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**Northwest Maricopa Regional Partnership  
Council Meeting Agenda and  
Supporting Documentation  
October 18, 2013**



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## Northwest Maricopa Regional Partnership Council Meeting – 10/18/2013

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## Northwest Maricopa Regional Partnership Council Meeting Agenda

October 18, 2013

9:00 a.m. –

*Glendale Elementary School District, Governing Board Room, 7301 N 58<sup>th</sup> Avenue, Glendale, AZ 85301*

*Pursuant to A.R.S. § 38-431.03 (A) (1), A.R.S. § 38-431.03(A) (2) and A.R.S. § 38-431.03 (A) (3), the Regional Partnership Council may vote to go into Executive Session, which will not be open to the general public, to discuss personnel items, records exempt from public inspection and/or to obtain legal advice.*

*The Regional Partnership Council may hear items on the agenda out of order. The Regional Partnership Council may discuss, consider, or take action regarding any item on the agenda. The Regional Partnership Council may elect to solicit public comment on certain agenda items.*

The agenda for the meeting is as follows:

- |  |  |
|--|--|
| <b>1. Welcome, Introductions, and Call to Order</b>  | <b>Dr. Debbie Pischke, Chair</b>   |
| <b>2. Call to the Public</b><br><i>This is the time for the public to comment. Members of the Council may not discuss or take legal action regarding matters that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. §38-431.01(H), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism, or scheduling the matter for further consideration and decision at a later date.</i> | <b>Dr. Debbie Pischke, Chair</b>   |
| <b>3. Review and Approval of September 20, 2013 Meeting Minutes</b><br><i>(Attachment 1)</i>   | <b>Dr. Debbie Pischke, Chair</b>   |
| <b>4. Community Outreach and Awareness Update</b><br><i>(Attachment 2)</i>   | <b>Marlene Hanan, Community Outreach Coordinator</b>   |
| <b>5. Presentation on Deer Valley Family Resource Center</b><br><i>(Attachment 3)</i>  | <b>Sheryl Steele, Family Resource Center Coordinator</b><br><b>Deer Valley Unified School District</b> |
| <b>6. Discussion and Possible Action on SFY15 Funding Plan Development</b><br><i>(Attachments 4, 5, 6, 7, and 8)</i>   | <b>Dr. Debbie Pischke, Chair</b><br><b>Christina Lyons, Regional Director</b>                          |
| <b>7. Chair / Vice Chair Leadership Forum Update</b>   | <b>Dr. Debbie Pischke, Chair</b><br><b>Ashley Flowers, Vice Chair</b>                                  |
| <b>8. Director's Update</b><br>a. <b>October 1, 2013 State Board Meeting Update</b><br>b. <b>Phoenix/Maricopa Benchmark Committee Update</b>   | <b>Christina Lyons, Regional Director</b>  |
| <b>9. Council Member Updates and Announcements</b>   | <b>Council Members</b>   |
| <b>10. Adjourn</b>   | <b>Dr. Debbie Pischke, Chair</b>   |



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## ATTACHMENT 1

**Arizona Early Childhood Development and Health Board**

**Northwest Maricopa Regional Partnership Council**

**DRAFT Meeting Minutes – September 20, 2013**



**Arizona Early Childhood Development & Health Board**

**Northwest Maricopa Regional Partnership Council**

**September 20, 2013 – *Draft* Meeting Minutes**

**Call to Order**

The Regular Meeting of the First Things First Northwest Maricopa Regional Partnership Council was held on Friday, September 20, 2013 at West-MEC, Board Room, 5487 North 99<sup>th</sup> Avenue, Glendale, Arizona 85305.

Chair Dr. Pischke welcomed everyone and called the meeting to order at approximately 9:06 a.m.

**Members Present:**

Judith Brengi, Stacey Cassidy, Ashley Flowers, Annette Johnson, Margaret Morales, Dr. Deboarh Pischke and Jannelle Radoccia

**Members Absent:**

Patrick Contrades and Lynda Vescio

**Call to the Public:**

Sheryl Steele, Deer Valley Unified School District, Family Resource Center Coordinator – Ms. Steele provided Council with information about the Deer Valley Family Resource Center and asked Council to consider some partial funding for the Deer Valley existing grant especially due to the current and ongoing relationships with the Family Resource Center Collaboration and the Northwest Maricopa Region. Ms. Steele works very closely with Benevilla and sees an opportunity for partnership between the outreach that they do with their programs and the space and availability in Deer Valley. The advantage to the Northwest Maricopa Region would be to leverage funds on an already existing ongoing successful Family Resource Center such as Deer Valley. Ms. Steele asked Council to Consider partnering with Deer Valley and North Phoenix which would be a great investment with some unexpended funds from fiscal year 2013 and would be happy to entertain more conversations at a later date.

**Review and Approval of June 21, 2013 Meeting Minutes:**

Vice Chair Flowers made a motion to approve the June 21, 2013 meeting minutes as written. Motion was seconded by Council Member Radoccia and carried out by unanimous vote.

**Community Outreach Update:**

Community Outreach Coordinator Marlene Hanan provided Council with a copy of the July 1, 2013 – August 31, 2013 Community Outreach Coordinator Report and went over some Highlights and Outreach Activities.

Regional Director Lyons introduced Mrs. Hanan as the new Northwest Maricopa Regional Partnership Council Community Outreach Coordinator. Ms. Hanan thanked the Council for giving her the opportunity to serve as the Outreach Coordinator for the Northwest Maricopa Region.

- Media – Promoting press release: “Quality First Website Launch: Giving families information about why quality is important in child care.”

- Upcoming Outreach Opportunities: Speakers Series Training, Training Part 1: Early Childhood, Every Day, Wednesday, September 25, 2013 from 1:00 to 2:30 p.m., West-MEC Multipurpose Room, 5487 N. 99<sup>th</sup> Ave., Glendale, AZ 85305 and Training Part 2: The Write Way, Wednesday, October 23, 2013 from 1:00 to 2:30 p.m., West-MEC Multipurpose Room, 5487 N. 99<sup>th</sup> Ave., Glendale, AZ 85305. Ms. Hanan encourages all to attend.
- Community Outreach & Awareness Plan: Updated Council on the changes to the Strategic Communications Plan for FY 2014-2017, provided Stakeholder Feedback, and talked about the revised goals and Three Tier Community Engagement Model.

Chair Dr. Pischke mentioned that interviews have been conducted to hire for a new position and out of the three people interviewed two have been parent participants. The word is getting out there. Chair Dr. Pischke recommended that a poster be made for the message about “Think Fast. They Do.” This is an impactful message for parents and would be nice if it were on a poster.

**Presentation on 2014 Needs and Assets Report:**

University of Arizona, Norton School, John Daws, PhD, Research Specialist provided Council with information and PowerPoint about the Needs and Assets Report. Deanne Kaplan had a scheduling conflict and Kara Tanoue will assist in her place. The purpose of the presentation was to introduce the UA Norton School of Family & Consumer Sciences Project, to briefly summarize the Scope of Work for the First Things First 2014 Needs and Assets Assessment and to discuss the 2014 report cycle parameters and priorities. Mr. Daws also provided a project timeline of tasks and deliverables. If Council has any data that they can get a hold of, any particular priority areas within the finds of doing the base report or particular questions and issues that came up from the previous Needs and Assets Report, Council can relay to Regional Director Lyons to funnel through to Mr. Daws.

**Discussion and Possible Action on SFY14 Funding Plan Implementation:**

Chair Dr. Pischke requested verbal declaration of Conflict of Interest and explained that if any Council Member believes that a Conflict of Interest is present the member must disclose that Conflict using the Member Disclosure Form and must sign the Statement of Disqualification at the bottom of the Disclosure Form. Chair Dr. Pischke asked Council Members to state their conflict into the meeting record. Council Members who had a Conflict of Interest were as follows:

Council Member Radoccia disclosed a conflict of interest with Agenda Item #6A. - Community Outreach Modification. Council Member Radoccia disclosed that she is a Region Director for Family SPOT Resource Center, was part of the committee as part of her work that created the plan.

**a. Community Outreach – Modification**

Regional Director Lyons – FY14 is up and running which is the current fiscal year, there are grantees out there. Director Lyons referred Council to Attachment #4 of the meeting packet with the current approved budget. Senior Director of Community Outreach Angela Mussi calculated the cost of Community Outreach in the community and the actual cost for the position is \$83,000.00 not \$77,000.00 and recommendation is that Council makes that modification.

Council Member Radoccia made a motion to reallocate money in the amount of \$6,000.00 for Community Outreach for FY14. Motion saw seconded by Vice Chair Flowers and carried out by unanimous vote.

