



FIRST THINGS FIRST

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PUBLIC NOTICE OF MEETING OF THE

Arizona Early Childhood Development & Health Board

Communications & Government Affairs Advisory Committee

Pursuant to A.R.S. §8-1194(A) and A.R.S. §38-431.02, notice is hereby given to the members of the First Things First - Arizona Early Childhood Development & Health Board, Communications & Government Affairs Advisory Committee and to the general public that the Committee will hold a **Regular meeting open to the public on Thursday, January 26, 2012 at 1:00 p.m. The meeting will be held at First Things First, 4000 North Central Avenue, Suite 800, Phoenix Arizona 85012.** Some members of the Committee may elect to attend telephonically.

The Communications & Government Affairs Advisory Committee may hear items on the agenda out of order. The Committee may discuss, consider, or take action regarding any item on the agenda. The Committee may elect to solicit public comment on certain agenda items.

The agenda for the meeting is as follows:

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| 1) | Call to Order Welcome & Introductions | Vivian Saunders, Chair |
| 2) | Meeting Minutes
Review and approval of September 22, 2011 minutes | Vivian Saunders, Chair |
| 3) | Presentation/Feedback on Public Awareness Efforts
A. Review of FY12 Efforts
B. FY13 Update on Creative Concepts for Paid Advertising
C. Update on Community Outreach Target Audiences | Liz Barker Alvarez, Sr. Director, Communications
Diane Umstead, Sr. Director, Outreach |
| 4) | Presentation/Discussion: Overview of State Tobacco Tax | Anthony Forschino, Assistant Director,
Arizona Department of Revenue |
| 5) | Government Affairs Update
A. State Legislative Update
B. Tribal Affairs Update
C. Federal Affairs Update | Sam Leyvas, VP, External Affairs
Beverly Russell, Sr. Director, Tribal Affairs |
| 6) | Future Agenda Topics | Vivian Saunders, Chair |
| 7) | Adjourn | |

A person with a disability may request a reasonable accommodation such as a sign language interpreter by contacting Lupita Castro, Executive Staff Assistant, Arizona Early Childhood Development and Health Board, 4000 North Central, Suite 800, Phoenix, Arizona 85012, telephone (602) 771-506.2. Requests should be made as early as possible to allow time to arrange the accommodation.

Dated this 23rd day of January 2012

Arizona Early Childhood Development & Health Board

Communications & Government Affairs Advisory Committee

Sam Leyvas, VP, External Affairs