# FAMILY SUPPORT AND LITERACY

## STRATEGY: PARENT OUTREACH AND AWARENESS

| STRATEGY SUMMARY | EVIDENCE / RESEARCH | CONSIDERATIONS FOR IMPLEMENTATION AND COST | COST |
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| Provides families of young children with information, materials or connections to resources and activities that increase awareness of early childhood development and health and the resources, supports or programs available for young children and their families.<br><br>Activities include:<br>✓ Media<br>✓ Resource distribution (e.g. children's books, resource guide, child development and child health fact sheets or parenting tip sheets)<br>✓ Parent/ Family Workshop (one time session)<br><br>Parents and Families benefit from more, better, and readily accessible information about child development, including:<br><br>• Clear and specific information on the importance of frequent and attentive interaction with their child with specific examples and guides<br>• Parent tips and resources on how to use TV and other educational items should be clear about intention of use: to enrich interactions with their child not substitute interactions | According to the First Things First Family and Community Survey on Early Childhood, A Baseline Report on Families and Coordination 2010, overall, Arizona's parents understand that early childhood development is important, with over 75% of parents acknowledging that they can significantly impact children's brain development at or before birth. While Arizona's parents understand the importance of early brain development, not all are sure what they can do to best support their child's optimal development. Results also indicate that parents can benefit from clear, research based information to help them support their child. Additionally, results indicate that parents with lower incomes and educational attainment can benefit even more from additional information. | <u>Capacity for Expansion and Links to Other Strategies</u><br>Opportunities to partner with other State and local agency efforts should be considered. For example, resource distribution and workshops: councils can partner with libraries to provide story times for families of young children, offer free children's' books for each family to take home while information on the importance of early literacy and reading to children daily is shared with families. Workshops can offer low-income or at-risk families of the availability/ eligibility requirements of programs such as WIC and AHCCCS and how to enroll and/or provide information on the availability of free or low-cost medical or immunization clinics. Another example, outreach activities can provide families with information about the value of home visitation and how families can enroll and participate.<br><br><u>Multi-Year Commitment and Timeline for Implementation</u><br>If development of new media or new materials is necessary, considerable time will need to be dedicated prior to distribution. For example, if a resource guide must be newly created, this may take several months to identify content, format and design. Time for printing and production is also a factor.<br><br><u>System-Building Issues and Recommended Saturation Level</u><br>As part of a comprehensive system of early childhood development and health, reasonable investments in universal parent outreach and awareness can increase all parents and families awareness of child development and child health and the availability of resources, support and services so that they have the information and tools to support their child's growth and development.<br>Currently, the Arizona Parent Kit and the Birth to Five Helpline family support strategies that are implemented statewide. The Kit is available to all families of newborns as they are discharged from their birthing hospital while the Helpline is a toll-free phone service open to all families with young children looking for the latest child development information from experts in the field. Regionally | Costs range from $500 to $1,000 per family, per year for resource distribution and/or workshop activities.<br><br>When considering budgets, consider the following components:<br>• Materials (pamphlets, brochures, books, resource guides) that cover the variety of child health and child development topics and community resources.<br><br>• Staffing or contracted services for material development/ distribution and for family workshops |

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| • Research based knowledge about what to expect from their child at each age to help parents guide their child and set appropriate rules and boundaries<br>• Targeted outreach for parents of lower income and education related to current research in brain development, enrichment resources, and developmental milestones<br>• Targeted outreach for parents with children in poor health or children who have developmental delays related to available services and eligibility<br>• Targeted outreach for parents of lower income and education related to available services and eligibility | | funded parent awareness and outreach strategies can build upon the implementation of these strategies.<br><br>This is a supporting strategy to other evidence based strategies that FTF is implementing or with linkages to other public and private programs in the community. For example,<br><br>All materials distributed using FTF funds should be easily recognized as coming from FTF. To do this, a consistent look, feel, tone and style must be applied to all internal and external communications and collateral (fliers, brochures, etc.). Approved logos, typefaces, color palettes, images and copy (text) are provided by FTF to help ensure this consistency is upheld by all staff, Regional Councils, grantees, partners and anyone else using the FTF brand. | |