**b. Service Coordination Strategy – Implementation Recommendations**

Regional Director Lyons referred Council to Attachment #5, Northwest Maricopa Regional Partnership Council Service Coordination Strategy – Implementation Recommendations. Director Lyons Council went through the SFY14 Implementation Recommendations with objectives. In order to continue the Cross-Regional Family Resource Center/Family Support Coordination Project efforts, the Phoenix/Maricopa staff respectfully submits the outline of the plans for SFY14 recommendations on funding to the Phoenix and Maricopa Councils for consideration.

Council Member Johnson made a motion to accept the Family Resource Collaboration Project outline for FY14 that has already been allotted and utilize the Northwest Maricopa Regional Partnership Councils Service Coordination dollars to move it forward. Motion was seconded by Council Member Brengi. Council Member Radoccia abstained. Motion was carried.

**c. Care Coordination and Family Support-Children with Special Needs**

Regional Director Lyons updated Council on Care Coordination and Family Support-Children with Special Needs RFGA's were released today. There will be an RFGA Pre-Application Conference on October 10, 2013 at West-MEC, 5487 N. 99<sup>th</sup> Avenue, Glendale, AZ 85305. A Review Committee will meet prior to the November 15, 2013 Council meeting. The Review Committees Recommendations will come back to the November Council meeting and if approved will go to the December 1, 2013 Board Meeting for a possible January 1, 2014 start date.

**Other:**

Chair Dr. Pischke asked if it was acceptable for Council to discuss the Deer Valley Unified School District request.

Council Member Radoccia provided Council with her professional knowledge and expertise on her experience with the Deer Valley Unified School District, the quality of their services and what they do.

Vice Chair Flowers directed staff to do the following:

- Gather additional information on the needs
- Invite Mrs. Sheryl Steele from the Deer Valley Unified School District Family Resource Center to come to the October 18, 2013 Council meeting to discuss and share information on their services; and to do a PowerPoint presentation on what they provide families, the need in their district and schools that are in the Northwest Region .

Regional Director Lyons will do the following:

- Gather additional information on what they currently have in that area, what other resources are available, what the needs of those communities are and information on the North Phoenix Dollar investment.
- Send Mrs. Sheryl Steele an invite to see if she is interested in coming back to the October meeting to share more information on her services.

**Discussion on SFY15 Funding Plan Development:**

Chair Dr. Pischke reminded Council that SFY15 will be year three for most of the Northwest Regions programs/strategies and might be in the Councils best interest to sustain that. Council will be talking about what the need is and what kind of information the Council will need to start having this discussion. What would Council like for Regional Director Lyons to provide Council in order to discuss the SFY15 Funding Plan Development?

Regional Director Lyons shared that the final dollar amounts go to the October 1, 2013 Board meeting. As council receives allocations and permission to start doing funding plans on October 1, 2013 that is pretty close and the carry forward on the proposed change is accurate however; the close out for FY13 even though it is done hasn't gone to the Board yet. The carry forward will have to be adjusted.

Vice Chair Flowers mentioned that it is important to know how the grantees are meeting their expected numbers and if they are in compliance.

Council Member Radoccia asked how information is being gathered to know that indicators are being moved.

Regional Director Lyons will do the following:

- Provide Council with all of the end of FY13 dollar narrative report summaries and data reports.
- Take a close look at T.E.A.C.H. & PCPP numbers and will provide as much data on these two programs to the October meeting

- Provide Council with an estimate of what has been spent in FY13 for T.E.A.C.H. & PCPP.
- Provide Council with trends or see what she can find with grantees that are in year four of their contracts.

Regional Director Lyons asked Council if anyone thinks of anything before the October meeting send her an email.

Dr. Pischke encourages Council to read all the documents that Regional Director Lyons sends before the meeting in preparation for discussion on the SFY15 Funding Plan Development.

**Quality First Update:**

**a. Public Rating Launch**

Chair Dr. Pischke referred to the Quality First Preliminary Star Level for Enrolled Providers by Regional Partnership Council on page 25 of the meeting packet and pointed out that Northwest Maricopa Region has more 3, 4 and 5 stars than any other regions. The investment to improving quality care in the Northwest Region is paying off and there are a great deal of good choices for parents in the region. A new website has been launched and it is limited but the hope is that more information is added and it is a good starting point.

Regional Director Lyons - At the last meeting Council asked for information on how many scholarships go to infants and toddlers - Number of Quality First Scholarships is 58%, Total number of Scholarships is 42%. Council Member Radoccia asked if there is a breakdown in the Needs and Assets Report of how many infants and toddlers verses pre-k children there are in the Northwest Region. Regional Director Lyons will look to see if this information is in the Needs and Assets report and will bring back to Council at the October meeting.

**b. Pre-K Mentoring**

Regional Director Lyons – At the last meeting Council asked Director Lyons to do a school survey on the Pre-K Mentoring program to include Council in the development of the survey. Director Lyons contacted Arizona Department of Education to ask if they had done any surveys and they had not but were considering doing one. They ended up not doing a survey due to the scope of work for Pre-K Mentoring will be changing and is not what they offered in the past. It is now a kindergarten transition strategy, the scope is not completely developed but it’s going to focus on transition into kindergarten and no information will change. Director Lyons asked Council how they would like to move forward on this and recommends seeing if there is information that can be brought to the October meeting when doing the funding plan that has additional information to guide Council.

Chair Dr. Pischke mentioned that Council is not able to make a decision on this without knowing what the scope of work is and encourages Department of Education to get the scope of work done.

Council Members asked if any notes are being kept about conversations that Council will need to have with the State Board as this might be a topic to discuss. Some of the questions to ask are; why are we continually changing Strategies if we don’t know it’s broke, was anyone surveyed before the changes were made, this could impact centers and do the centers know about changes, does First Things First understand the impact of constant change on Council’s long term planning, is there an understanding of impact of change during the middle of a three year cycle on Councils and grantees, how are changes communicated, and does First Things First understand how difficult it is to make decisions when data/information is not available when decisions are being made.

**Regional Director Lyons will do the following:**

- Regional Director will keep council updated and figure out how to facilitate a discussion with the appropriate person to address the aforementioned concerns.

**Phoenix/Maricopa Benchmark Committee Update:**

Council Member Johnson attended several Benchmark Committee meetings to discuss the indicators and participated in a meetings about Indicator #2 which pertains to the Number/Percentage of children enrolled in an early care and education program with a Quality First rating of 3- 5 stars. The intent was to increase the number of children with

access to affordable high quality early learning programs. A consensus was met at the last meeting and the Region Benchmark A for 2020 is to increase 72% over baseline. In Phoenix/Maricopa County-based regions, 72% (21,932) children will be enrolled in an early care and education program with a Quality First rating of 3-5 stars. Council Member Radoccia mentioned that they were shown trend lines and how things were going to progress and it was very attainable goal.

Regional Director Lyons talked about the process and shared that this was the first benchmark that has been set and they will continue to have meetings. There will be another benchmark that will have enough information to set and once both are set Council Members Johnson and Radoccia will bring them back to the Council for possible approval, then they will go out for public vetting, then back to the Council for final approval. The process is quite a ways down the road and they are moving forward. Director Lyons thanked Council Members Radoccia and Johnson for their time and we will continue to provide updates.

#### **Directors Update:**

##### **a. August 27, 2013 State Board Meeting**

Regional Director Lyons shared that everything that was sent to the Board was approved which included funding plan changes to move money into Care Coordination Family Support Children with Special Needs.

##### **b. FTF Summit**

Regional Director Lyons asked Council if they had any feedback for the Summit.

- Chair Dr. Pischke recommends that they provide coffee and bagels in the mornings. There were too many in house workshops and we need to be bringing in more outside people.
- Council Member Radoccia shared that overall the venue this year did not equal the venue in the past. The quality and variety of the workshops were good. The Pre-Summit was not that helpful and was not worth time on a Sunday night to give up.
- Council Member Johnson shared that the length of the sessions were good.

##### **c. Vacant Council Seats**

Regional Director shared that there are a Health Services Provider and Philanthropic Council seat vacant. Interviews were conducted for the Health Services Provider seat and recommendations will go to the December 2013 Board meeting for possible approval and the hope is to have a new Health Representative to start at the January 2014 Council meeting. Council Member Radoccia shared that there were three very good candidates.

#### **Council Member Updates and Announcements:**

Vice Chair Flowers shared that she and her spouse will be welcoming a baby girl on March 14, 2013.

Council Member Johnson mentioned that March 14 is her daughter's birthday and she too will be welcoming a grandchild, number seven grandchild.

