



## FIRST THINGS FIRST

*Ready for School. Set for Life.*

Arizona Early Childhood Development & Health Board  
Communications and Government Affairs Advisory Committee

### Draft Meeting Minutes

#### **Call to Order**

The Regular meeting of the First Thing First – Arizona Early Childhood Development and Health Board – Communications and Government Affairs Committee was held on September 22, 2011 at 1:00 p.m. The meeting was held at the First Things First Office located at 4000 N. Central Avenue, Suite 800, Phoenix, Arizona 85012.

#### **Members Present:**

Vivian Saunders, Mary Ellen Cunningham representing Will Humble, Bill Adams, Hector Youtsey, Dr. Paula Hale, Suzanne Pfister, Bettina Nava, Mary Lou Valenzuela representing Brian Spicker, Dana Naimark, Jane Strain, and Yvonne Hunter

#### **Members Present via Teleconference:**

Gretchen Jacobs

#### **Members Absent:**

Steve Lynn

Rev. David Wade

Chair Vivian Saunders called the meeting to order at approximately 1:11 p.m.

#### **Welcome & Introductions**

Chair Saunders asked committee members and First Things First staff for introductions, including Craig Hedges with Moses Anshell and staff.

#### **Consent Agenda/ \*Review and Approval of 06-30-2011 Meeting Minutes**

Chair Saunders reviewed the agenda for the meeting and asked members to review the minutes from the June 30, 2011 committee meeting. Motion was made to approve the consent agenda by Member Pfister, and seconded by Member Hale. Motion carried.

#### **Presentation/Feedback on Proposed FY13 Creative Concepts**

Liz Barker Alvarez, First Things First Vice President of Communications, shared with committee members details of the FY13 public awareness campaign and the importance of continuing with early childhood awareness efforts.

Craig Hedges, Vice President/Creative Director with Moses Anshell, shared the strategy and the importance of continuing with the awareness activities and presented three potential creative concepts for the next outreach campaign.

- 1<sup>st</sup> concept is “Questions” – The kids may be little, but the questions are big. Sooner than we may realize, future generations will need to resolve critical issues for our communities, our state, and our world. Although a child’s suggested solutions for big issues like sustainability and world peace may be funny, each response drives home a very serious point – we must help our youngest kids prepare for the future right now.
- 2<sup>nd</sup> concept is “Light” - Every time a child learns, a light goes on. The speed and quantity at which these new mental connections are forming make the ages of birth through five a very important time for growth. In fact, ninety percent of a child’s brain development occurs by age five. Through the colorful and captivating use of light, we show how nurturing these precious years sets children up for a lifetime of success.
- 3<sup>rd</sup> concept is “Now” – The choices we make now can help young children build the foundation for a lifetime of success. We may not know these children yet, but they will become an important part of our collective future. Now is the time to set our youngest kids on the right path to becoming valuable, contributing members of society.

Member Pfister suggested that sophistication will be better than simply showing a child drawing for example. Light and Now concepts were great and that trades and professions on the story board were generally more appealing. Ms. Pfister stated that TV spots should be available on YouTube or DVD for wider distribution.

Member Hale suggested that we show a little bit of a different perspective. Dr. Hale shared the perspective of how other children in rural and tribal areas may be less fortunate than those portrayed in the story board.

Moses Anshell will use the feedback from the committee and other First Things First stakeholders to help move the creative concepts to finalization.

#### **Government Affairs Goals & Objectives Presentation/Discussion**

Sam Leyvas, First Things First Vice President for Government Affairs, shared with the committee members the draft government affairs plan. The key areas of focus articulated in the draft plan included: strengthening policymaker outreach and awareness, strengthening the government relations capacity of regional councils, better connecting internal communication and coordination in the government relations arena, and building long term strategic relationships with federal agencies and non-government organizations.

Committee members discussed the specific tactics incorporated as part of the overall plan and provided feedback. Leyvas indicated that he would take the committee’s suggestions and incorporate them into the plan. The next step for the draft plan was a review by the internal Government Affairs Implementation Team.

#### **Tribal Affairs Presentation/Discussion**

Beverly Russell, First Things First Sr. Director for Tribal Affairs, shared a Tribal Affairs presentation along with a 2011 Tribal Consultation and First Things First Tribal Affairs Status Report. Handouts were distributed in the meeting. Ms. Russell communicated that every 2 years, Arizona Tribes are asked how they want to participate with First Things First. Generally, Tribes may choose to designate their tribal lands as a separate and distinct regional council, or they may choose to participate as part of a geographically-based regional council. Ms. Russell indicated that in 2012, First Things First will be approaching Tribes to see how they would like to participate with First Things First for the next two years.

Member Adams asked about how exactly the state tobacco tax collections process works. Specifically, he inquired as to whether state tobacco taxes generally, and First Things First's portion specifically, are collected on tribal lands. Member Adams indicated that this is a question he receives from time to time and he is uncertain how to accurately respond.

The committee engaged in discussion around the question of state tobacco tax collections. Chair Saunders suggested that the committee revisit this discussion at a future meeting. She asked that First Things First staff work with the Inter-Tribal Council of Arizona, the Arizona Indian Gaming Association, and/or the Department of Revenue to identify someone who could possibly present on tobacco tax collections at a future meeting.

#### **Future Agenda Topics**

- Tobacco tax collection presentation
- Fall 2011 and Spring 2012 awareness campaign updates
- Government affairs update
- Next meeting: January 26, 2012 from 1:00 p.m. – 3:00 p.m.

#### **Adjournment**

A motion was made by Member Adams, seconded by Member Naimark to adjourn. The meeting adjourned at approximately 3:35 p.m.

**Submitted:**

  
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Lupita Castro, Executive Staff Assistant

**Approved:**

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Sam Leyvas, Vice President, External Affairs

**Committee Approval:**

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Vivian Saunders, Committee Chair