reach approximately 3,000 new parents or caregivers of newborns each year. In addition, the resource directory will be distributed at public libraries and by numerous service organizations throughout the region, free of charge, to families.

A selection of parenting education programs, delivered in a variety of formats and in communities throughout the region, will also be available to meet the diverse needs of parents. The least intensive of the parenting education options is parenting workshops. These topic specific workshops, serving at least 390 parents at twenty-six single-session presentations, will allow interested and motivated parents to learn new information from child development experts. More intensive parenting education will be provided through multi-session parenting education classes. The classes follow prescribed research-based curriculum and require parent participation over a six session program. Over 360 parents will gain child development knowledge and parenting skill building in approximately forty-five parenting classes that will be provided throughout the region. While these classes primarily target at-risk parents they are also open to the general public.

By partnering with a local philanthropic organization, the Regional Council has expanded services that support families in their endeavors to create successful lives. The funded projects represent grassroots solutions to locally identified issues and work to coordinate, identify, and address gaps in service, reduce duplication, and ensure that families are referred to the services that best fit their needs. In addition to providing direct services to families, participation in the project will increase public awareness and goodwill for First Things First and align our organization with another well-respected business in the community.

The Regional Council has also adopted two family support strategies that respond to the needs of families that are experiencing financial hardship as a result of the current economic crisis. Emergency food will continue to be made available to families with young children. Additionally, the Council will conduct its second annual Diaper Drive in April and May 2011.

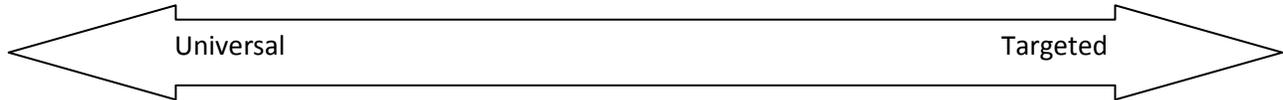
Recognizing that many families need support beyond that which can be provided through parenting education classes, the Regional Council has also made research and evidence-based home visitation programs available. Home visitation services are targeted to address the needs of at-risk families. Delivered in the home, they are strength based and family-centered. Family participation, which is voluntary, can begin prenatally and last until the child's fifth birthday. Again, the Council has funded a selection of home visiting programs to ensure geographic coverage and that services exist that best meet the needs of families with varying needs. First Things First funded home visiting programs currently have the capacity to serve 311 families. Program expansion in SFY2012 will increase capacity to 325 families.

In addition to home visitation that targets at-risk families, the Regional Council is providing services to a small group of very high risk children and toddlers through two strategies. The Court Teams strategy has been very successful and links stakeholders representing both east and west Yavapai regions through video or phone conferencing. Monthly "Best for Babies Think Tank" meetings are conducted as well as monthly case reviews for Baby CASAs (Court Appointed Special Advocate). Quarterly trainings and technical assistance for a variety of key stakeholders is also provided. The second support strategy for this high-risk population is delivered through nurse home visitation. The target audience is infants and toddlers in foster care, as well as the foster and biological parents who are provided education and support so that critical health and childhood development issues are identified and addressed. Approximately one third of the infants and toddlers in foster care in the region (30 children) receive this intervention. The Council has assessed the capacity of this program and has increased funding in SFY2012 to help meet the growing needs.

Two new strategies are not listed on the continuum for supports and services; they will be developed and then implemented in SFY2012. The Prenatal / Postnatal Outreach strategy will help address regional concerns raised in the 2010 Needs and Assets Report. These included use of alcohol and tobacco during pregnancy, the low number of prenatal visits, as well as an immunization rate that is significantly lower than the state average. The second new strategy was chosen to help address the fact that five out of fifteen elementary schools reported a 40% failure rate on AIMS third grades tests. Early intervention programs are directly related to improved school performance. Community-based Literacy will provide early literacy programs that create opportunities for parents to expose their infants, toddlers, and young children to books and language.

Yavapai Region’s Strategies for Supports and Services for Families

Arizona Parents Kit; Resource Directory	Family Support Collaborative; Never Shake a Baby Education	Community Based Parent Education	Community Impact Projects	Food Insecurity; Diaper Drive	Court Teams	Home Visitation for At-Risk and High-Risk Children
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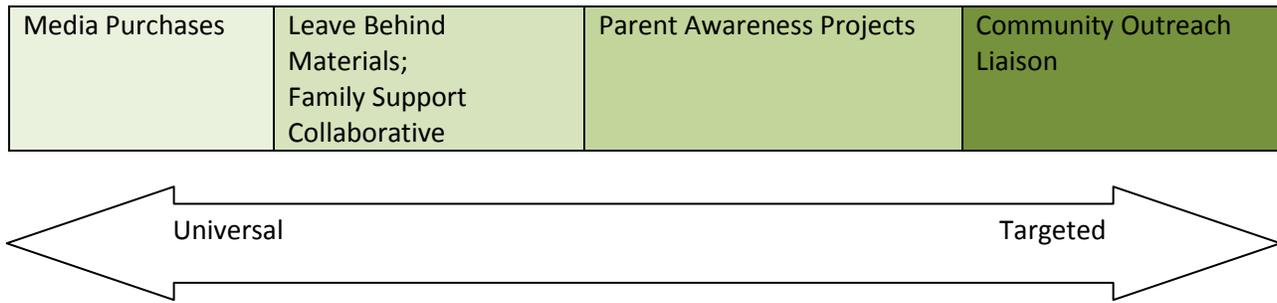
Building Awareness

The final components of the early child development system being built by the Yavapai Regional Partnership Council are actions that inform as well as mobilize the community. This array of strategies works to better address the needs of families and young children by educating parents and community members about early childhood development. These distinct strategies will work together to increase awareness of the challenges facing families while providing opportunities to address challenges.