Council Member Radoccia mentioned that she is looking for a site to host a leader training for four parents. She has become a Certified Leaders and Trainer of Trainer. If anyone know of any sites please let her know, they will need to accommodate up to 15 people. Director Lyons mentioned the possibility of using West-MEC; they are a great community partner.

Chair Dr. Pischke shared that she has been asked to participate in the Arizona Town Hall on Early Childhood Education and will be spending three days in the Grand Canyon. The kindergarten development inventory has a draft report that is going to be coming out for vetting. The next Council meeting will be held at the Glendale Elementary School District, 7301 North 58<sup>th</sup> Avenue, Glendale, AZ 85301. Regional Director Lyons will send a reminder with the Meeting packet.

#### **Adjournment:**

There being no further business, Chair Dr. Pischke adjourned the meeting at 11:13 a.m.



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## ATTACHMENT 2

**Arizona Early Childhood Development and Health Board**

**Northwest Maricopa Regional Partnership Council**

**Community Outreach Update**



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Northwest Maricopa Regional Partnership Council

Community Outreach Report

Sept. 1, 2013 – Sept. 31, 2013

**Summary of recent Outreach Activities:**

Speakers Trainings: **2** Part 1, *Early Childhood Every Day* (30 trained), **1** Part 2, *The Write Way* (10 trained)

Events/Networking meetings/Presentations:



**4 Events:** including the National Association of Social Workers AZ Annual Conference, & *Healthy Happy Baby Expo 2013*



- ✓ 4 One on One meetings
- ✓ 3 Presentations: Parents and caregivers at GESD, two groups of the Foster Grandparents Program.
- ✓ 3 Networking meetings

***Program Tour:***  
Zion's Daycare and Learning Center opened its doors to community leaders to showcase how the Quality First program is impacting children in the City of Peoria.



**Upcoming Outreach Opportunities**

**Speaker's Training Series Part 2: West-MEC Room 5487 N. 99th Ave. Glendale, AZ 85305**

**Date:** Oct. 23, 2013    **Time:** 1:00 – 2:30 PM

Monthly Core Message:

Strong families are the building block of a strong society. It is critical that parents have the

Marlene Hanan, Community Outreach Coordinator  
602-771-4965, [mhanan@azfff.gov](mailto:mhanan@azfff.gov)



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## ATTACHMENT 3

**Arizona Early Childhood Development and Health Board**

**Northwest Maricopa Regional Partnership Council**

**Deer Valley FRC Presentation**

**Hold for Deer Valley FRC Presentation**





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## ATTACHMENT 4

**Arizona Early Childhood Development and Health Board**

**Northwest Maricopa Regional Partnership Council**

**SFY 2013 - 2015 Funding Plan Summary**

## 2013 - 2015: Northwest Maricopa Funding Plan Summary

Allocations	2013		2014		2015	
FY Allocation	\$9,345,254		\$10,288,818		\$10,515,817	
Carry Forward	\$6,392,568		\$5,953,881		\$5,423,688	
<b>Total Available</b>	<b>\$15,737,822</b>		<b>\$16,242,699</b>		<b>\$15,939,505</b>	
Strategies	Awarded	Expended	Allotted	Awarded	Proposed Allotment	
Care Coordi/ Med Home			\$200,000		\$200,000	Yr2
Child Care Health Cons.	\$170,945	\$166,689	\$168,018	\$167,679	\$160,599	
Community Awareness	\$60,000	\$21,590	\$75,000	\$60,000	\$50,000	Recommend dec. to \$40,000 or \$50,000
Community Outreach	\$83,000	\$65,762	\$83,000	\$83,000	\$83,000	
Family Resource Centers	\$575,000	\$499,939	\$725,000	\$724,978	\$775,000	Recommend inc. Peoria to \$100,000
Family Support – Children with Special Needs			\$200,000		\$200,000	Yr2
Food Security	\$110,000	\$110,000	\$100,000	\$100,000	\$100,000	Yr3
Home Visitation	\$500,000	\$499,854	\$500,000	\$500,000	\$500,000	Yr3
Media	\$100,000	\$94,123	\$200,000	\$200,000	\$200,000	
Mental Health Consultation	\$492,000	\$435,977	\$492,000	\$492,000	\$492,000	Yr3
Nutrition/Obesity/Physical Activity	\$700,000	\$694,530	\$650,000	\$650,000	\$650,000	Recommend sustaining current
Oral Health	\$400,000	\$362,175	\$400,000	\$400,000	\$400,000	Yr 1
Parent Education CBT	\$848,452	\$836,144	\$300,000	\$300,000	\$300,000	Yr 3
Quality First	\$1,219,567	\$1,082,966	\$1,249,241	\$1,247,114	\$1,089,850	60 Centers / 7 Homes / 25 Rating Only
Quality First Pre-K Scholarships	\$1,971,290	\$1,828,773	\$1,360,920	\$1,360,920		Now QF Scholarships
Quality First Scholarships	\$2,796,518	\$2,706,795	\$4,082,420	\$4,082,420	\$5,900,181	766 Total Schol: 486 FP base + 55 add for rural areas+ 225 RO base
Recruitment into Field	\$240,000	\$196,198	\$280,000	\$240,000	\$240,000	Yr 3: Recommend dec. - No ECE CTE @ Dysart
Scholarships non-TEACH	\$91,890	\$24,368	\$45,945	\$45,945	\$45,945	Yr 3
Scholarships TEACH	\$165,000	\$40,404	\$160,000	\$160,000	\$31,091	Recommend dec. to 10 \$31,091
Service Coordination	\$16,650	\$12,999	\$75,000		\$75,000	
Statewide Evaluation	\$321,127	\$63,607	\$673,913	\$673,913	\$718,754	
<b>Total</b>	<b>\$10,907,288</b>	<b>\$9,783,941</b>	<b>\$12,020,457</b>	<b>\$11,485,843</b>	<b>\$12,211,419.92</b>	
<b>Total Unallotted</b>	<b>\$513,319</b>	<b>\$1,123,348</b>	<b>\$4,222,242</b>	<b>\$4,756,857</b>	<b>\$3,728,085</b>	



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## ATTACHMENT 5

**Arizona Early Childhood Development and Health Board**

**Northwest Maricopa Regional Partnership Council**

**SFY13 Contract Detail Report**

## FY 2013 Northwest Maricopa Contract Detail

	Grantee Name	Contract Period	Total Allotment	Awarded	YTD Expense	Expense Variance	% of Award Expended
<b>Community Awareness</b>	<b>Community Awareness Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$75,000</b>	<b>\$60,000</b>	<b>\$21,590</b>	<b>\$38,410</b>	<b>36.0%</b>
	First Things First (FTF-Directed)	07/01/2012-06/30/2013		\$60,000	\$21,590	\$38,410	36.0%
	<b>Community Outreach Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$83,000</b>	<b>\$83,000</b>	<b>\$65,762</b>	<b>\$17,238</b>	<b>79.2%</b>
	First Things First (FTF-Directed)	07/01/2012-06/30/2013		\$83,000	\$65,762	\$17,238	79.2%
	<b>Media Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$100,000</b>	<b>\$100,000</b>	<b>\$94,123</b>	<b>\$5,877</b>	<b>94.1%</b>
	First Things First (FTF-Directed)	07/01/2012-06/30/2013		\$100,000	\$94,123	\$5,877	94.1%
		<b>Goal Area Subtotal:</b>		<b>\$258,000</b>	<b>\$243,000</b>	<b>\$181,474</b>	<b>\$61,526</b>
<b>Coordination</b>	<b>Service Coordination Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$50,000</b>	<b>\$16,650</b>	<b>\$12,999</b>	<b>\$3,651</b>	<b>78.1%</b>
	First Things First (FTF-Directed)	07/01/2012-06/30/2013		\$16,650	\$12,999	\$3,651	78.1%
		<b>Goal Area Subtotal:</b>		<b>\$50,000</b>	<b>\$16,650</b>	<b>\$12,999</b>	<b>\$3,651</b>
<b>Evaluation</b>	<b>Needs and Assets Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$40,100</b>	<b>\$40,100</b>	<b>\$40,100</b>	<b>-</b>	<b>100.0%</b>
	First Things First (FTF-Directed)	07/01/2012-11/30/2012		\$40,100	\$40,100	-	100.0%
	<b>Statewide Evaluation Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$321,127</b>	<b>\$321,127</b>	<b>\$63,607</b>	<b>\$257,520</b>	<b>19.8%</b>
	First Things First (FTF-Directed)	07/01/2012-06/30/2013		\$321,127	\$63,607	\$257,520	19.8%
		<b>Goal Area Subtotal:</b>		<b>\$361,227</b>	<b>\$361,227</b>	<b>\$103,707</b>	<b>\$257,520</b>
<b>Family Support</b>	<b>Family Resource Centers Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$575,000</b>	<b>\$575,000</b>	<b>\$499,939</b>	<b>\$75,061</b>	<b>86.9%</b>
	Glendale Elementary School District #40	07/01/2012-06/30/2013		\$50,000	\$33,720	\$16,280	67.4%
	Pendergast Elementary School District	07/01/2012-06/30/2013		\$50,000	\$43,115	\$6,885	86.2%
	Sun City Area Interfaith Services, Inc. dba Benevilla	07/01/2012-06/30/2013		\$475,000	\$423,104	\$51,896	89.1%
	<b>Food Security Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$110,000</b>	<b>\$110,000</b>	<b>\$110,000</b>	<b>-</b>	<b>100.0%</b>
	St. Mary's Food Bank Alliance	07/01/2012-06/30/2013		\$110,000	\$110,000	-	100.0%

