



FIRST THINGS FIRST

Ready for School. Set for Life.

azftf.gov

First Things First Core Messages and Talking Points

First Things First partners with communities to strengthen families and help more kids arrive at kindergarten prepared to succeed.

All Kids	First Things First supports the health and education of all young children in Arizona.
Strong Families	Strong families are the building blocks of strong communities.
Learning Begins at Birth	About 90% of a child's brain develops before age 5. The job of helping children succeed in school starts the day they're born, and First Things First gives children the tools to make that happen.
Literacy	More than 40% of Arizona's 4th graders are not reading at grade level. The best way to reverse this trend is to help children develop language and expose them to books before they enter kindergarten.
Quality Early Education	Critical skills, like motivation, self-discipline, focus and self-esteem, begin to take root from birth to 5 years old. Successful people share these traits and we must give children the tools to develop these essential skills.

History of First Things First

FTF was created by voters to expand the early education, health and family support programs that help children arrive at school ready to succeed. Voters set aside a portion of tobacco revenues for this purpose.

Structure of First Things First

- First Things First funds strategies in three main areas: supporting strong families, improving early learning and promoting better health for young kids.
- Decisions about which specific programs are funded in each community are made by volunteer regional councils who know best what children in their area need.

First Things First in the Northeast Maricopa Region

In our region, First Things First funds a variety of programs, including:

- Quality Child Care
- Community-Based Literacy
- Home Visiting programs
- Child Care Scholarships
- Scholarships for Child Care Providers

For more information about First Things First, please visit www.readyAZkids.com



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or contact Tina Oluyi, Community Outreach Coordinator at 602-771-4986 or toluyi@azftf.gov.