Currently, there is low awareness of the importance of providing quality early educational experiences to children prior to their entry into kindergarten. Programs that support the health, development, and education of young children are sometimes viewed as frivolities, rather than necessities to ensure the success of our community and our state. Information provided through Community Outreach opportunities, such as presentations, networking fairs, and individual meetings, works to educate the community on the importance of early childhood and what First Things First does locally and statewide to support our youngest citizens. Through providing informational presentations, training community members to speak about First Things First, collecting success stories from First Things First funded programs, and having a presence at a variety of community outreach events, the Yavapai Regional Partnership Council intends to build a movement for the prioritization of young children.

Access to resource information makes it easier for parents to take action to address their family’s needs. Two parent awareness projects, the Diaper Drive and Little Kids Book increase awareness of local resources. The Diaper Drive, in addition to providing direct support to families in need, raises public awareness of the challenges facing families in the region. The project’s public awareness campaign gives a local perspective while reflecting messages developed by the statewide media campaign. In addition to these efforts, a project to establish community collaboration to maintain diaper collection throughout the year is being formed. The community will be encouraged to make donations of diapers and money in response to this identified need. 20,000 Little Kids Books will be distributed across the region, provided updated information about local resources and programs. A new component in building awareness will be the distribution of materials that provide education on the benefits of immunization. In 2009 there was a decrease in immunization percentages in most areas of the region with most of the decreases being quite large. These combined efforts will further educate the public about the importance of early child development.

Yavapai Region’s Strategies for Building Public Awareness and Support



Coordination and Collaboration

The Yavapai Regional Partnership Council believes that the strategies being implemented across the region create new opportunities for service providers to work together to build a more responsive early childhood system. An overarching strategy, the Family Support Collaborative, provides operational support to the community’s early childhood coalitions; the facilitation of communication and collaboration across coalitions; financial support to implement system improvement initiatives; and information to the Regional Partnership Council. Some examples of coordination and collaboration within individual strategies include:

- The Parent Education Coalition website which provides information for professional and parenting education trainings
- Parenting skills programs that are hosted by numerous organizations throughout the Yavapai region including Quality First! providers, Head Start sites, school districts, and faith-based organizations
- The Child Care Coalition which yearly hosts two events that provide training and resources for child care providers across the region
- Play groups established between a home visiting program and home-based parent education program. The groups utilize the local library and hospital facilities
- The Diaper Drive supported by thirty community partners including members of the home visiting coalition
- A nurse home visiting program that partnered with the local health department to increase outreach and education about the importance of immunization
- Increased trainings for a variety of professionals working within the child welfare system

Illustrations of coordination and collaboration across the region include:

- A community forum that educated the public on poverty issues and has increased support for emergency food
- The new United Way Community Conversations which provided information on the birth to five population; new community-based grants will specifically address this population
- Current collaborations, supported by the Regional Council, that build on existing resources, strengthen the provider network, and create/expand partnerships
- Continued work with a local foundation that expanded the resource directory, in size, amount of information as well as disbursement sites

Work with other Regional Councils has been forwarded through the sharing of information about AmeriCorps VISTA members. These members work to establish the infrastructure of projects which can directly support the First Things First goal of leading *cross-system coordination efforts among state, federal, and tribal organizations to improve the coordination and integration of Arizona programs, services, and resources for young children and their families.*

On a local level, identified coordination and collaboration efforts in specific areas will strengthen the early childhood system across the Yavapai region. In the goal area of early care and education, efforts include:

- The partnership with statewide administrative homes links the various components and increase regional participation in Quality First! Continued support of this project will work to improve early care programming, including the integration of the rating system
- By increasing funding for Mental Health Consultation, the number of centers on the waiting list will decrease, and the availability and quality of services for young children will be improved
- Creating a subcommittee to assess the needs of the childcare providers will assist in having TEACH scholarships utilized, educate providers about the availability of community based educational opportunities, and create a future Reward\$ system/structure

In the focus area of family supports and services efforts include:

- The Yavapai Regional Office of First Things First sponsors grantee meetings that foster greater collaboration among early childhood programs in the region
- Research and evidence-based home visitation services reach at-risk families through four community-based organizations. These organizations will continue to meet regularly through the Home Visiting Coalition which provides opportunities to network and gain knowledge about pertinent topics
- The Council will continue to address the negative impact of the economic recession on families with young children by expanding the funding food boxes being distributed through numerous partners, including school sites, across the region
- Systemic improvement is being achieved through the continued efforts in the Court Team strategy which provides service coordination and implementation of system improvement measures in the child welfare system

And in the focus area of public awareness and support, continued work includes:

- The media campaign and distribution of Leave Behind materials provides consistent messaging and educational reinforcement; this work highlights First Things First funded services and raises the public's awareness of the long range benefits of these services. Local tags will provide a direct connection to the Regional office and staff members
- The Community Outreach Liaison will continue to make presentations, provide speaker trainings as well as link First Things First funding to local programs
- Other material distribution, including the resource directory, will provide current information to families and providers

The Yavapai Regional Partnership Council is maintaining a strategic direction that is strong yet flexible in establishing and building an Early Childhood System, for the region and for the state. They are pleased and excited about the improvements that have already occurred as a result of their efforts and are anticipating even more positive changes in the upcoming year.