	<b>Home Visitation Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$589,124</b>	<b>\$500,000</b>	<b>\$499,854</b>	<b>\$146</b>	<b>100.0%</b>
	Chicanos Por La Causa, Inc., dba Parenting Arizona	07/01/2012-06/30/2013		\$500,000	\$499,854	\$146	100.0%
	<b>Parent Education Community-Based Training Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$852,005</b>	<b>\$848,452</b>	<b>\$836,144</b>	<b>\$12,308</b>	<b>98.5%</b>
	Child and Family Resources Inc.	07/01/2012-06/30/2013		\$52,005	\$45,266	\$6,739	87.0%
	Southwest Institute for Families and Children	07/01/2012-06/30/2013		\$496,447	\$495,438	\$1,009	99.8%
	Sun City Area Interfaith Services, Inc. dba Benevilla	07/01/2012-06/30/2013		\$100,000	\$96,017	\$3,983	96.0%
	Teen Outreach Pregnancy Services	07/01/2012-06/30/2013		\$200,000	\$199,424	\$577	99.7%
	<b>Goal Area Subtotal:</b>		<b>\$2,126,129</b>	<b>\$2,033,452</b>	<b>\$1,945,937</b>	<b>\$87,515</b>	<b>95.7%</b>
<b>Health</b>	<b>Child Care Health Consultation Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$171,360</b>	<b>\$170,945</b>	<b>\$166,689</b>	<b>\$4,256</b>	<b>97.5%</b>
	<b>Mental Health Consultation Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$492,000</b>	<b>\$492,000</b>	<b>\$435,977</b>	<b>\$56,023</b>	<b>88.6%</b>
	Southwest Human Development	07/01/2012-06/30/2013		\$492,000	\$435,977	\$56,023	88.6%
	<b>Nutrition/Obesity/Physical Activity Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$700,000</b>	<b>\$700,000</b>	<b>\$694,530</b>	<b>\$5,470</b>	<b>99.2%</b>
	Maricopa County Department of Public Health	07/01/2012-06/30/2013		\$700,000	\$694,530	\$5,470	99.2%
	<b>Oral Health Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$400,000</b>	<b>\$400,000</b>	<b>\$362,175</b>	<b>\$37,825</b>	<b>90.5%</b>
	Maricopa County Department of Public Health	07/01/2012-06/30/2013		\$400,000	\$362,175	\$37,825	90.5%
	<b>Recruitment – Stipends/Loan Forgiveness Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$25,000</b>	<b>\$5,750</b>	<b>\$947</b>	<b>\$4,803</b>	<b>16.5%</b>
<b>Goal Area Subtotal:</b>		<b>\$1,788,360</b>	<b>\$1,768,695</b>	<b>\$1,660,319</b>	<b>\$108,375</b>	<b>93.9%</b>	
<b>Professional Development</b>	<b>Recruitment into Field Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$280,000</b>	<b>\$240,000</b>	<b>\$196,198</b>	<b>\$43,802</b>	<b>81.7%</b>
	Peoria Unified School District	07/01/2012-06/30/2013		\$240,000	\$196,198	\$43,802	81.7%
	<b>Scholarships non-TEACH Strategy</b>	<b>Strategy Subtotal:</b>	<b>\$91,890</b>	<b>\$91,890</b>	<b>\$24,368</b>	<b>\$67,522</b>	<b>26.5%</b>
	Central Arizona College	07/01/2012-06/30/2013		\$91,890	\$22,828	\$69,062	24.8%

	Scholarships TEACH Strategy	Strategy Subtotal:	\$165,000	\$165,000	\$40,404	\$124,596	24.5%
	Association for Supportive Child Care	07/01/2012-06/30/2013		\$165,000	\$40,404	\$124,596	24.5%
		<b>Goal Area Subtotal:</b>	<b>\$536,890</b>	<b>\$496,890</b>	<b>\$260,970</b>	<b>\$235,920</b>	<b>52.5%</b>
Quality and Access	Quality First Strategy	Strategy Subtotal:	\$1,377,483	\$1,219,567	\$1,082,966	\$136,601	88.8%
	Quality First Pre-K Scholarships Strategy	Strategy Subtotal:	\$2,126,000	\$1,971,290	\$1,828,773	\$142,517	92.8%
	Quality First Scholarships Strategy	Strategy Subtotal:	\$2,796,518	\$2,796,518	\$2,706,795	\$89,723	96.8%
		<b>Goal Area Subtotal:</b>	<b>\$6,300,001</b>	<b>\$5,987,375</b>	<b>\$5,618,534</b>	<b>\$368,841</b>	<b>93.8%</b>
		<b>Overall Total:</b>	<b>\$11,420,607</b>	<b>\$10,907,288</b>	<b>\$9,783,941</b>	<b>\$1,123,348</b>	<b>89.7%</b>



# FIRST THINGS FIRST

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## ATTACHMENT 6

**Arizona Early Childhood Development and Health Board**

**Northwest Maricopa Regional Partnership Council**

**SFY 13 Data Reports and Funding Plan Summaries**

## Benevilla – Family Resource Center

<b>TOTAL AWARD: \$475,000</b>	<b>YTD EXPENDED:</b>	<b>\$423,104 (89%)</b>
<u>SERVICE UNITS</u>	<u>CONTRACTED SERVICE UNIT</u>	<u>FISCAL TOTAL</u>
<b>Total number of families served</b>	<b>4400</b>	<b>11002</b>
<b>Number of families assisted with health insurance enrollment</b>	<b>0</b>	<b>72</b>
<b>Number of adults attending parent education</b>	<b>0</b>	<b>863</b>

### Narratives Reports Summary

#### Program Implementation:

Benevilla has been actively providing resource and referral services, health insurance enrollment assistance, and parent education trainings to families throughout the Northwest Maricopa Region. Demands for program/services have grown exponentially over the last year. In addition, in SFY13, Benevilla expanded its service area to be inclusive of the entire Northwest Maricopa Region. In order to address increased demand and facilitate services in the expanded service area, Benevilla has established partnerships with key community organizations/stakeholders to bring more programming/services to the community. In addition, a mobile Family Resource Center have been established to service both isolated rural areas of the region and also urban areas where transportation presents as a barrier to families accessing services. The mobile Family Resource Center has become a huge success, and is well received by the communities in which it services.

Parent Education class and parent awareness programming have been highly successful and very well attended. To meet community demand, Benevilla has increased the number of trainings/events offered and the diversity of locations where trainings/events are being offered. In addition, Benevilla has spent the last year learning about the wants and needs of the Northwest Maricopa Region, and adapting the programming offered to meet identified needs. This includes increasing the availability of Spanish language parent education trainings and adding curriculum to support parents of children with special needs.

#### Collaboration and Communication:

##### Continuing collaborations

- Chicanos por la Causa and Parenting AZ to provide ongoing community training for parents
- Westside Head Start (Catholic Charities) Parenting Classes, School Readiness kits, Mobile Library
- Dysart Elementary Schools --"Coffee Talks"
- Bicentennial South Family Resource Center – Purposeful Play Groups and Parent Education
- Housing Authority of Maricopa County –Parenting classes and planning a workshop
- 2 - Apartment Complexes (Surprise, El Mirage) – Purposeful Play Groups
- Regional Libraries for Purposeful Play Groups and Song.ercise and promotion
- Glendale and Pendergast Family Resource Center's – Play Groups, Song.ercise, parenting classes.
- Dysart Community Center – Health-e AZ site, Preschool Fun Night
- Aguila Library (Maricopa County Library District) – Health-e-AZ site, Head Start- Parent Ed, SRK's

#### Barriers:

Staffing and space were identified as barriers at the beginning of the year, however, issues were resolved. Current is in process of hiring last bilingual parent educator, once completed, program will be fully staffed. Benevilla Family Resource Center has outgrown current location and has spent the last half of year trying to identify space that would appropriate meet the needs of the Center and the families served. Space has been found within the building that currently houses the Family Resource Center and arrangements have been made to move into the space in August 2013. New space will adequately accommodate the needs of the Center (play area/library/privacy/etc.), staff, and families visiting the Family Resource Center. An open house will be scheduled to introduce/celebrate the new location.

**Benevilla Grandparents Raising Grandchildren –Parent Education Community Based Training**

<b>TOTAL AWARD: \$100,000</b>	<b>YTD EXPENDED:</b>	<b>\$96,017 (96%)</b>
<b><u>SERVICE UNITS</u></b>	<b><u>CONTRACTED SERVICE UNIT</u></b>	<b><u>FISCAL TOTAL</u></b>
<b>Number of adults attending parent education</b>	<b>200</b>	<b>307</b>

**Narratives Reports Summary**

**Program Implementation:**

Implementation of the Grandparents Raising Grandchildren program has been successful over the past year. Participation has not been as high as anticipated, however, continues to grow each month. Support groups and parent education participation during Q4 averaged 10 grandparents attending each group- equating to 146 grandparents attending support groups. Parent education classes have been well received and feedback from participants has both praised the curriculum used and the high quality guest speakers. Participants have communicated that the topics covered by both the curriculum and guest speakers has been both relevant and informative. In addition to support groups/parent education trainings, Benevilla offers social events for families that are more informal. These events include such things as Ice Cream Socials, Holiday Parties, Family Day at Hassayampa, etc. Social events are always well attended and greatly enjoyed by all.

**Collaboration and Communication:**

Benevilla and Duet (the sub-grantee) have been working diligently with community partners to both promote the program and grow the list of available and relevant resources that can be offered to grandparents raising grandchildren in the west valley. Such community partners include the Arizona Kinship Coalition, the Arizona Grandparent Ambassadors program, Catholic Charities, the Arizona Attorney General’s Office, regional libraries, West Valley Human Services Alliance, local faith community, Rio Salado Community College, Housing Authority of Maricopa County, Benevilla’s In-Home Care Services, the Soroptmists, Parenting Arizona, and local school district.

**Barriers:**

As with any new program, getting the word out and recruiting new families has been a challenge. In SFY14, Benevilla will be working with a marketing firm to develop an outreach campaign to promote the Grandparents Raising Grandchildren program.

**Additional Information:**

Thanks to the Grandparents Raising Grandchildren article series that ran in the Arizona Republic, participation numbers increased dramatically in April. First Things First as well as the Benevilla Grandparents Raising Grandchildren program was mentioned several times in the articles.

**Glendale Elementary School District: Family Resource Center**

<b>TOTAL AWARD: \$50,000</b>	<b>YTD EXPENDED:</b>	<b>\$33,720(67%)</b>
<b><u>SERVICE UNITS</u></b>	<b><u>CONTRACTED SERVICE UNIT</u></b>	<b><u>FISCAL TOTAL</u></b>
<b>Total number of families served</b>	<b>120</b>	<b>1886</b>
<b>Number of adults attending parent education</b>	<b>0</b>	<b>1784</b>

**Narratives Reports Summary**

**Program Implementation:**

The Bi-Ci South Elementary School Family Resource Center has been moving forward with great success. Staff has been promoting services, meeting with community partners, providing resource and referral services, and providing parent education classes. Word of mouth has spread very quickly and class/workshop attendance has grown exponentially (see YTD service numbers).

The greatest success at Bi-Ci South Elementary School Family Resource Center, is the engagement of families. According to the narrative reports submitted, families who have been utilizing the Center are now volunteering at the Center and offering to share their knowledge/expertise to assist other families in their community.

**Collaboration and Communication:**

Family Resource Center staff has been diligently getting to know the resources in the community and meeting with community partners to discuss potential future collaborations. Collaborations in the work include partnering with: Banner Health Care for referrals and school based clinic services, ASU, SNACK, Benevilla, and Parenting Arizona to provide educational classes, Koegh Foundation for healthy e-application assistance, Rio Salado for educational classes, City of Phoenix for donations to families, City of Glendale for community action referrals, and all of the Northwest Maricopa Grantees.

**Barriers:**

One challenge that has presented this FY is space. Due to the success of the Family Resource Center and the popularity of the educational events offered, current space is too small. District administrators are seeking to solve the situation.

**Additional Information:**

The greatest successes at Bicenennial School are the parents have become very involve in the school and volunteer often and feel very comfortable attending functions held at the school.

**Maricopa County Department of Public Health First Teeth First – Oral Health**

<b>TOTAL AWARD: \$400,000</b>	<b>YTD EXPENDED:</b>	<b>\$362,175 (91%)</b>
<b><u>SERVICE UNITS</u></b>	<b><u>CONTRACTED SERVICE UNIT</u></b>	<b><u>FISCAL TOTAL</u></b>
<b>Number of children receiving oral health screening</b>	<b>3333</b>	<b>8754</b>
<b>Number of children receiving fluoride varnish application</b>	<b>6667</b>	<b>8351</b>
<b>Number of professionals attending (professional development)</b>	<b>5</b>	<b>44</b>
<b>Number of adults attending (parent education)</b>	<b>700</b>	<b>7943</b>

**Narratives Reports Summary**

**Program Implementation:**

Maricopa County’s First Teeth First program is currently providing oral health screenings and fluoride varnish application at two WIC clinics and one immunization clinic in the Northwest Maricopa Region. Also, the grantee has partnered with Delta Dental to provide screening and varnish application services in the Peoria Unified School District and Deer Valley Unified School District. Additionally, the grantee is working with the Quality First Program to provide services at child care centers in the Region and has partnered with the Boys and Girls Clubs in the Region to host screening events.

In SFY Grantee provided over 8700 oral health screenings and 8350 varnish application. Grantee observed over 250 urgent children that we have seen in the fiscal year 2012-2013 that they are in contact with, or attempting to contact to help them locate dental services. First Teeth First always encourage parents to follow through on completing their child’s dental treatment and keep in regular contact with partners they refer to ensure appointments are made and kept.

In May, the First Teeth First team was able to take our services to the communities of Aguila and Wickenburg. The program partnered with the Maricopa County Dental Sealant program and did a day of dental to these two communities.

**Collaboration and Communication:**

First Teeth First has collaborated with John C. Lincoln Desert Mission Children’s Dental Clinic and St. Vincent De Paul Children’s Dental Clinics to refer children with urgent and emergent need for low-cost or free dental services.

First Teeth First has partnered with Delta Dental to provide screening and varnish application services in the Peoria Unified School District and Deer Valley Unified School District.

First Teeth First is working with the Quality First Program to provide services at child care centers in the Region and has partnered with the Boys and Girls Clubs in the Region to host screening events.

**Barriers:**

First Teeth First has encountered barriers in implementation at regional child care centers. Parental consent for screenings and varnish application are not being signed and returned. Grantee is working with centers to address the barrier

When urgent needs children present, grantee runs into several barriers that they continue to work towards resolving. One of the main issues with our urgent cases is the follow up with the parents after the problem has been identified at a site. Many families have disconnected phone numbers, sometimes within days of visiting our sites. One strategy used to resolve this issue is by asking for the parent’s email in hopes of having another contact source.

Another issue that also arises regardless of region is transportation. Per grantee, “When we find an urgent needs child and get them into one of our partners for services most of the time they parent will no show or cancel due to lack of transportation to the site. We work with those parents that have AHCCCS to inform them of the free transportation option that is provided by AHCCCS for them, many do not know about this and appreciative when we assist.”

**Maricopa County Dept. of Public Health (S.N.A.C.K Program)–Nutrition/Physical Activity & Injury Prevention**

<b>TOTAL AWARD: \$700,000</b>	<b>YTD EXPENDED:</b>	<b>\$694,530(99%)</b>
<b><u>SERVICE UNITS</u></b>	<b><u>CONTRACTED SERVICE UNIT</u></b>	<b><u>FISCAL TOTAL</u></b>
<b>Number of adults attending parent education</b>	<b>900</b>	<b>3166</b>
<b>Number of children attending</b>	<b>0</b>	<b>1134</b>
<b>Number of car seats distributed</b>	<b>0</b>	<b>847</b>

**Narratives Reports Summary**

**Program Implementation:**

Maricopa County Dept. of Public Health (S.N.A.C.K Program) is moving forward successfully. The Color Me Healthy (CMH) team had continued success training child caregivers, parents, and educators on the Color Me Healthy curriculum. Year to date the Color Me Healthy staff have trained 317 providers. Staff will continue to offer refresher courses to trainees and assistance with implementation strategy and/or support. The SNACK staff has received an increase in requests for the Color Me Healthy trainings for the following grant year. Finally, grantee is making a special effort to target home care providers/ family/friend/neighbor providers for participation in the “Color Me Health” nutrition/physical activity education program. Agencies have been pleased with the flexibility of the staff and appreciate that trainings are conducted at their facilities.

S.N.A.C.K. has implemented a new website to assist Childcare Centers and other service providers in assisting families in finding resources in the West Valley. The new website [www.FindHelpPhx.org](http://www.FindHelpPhx.org) and [www.EncuentraAyudaPhx.org](http://www.EncuentraAyudaPhx.org) Since the inception of [www.FindHelpPhx.org](http://www.FindHelpPhx.org) in October 2012, the site has had over 20,495 hits!!! The healthcare and social service database has grown to 1,604 resources in Phoenix and the West Valley. FindHelpPhx will soon be populating 432 resources in the East Valley, enabling the website to serve all Maricopa County residents. Four temporary resource specialists worked hard to identify, vet, and translate the new resources and an IT consultant will have the site be mobile ready by the end of this grant year.

Year to date there have been 129 parents and 277 children that have participated in the garden component of the program. S.N.A.C.K. continue to work with a variety of centers including Head Starts (CCCS Westside, Glendale Elementary, Sine), child care centers (Atonement Lutheran, Peace Lutheran, Radiant Kidz Zone, Phoenix Children’s Academy, Children’s Learning Adventure,) home based centers (Becky’s Family Day care,) Peoria Boys and Girls Club, Gila Bend Care 1<sup>st</sup>, and Pre-K Schools (LPRC, Wee Rascals, Tender, Times, Spirit of Hope Montessori).

**Collaboration and Communication:**

S.N.A.C.K. has partnered with the Arizona Department of Health Services and SafeKids Coalition to acquire and distribute child booster seats, in addition to infant car seats, to needy families in the West Valley. A new partnership was initiated with Sands Chevrolet in Glendale. The SNACK team trained and certified a staff member from Sands Chevrolet who was very eager to start a car seat clinic. A total of 45 adults, checked 44 seats, and distributed 31 seats in April and May. The SNACK team also partnered with El Mirage Fire Department and helped put on their first car seat clinic on a Sunday morning. It was very well received by the community and they expressed how grateful they were to have that opportunity.

**Barriers:**

None reported.

**Additional Information:**

Earlier this year Adrienne Decker Delgado was recognized as Social Worker of the Year for the Phoenix area. In this 4<sup>th</sup> quarter, Adrienne was re-selected by the National Association of Social Workers as **Social Worker of the Year for the state of Arizona!** She is being recognized for her amazing work on the [www.FindHelpPhx.org](http://www.FindHelpPhx.org) website.

## Parenting Arizona – Home Visitation Program

<b>TOTAL AWARD: \$500,000</b>	<b>YTD EXPENDED:</b>	<b>\$499,854 (100%)</b>
<u>SERVICE UNITS</u>	<u>CONTRACTED SERVICE UNIT</u>	<u>FISCAL TOTAL</u>
<b>Total number of families served</b>	<b>250</b>	<b>251</b>

### Narratives Reports Summary

#### Program Implementation:

Parenting Arizona is moving forward with great success and has reached its contracted service number. Families are engaged and Group Connection (group parent education) events are well attended. Referral base has grown over the past year as has collaboration efforts with community partners.

#### Collaboration and Communication:

- **Wickenburg Library:** Parenting Arizona continues working with the Wickenburg Library for many events in the upcoming year. We will continue to host our Parent Child Interactive Outreach Class as well as utilize their space for Car Seat Check Events and Hearing and Vision Screenings.
- **Benevilla Resource Center:** Parenting Arizona is partnering up with Benevilla Resource Center in many ways. We will be partnering up in the community in hosting coffee talks at local schools as well as working hand in hand to promote Early Childhood Literacy among the region.
- **Hassayampa Elementary School, Wickenburg:** Parenting Arizona is partnering up with Hassayampa Elementary School to provide a monthly playgroup and has been attending all of the school functions in order to promote FTF funded programs.
- **Bicentennial South Elementary School Resource Center:** Parenting Arizona will host a monthly meeting at the Resource Center offering vitally important parenting information.
- **A New Leaf in Glendale:** Parenting Arizona is providing parenting education in a group and individual setting using the PAT curriculum to the mothers located at Faith House Domestic Violence Shelter.
- **S.N.A.C.K.:** Parenting Arizona will be partnering up with S.N.A.C.K. in order to continue to be able to offer car seat education and car seats to the families we currently work with.
- **Partnership with Arizona State University W.P. Carey School of Business:** Parenting Arizona has partnered up with ASU in order to host events for the families participating in the program.
- **Banner Health System:** Parenting Arizona still meets with Banner Thunderbird Hospital on a regular basis. Parenting Arizona receives on a regular basis approximately 5-10 referrals a week.
- **Glendale Public Library:** Parenting Arizona is establishing a Library play group. The event would be set up as a Group Connection for current participants but will be available to any family who utilizes the library.

#### Barriers:

Current guidelines for enrollment indicated that families are eligible for services if parents have a child under the age of 3 or are pregnant. Because of this, we cannot enroll families that have children that are ages 4 or 5. There is a great need in the Northwest Maricopa region to help parents that cannot afford Early Head Start or Head Start and that would like services to assist with school readiness.

Wickenburg has been an area that has been tough to break in to. Due to diligent work, Parenting Arizona has been hosting a weekly Parent Child Interactive Class at the Library. Parenting Arizona has hired a full time worker to stay in Wickenburg full time to capture a wider range of families. This Parent Educator's responsibility is to work with the families in the areas of Surprise, Wittmann, Wickenburg and Aguila. Starting this quarter, Parenting Arizona will host a play group at Hassayampa Elementary School as well as hosting a Parent Support group at a local church.

**Pendergast Elementary School District: Family Resource Center**

<b>TOTAL AWARD: \$50,000</b>	<b>YTD EXPENDED:</b>	<b>\$43,115 (86%)</b>
<b><u>SERVICE UNITS</u></b>	<b><u>CONTRACTED SERVICE UNIT</u></b>	<b><u>FISCAL TOTAL</u></b>
<b>Total number of families served</b>	<b>120</b>	<b>405</b>
<b>Number of adults attending parent education</b>	<b>0</b>	<b>409</b>

**Narratives Reports Summary**

**Program Implementation:**

Family Resource Center is moving forward with Resource and Referral assistance, and the Desert Mirage site is fully operational. Family Resource Center staff have been promoting services, meeting with community partners, providing resource and referral services, and providing parent education classes. Word of mouth has spread very quickly and class/workshop attendance has grown. Continued growth is anticipated as more and more families become aware of services available.

**Collaboration and Communication:**

Family Resource Center staff has been working getting to know the resources in the community and meeting with community partners to discuss potential future collaborations. Collaborations in the work include partnering with: Valley of the Sun United Way for Learning Baskets, Association for Supportive Child Care to offer Kith and Kin classes, Benevilla for healthy e-application assistance, Maricopa Integrated Health for full service health care clinic and health education, City of Phoenix for donations to families, and all of the Northwest Maricopa Grantees.

In addition, Family Resource Center has been collaborating with internal Pendergast Elementary School District departments including: McKinney-Vinto Homeless Liaison person to refer families as needed and school counselors to create a clothing and uniform drive in July.

**Barriers:**

Staffing had been an issue at beginning of year. Barrier has been addressed and program is fully staffed.

**Additional Information:**

Per Grantee: "The largest success story is that our partnerships within the community are growing since we have hired all of our staff for FY14! The word is out and the calls are streaming in."

**Peoria Unified School District – Recruitment into the Field**

<b>TOTAL AWARD: \$240,000</b>	<b>YTD EXPENDED:</b>	<b>\$196,198 (82%)</b>
<b><u>SERVICE UNITS</u></b>	<b><u>CONTRACTED SERVICE UNIT</u></b>	<b><u>FISCAL TOTAL</u></b>
<b>Number of participants recruited</b>	<b>120</b>	<b>2278</b>

**Narratives Reports Summary**

**Program Implementation:**

Peoria is making great strides in improving the rigor of their program. Grantee is working toward facilitating 10 teachers in obtaining their Dual Enrollment Certification, and is working with Glendale Community College and Grand Canyon University to provide students dual enrollment credits. In addition, Peoria is working with the Arizona Department of Education (ADE) to develop a comprehensive program that ends with CDA certification upon completion.

**Collaboration and Communication:**

Peoria is working with the Arizona Department of Education (ADE) to develop a comprehensive program that ends with CDA certification upon completion.

**Barriers:**

Barriers identified relate to the perceptions around the capacity of the high school students to enter the workforce and the districts “early childhood program” being a program about babysitting. District is working with ADE to develop a plan to assist in increasing the marketability of students once they enter the workforce.

**Additional Information:**

Data reported to date has been submitted with errors. Current year to date is reporting all students in program (2278), actual number of students receiving services through regional funding is 149. Technical assistance has provided on data reporting to ensure that data reporting errors are addressed.

**Saint Mary's Food Bank – Food Security**

<b>TOTAL AWARD: \$110,000</b>	<b>YTD EXPENDED:</b>	<b>\$110,000 (100%)</b>
<b><u>SERVICE UNITS</u></b>	<b><u>CONTRACTED SERVICE UNIT</u></b>	<b><u>FISCAL TOTAL</u></b>
<b>Total number of families served</b>	<b>25,000</b>	<b>67,423</b>

**Narratives Reports Summary**

**Program Implementation:**

St. Mary's Food Bank has maintained food and infant box distribution throughout the region. Food distribution was conducted by a variety of community partners. This approach provided a local strategy to address food insecurity among families with young children. The St. Mary's Food Bank network of distribution sites make it is easier for clients to get the food necessary to feed their families. This is particularly true in areas where clients must drive many miles to reach areas where grocery stores are located.

**Collaboration and Communication:**

Partnered with eight charitable agencies sites to ensure clients were provided resources that lead to empowerment and self-sufficiency. Worked with local partner agencies to distribute food to those in need.

Continue to work in partnership with USDA and the State of Arizona to provide food assistance to families in need. In addition to the USDA food, other donated and purchased food was distributed through this program.

**Barriers:**

An ongoing challenge is the rising demand for service and the costs associated with food distribution. St. Mary's Food Bank Alliance constantly searches for funding so that the agency can continue to serve families and children in need. All Northwest Maricopa funding was spent in the first six months due to high demand.

**Teen Outreach Pregnancy Services - Parent Education Community Based Training**

<b>TOTAL AWARD: \$200,000</b>	<b>YTD EXPENDED: \$199,424 (100%)</b>
<b><u>SERVICE UNITS</u></b>	<b><u>CONTRACTED SERVICE UNIT</u></b>
<b>Number of adults attending parent education</b>	<b>230</b>
	<b>732 (duplicated count)</b>

**Narratives Reports Summary**

**Program Implementation:**

TOPS is moving forward with great success. Because of the education and supportive services received, teens participating in TOPS in Northwest and Southwest Maricopa County now complete pregnancy and childbirth classes with an average 85% mastery of knowledge concerning the immediate health and safety needs of their unborn baby and complete parenting classes with an average of 82% mastery of knowledge concerning the early development of their child, ages 0-5 years.

TOPS babies historically have positive birth and early childhood outcomes.

- Average gestational age was 38.4 weeks (37 weeks or greater is considered full term)
- Average birth weight was 6 lbs. 11 oz. (5.5 lbs. is considered full weight)
- Only 2 babies were sent to the NICU
- All but one of the teens reported they delivered vaginally
- 93% of the teens reported they were breastfeeding at the time of their discharge from the hospital

**Collaboration and Communication:**

During the fourth quarter of Fiscal Year 2013, TOPS brought 76 individuals through the doors of the Care1st Avondale Resource and Housing Center. These individuals not only received services from TOPS but are now familiar with and utilize other resources housed at the center, including WIC and Helping Families in Need.

Northwest Maricopa County Case Manager/Health Educator, who utilizes teaching and case management space at Adelante Health Care in Surprise, partnered with WIC to create a joint referral system. TOPS has seen an increase in referrals which is critical in our effort to reach program goals and in turn, our teens have access to a familiar WIC location.

Parenting Case Manager/Health Educator and Fatherhood Facilitator started attending Neil Tift's Fatherhood Collaborative meetings this quarter. These monthly networking meetings are intended to raise awareness about the importance of fathers by discussing and sharing state-wide programs, resources, events, and legislation.

**Barriers:**

A barrier identified by the grantee is the hiring of a part-time Fatherhood Facilitator. Grantee was having difficulty finding the right fit to ensure this program starts off on the right foot. Barrier was address in Q4 of SFY13.



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## ATTACHMENT 7

**Arizona Early Childhood Development and Health Board**

**Northwest Maricopa Regional Partnership Council**

**SFY2015 Quality First Workbook**

# Northwest Maricopa

As Of: October 8, 2013

	FY 14		Actual	FY 15		Zip	Count
	Funded			Input	Output		
	#	\$	#	#	#	\$	
# of Full Participation Centers without scholarships	0		1	0			
# of Full Participation Centers with scholarships	58		57	60			
# of Full Participation Homes without scholarships	0		0	0			
# of Full Participation Homes with scholarships	10		7	7			
# of Rating Only Centers without scholarships	5		1	0			
# of Rating Only Centers with scholarships	25		14	25			
Scholarships Additional 0 - 5	73			0		\$ -	
Scholarships Additional 0 - 3	0			0		\$ -	
Scholarships Additional 3 - 5 for 3-5 Stars Only	200			0		\$ -	
Scholarships Additional 0 - 5 By Zip (Select ZIP)	0			0		\$ -	85320 16
Scholarships Additional 0 - 3 By Zip	0			0		\$ -	85361 39
Scholarships Additional 3 - 5 By Zip	0			55		\$ 401,500.00	
Scholarships Additional Teen	0			0		\$ -	
Scholarships Additional Tribal	0			0		\$ -	
# of Non QF CCHC Centers							
# of Non QF CCHC Homes							
Mark 'X' for Frontier CCHC Admin						\$ -	
# of Regionally Funded TEACH Scholars	40	\$ 160,000.00		10		\$ 31,090.91	
# of Regionally Funded BA TEACH Scholars						\$ -	
Total # of Regionally Funded TEACH Scholars	40	\$ 160,000.00			10	\$ 31,090.91	
# of Statewide Funded TEACH Scholars	45				45	\$ 138,942.16	
QF Coaching/Incentives		\$ 1,028,625.00			92	\$ 966,587.16	
Scholarships	581	\$ 5,443,340.00			766	\$ 5,900,180.52	
QF Academy		\$ 58,465.35				\$ 86,480.00	
QF Triage Warmline		\$ 6,260.14				\$ 5,092.00	
QF Inclusion Warmline		\$ 15,650.36				\$ 14,070.00	
QF MHC Warmline		\$ 16,097.51				\$ 14,472.00	
QF CCHC Warmline		\$ 3,215.94				\$ 3,149.00	
CCHC	68	\$ 167,679.18			67	\$ 160,599.00	
<b>Total Regional QF Investment</b>		<b>\$ 6,739,333.48</b>				<b>\$ 7,150,629.68</b>	



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## ATTACHMENT 8

**Arizona Early Childhood Development and Health Board**

**Northwest Maricopa Regional Partnership Council**

**SFY 15 Community Outreach/Awareness/Media Recommendations**



# FIRST THINGS FIRST

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## MEMORANDUM

**TO:** Christina Lyons, Regional Director, Northwest Maricopa

**FROM:** Sam Leyvas, Vice President of External Affairs 

**DATE:** 5 September 2013

**RE:** REGIONAL FUNDING FY 2015 – OUTREACH, MEDIA, AND COMMUNITY AWARENESS

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### Background

As a critical partner in creating a family-centered, comprehensive and collaborative early childhood system, one of the primary responsibilities of First Things First is to raise public awareness about the importance of early childhood and elevate the public discourse about our shared commitment to children birth to 5. The overarching goal is to ensure that early childhood is a priority for Arizonans. Raising public awareness helps increase support for our mission and programs; and support builds sustainability for long-term investments in early childhood.

First Things First's efforts in this area are outlined in the statewide FY14- FY17 Strategic Communications Plan recently adopted by the Board. The three major goals include:

- Raise awareness of, and build public support for, the importance of early childhood;
- Position FTF as a recognized and trusted voice in early childhood;
- Build awareness of early childhood programs and services, particularly First Things First statewide initiatives.

The Strategic Communications Plan builds upon the successful implementation of the original 2010-2013 plan. Regional partnership councils across the state have implemented various strategies from the Strategic Communications Plan, including:

**Community Outreach:** Investing in region-based community outreach positions to target specific audiences using a variety of tactics to share information about the importance of early childhood and the role of FTF in helping prepare Arizona's youngest kids for school.

**Paid Media:** Support for regional advertising that includes television, radio, cinema, billboards and online engagement.

**Earned Media:** Proactive regional media relations to earn placement of articles on the importance of early childhood, in addition to success stories about FTF-funded programs, conducted by Community Outreach staff.

**Community Awareness:** Activities at the regional level, such as participation in/sponsorship of community events to build awareness of the importance of early childhood. Also includes the purchase and distribution of

branded Educational Reinforcement Items (ERIs) and Born Learning parent education materials to bolster messaging about the critical role that early experiences play in a child’s early development.

**Benchmarks & Progress**

Our efforts to build awareness and support for fulfilling Arizona’s commitment to our youngest kids require measures and benchmarks to track progress and momentum. Recent research and data collection Provide a basis for the established benchmarks, which are listed on the accompanying page.

**FY15 Regional Funding Recommendations**

The success of the Strategic Communications Plan – and, by extension, efforts to increase public awareness of and support for early childhood development and health – depends on a consistent effort with the appropriate resources. The Northwest Maricopa Regional Partnership Council generously supported many of the recommendations for FY14. The External Affairs Unit recommends continued funding of these strategies in Fiscal Year 2015, including:

**Community Outreach**

In the last full year of operations, FY13, First Things First Community Outreach staff statewide nearly 2,000 presentations, individual and community meetings, event participation, trainings, and site tours to build public awareness of the importance of early childhood. These statewide activities included more than 588,000 participants. After three years of implementation, community outreach efforts have secured more than 14,000 supporters for Arizona’s kids. Community Outreach staff work hand-in-hand with the regional director and regional council.

With the implementation of the new 2014-2017 Strategic Communications Plan, community outreach is expanding its scope with a systemic model of community engagement to move stakeholders beyond awareness to engaging in specific action on behalf of young kids.

The Community Outreach strategy includes: salary, employee related expenses (benefits), regional travel, office supplies, internal and external printing, and regional media subscriptions.

**RECOMMENDATION:**

FY14 Allocation for Community Outreach	FY15 Recommended Allocation for Community Outreach	Notes
\$77,000	\$83,000	Recommended allocation reflects costs associated with legislative critical retention pay and historical employee related expenses (ERE). This recommendation is specific to the Northwest Maricopa Region.

**Paid Media**

Research shows that the average person must hear a message at least seven times before they are prompted to act on it. The strategies outlined in the Strategic Communications Plan are designed to ensure this level of message saturation, including the paid media effort.

The Northwest Maricopa Regional Partnership Council’s FY13 advertising dollars were strategically pooled with other regions in Maricopa County. Given the contiguous nature of the metro-Phoenix media market, this

approach was designed to increase the reach and effectiveness of the media buy. The FY13 paid advertising “flights” in the Maricopa area resulted in more than 233,477,077 impressions locally. Specific impressions include:

MARICOPA	
MEDIA	IMPRESSIONS
Billboards	205,622,057
Cinema	8,232,945
Radio	2,562,500
Shopping Malls	11,614,575
TV - Broadcast	4,717,000
TV - Cable	728,000
<b>TOTAL</b>	<b>233,477,077</b>

New creative across all media will be designed in fall 2013 for implementation in spring 2014 and all of FY15. While the exact concept is still being tested and designed, the initial frame will likely focus on raising public awareness around the importance of “quality” in early learning settings – branded as Quality First.

To help build on our progress thus far and to prepare for the development and implementation of new paid media in the next fiscal year, we ask that the regional council consider level-funding.

**RECOMMENDATION:** Maintain FY14 investment level of \$200,000 for Media strategy in Fiscal Year 2015 to the degree feasible. We fully understand that the council has invested significantly more than in prior years as a way to help lessen the impact of significant reductions across Maricopa County.

#### Community Awareness

**Purchase and Distribution of Educational Reinforcement Items (ERIs), Parent Education Materials and children’s books. Support of event participation and sponsorship.**

ERIs, Born Learning materials and children’s books are valuable tools as visual reminders of information shared on the importance of early childhood. Depending on the audience and circumstances, some of these items may be more appropriate than others. For example, Born Learning materials are specifically targeted to parents and caregivers and are best used when there is sufficient time to explain the materials in detail.

**NOTE:** Only items that contain early childhood messages may be purchased with regional Program Funds. Items that only contain the Web address must be purchased with regional Administrative Funds, which are limited.

Support of event participation and/or sponsorship is valuable as local events present opportunities to build awareness about the importance of early childhood. Sometimes, these events require a fee for participation, as well as materials and/or marketing specifically associated with the event. Because there are many community events and limited resources, we recommend that regional councils focus outreach efforts on the events that present the best opportunities to reach our target audiences. A detailed Standard of Practice for Community Awareness includes guiding questions to help regional partnership councils determine the types of events that may be consistent with FTF’s effort to build public awareness of the importance of early childhood.

**RECOMMENDATION:** Consider budgeting for the purchase of ERIs, Born Learning materials and children's books as well as community awareness event sponsorship and/or participation as part of the regional council's broader education and awareness strategy in Fiscal Year 2015. NOTE: The process of approval of a detailed line-item budget for Community Awareness by the CEO will remain in FY15.

There are a myriad of issues that constantly demand the public's attention. A robust and sustained public awareness effort helps to ensure that the needs of young children are not lost in the conversation. Building public awareness, knowledge, and action across Arizona helps ensure that all children ages birth to 5 have the tools they need to be successful in school and in life.

We are grateful for your continued support of the statewide strategic communication efforts. We hope this memorandum is useful as you continue your planning and budgeting process. External Affairs staff are available to provide any additional information that may be helpful.

Available Documents:

- Strategic Communications Plan (2014-2017)
- Community Awareness Standard of Practice

## MEASURING PROGRESS – BENCHMARKS

Our efforts to build awareness and support for fulfilling Arizona’s commitment to our youngest kids require measurements and benchmarks to track progress and momentum. Recent research and data collection provides a basis for the following benchmarks. This section outlines the ways in which First Things First can measure progress throughout the plan’s implementation. Moreover, regularly measuring progress against these benchmarks can help identify potential course corrections over the next three years. The use of benchmarks helps to answer the question, “How do we know if what we are doing is working?” To assess the overall impact of this plan, the following criteria and benchmarks will be used:

### **Goal 1: Raise awareness of, and build public support for, the importance of early childhood development.**

Arizonans must support funding for early childhood programs. In FY 2013, Arizonans surveyed identified themselves as “very actively supportive” along a continuum of support for funding – including “very actively opposed”. Increase support with key audiences:

#### **Women**

FY 2013 (33%)

Very Actively Supportive

- 36% in FY 2014
- 40% in FY 2015
- 44% in FY 2016

#### **Parents**

FY 2013 (22%)

Very Actively Supportive

- 26% in FY 2014
- 30% in FY 2015
- 34% in FY 2016

#### **Age 18-49**

FY 2013 (29%)

Very Actively Supportive

- 33% in FY 2014
- 37% in FY 2015
- 41% in FY 2016

#### **Age 65+**

FY 2013 (28%)

Very Actively Supportive

- 32% in FY 2014
- 36% in FY 2015
- 40% in FY 2016

- Statewide earned media hits – which encompass the work of central office staff, regional staff and grantees – will increase by at least 15 percent from the previous fiscal year.
- As the tiered community engagement model is implemented, specific statewide and regional benchmarks for outreach will be established. Although FTF has over 10,000 individuals currently classified as “friends” in our database, the implementation of a new tiered model requires us to undertake a thorough review and re-classification of these individuals.

**Goal 2: Position First Things First as a recognized and trusted voice in early childhood.**

In building consistent and effective messaging, all audiences should first be knowledgeable that First Things First exists. Increase total awareness of First Things First from 20% (1 in 5) in FY2013 to:

- o 23% in FY 2014
- o 27% in FY 2015
- o 31% in FY 2016

To be a trusted voice in early childhood, First Things First must be able to drive support of its mission and work. In FY 2013, 79% of Arizonans surveyed who were aware of FTF either strongly or somewhat support FTF. Maintain at least a 79% support rating while increasing intensity of support from FY 2013 43% strongly support to:

- o 47% strongly support in FY 2014
- o 51% strongly support in FY 2015
- o 55% strongly support in FY 2016

**Goal 3: Build awareness of early childhood programs and services, particularly First Things First statewide initiatives and locally supported programs among priority audiences.**

In building brand identification and market presence for Quality First, consumers should first be knowledgeable that Quality First exists. Increase total awareness of Quality First from 7% in FY2013 to:

- o 11% in FY 2014
- o 17% in FY 2015
- o 25% in FY 2016