## 2011 Annual Report



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Submitted in accordance with A.R.S. § 8-1192 A(4): The early childhood development and health board shall prepare an annual report describing the activities of the board, including a description of funds distributed and spent pursuant to sections 8-1161, 8-1173 and 8-1192 and a description of the outcomes for children and families achieved by the board, the regional partner-ship councils, and the grant recipients. The board shall submit the report to the governor, the president of the senate and the speaker of the house of representatives on or before September 15 of each year, beginning in 2008, and shall provide a copy of this report to the secretary of state and the director of the Arizona state library, archives and public records. The report shall be distributed in accordance with section 41-4153.

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## 'Walking the Walk' on Early Childhood Development

## By Steven W. Lynn, Chair

First Things First Board

Working in early childhood development means dealing in potential: the incredible potential in all of Arizona's children; and the marvelous achievements that can come when you inspire young minds and spark that love of learning. Potential is interesting and exciting to discuss. But now, as Arizona students enter kindergarten facing unprecedented standards of academic rigor, it's time to show results.

Approximately 36,000 Arizona children now have access to a higher standard of child care through Quality First!

When all is said and done, FY2011 will be seen as the year FTF found traction. Arizona voters, in great numbers, reasserted their commitment to our state's youngest children in November 2010, and FTF programs began to answer that vote of confidence with numbers of our own:

 7,709 Arizona families enjoy stronger, more supportive parent-child relationships because of FTF-funded home visitation programs. Across the state, these programs bring early screening, developmental tools and parental education to the doors of new and expectant families. They also connect parents with community resources to help them better support their child's health and early learning.



- 11,433 fluoride varnishes were applied to protect against the dental decay that afflicts almost half of Arizona's kids, undermining their health and performance in school.
- Approximately 36,000 Arizona children, in 711 center and home-based settings, now have access to a higher standard of child care through Quality First! FTF's quality rating and improvement system helps providers develop lessons focused on early literacy; support teachers in becoming better trained to work with infants, toddlers and preschoolers; and purchase age-appropriate learning materials.

As a longtime advocate for children birth to 5, I cannot tell you how much these — and the other statistics you'll find here — excite me. FTF is well beyond the vision stage now. As our initial grantee class finishes their first funding cycle and our programs hit their stride, you can see the number of children assisted, futures improved and lives changed. We are walking the walk on early childhood development. The numbers are impressive. But I urge you not to overlook the character of the people and programs you'll read about. Statistics will give you an effective measure of the breadth and volume of FTF programs. But there are more subtle, qualitative victories that are not identified in statistics. Consider:

- The little girl who won't remember her developmental disability because an FTFsponsored home visitation professional spotted it early and gave her family the tools to overcome it.
- The student who will, learn and succeed free from dental pain, because an FTF oral health program applied a fluoride varnish to his gums and referred his family to a dental provider for regular preventative care.
- The "light" that flickers on when a child discovers the thrill of learning. We nurture that light a number of different ways: from funding scholarship slots, so children from low income families have access to the miracle of learning, to facilitating teacher education so the classroom will be led by someone with the skills to strike the spark.

The numbers and the stories you'll see here are compelling and encouraging. Collectively, they constitute a great start to the commitment voters made to the children of Arizona. But this year's kindergarten class, and those that follow, compel us to continue building on that promise.

## 7,709 Arizona families

enjoyed stronger, more supportive parent-child relationships

## **11,433 fluoride varnishes**

applied to protect against dental decay

## 36,000 Arizona children

have access to higher standard of child care through Quality First!

## Steering by the Stars of Quality First

## By Rhian Evans Allvin, CEO

First Things First

Like many working moms and dads across Arizona, I try to commit daily to a balanced life: being the best I can be for my kids; and, providing the leadership I owe my colleagues at FTF. This year is a big milestone in our house as my oldest son starts kindergarten. With this milestone comes mixed emotions as I am sure many parents can relate: excitement for the new experiences he will have, and anxiety about the pressure and rigor I know he will face in our world of increased academic standards and accountability. Have we done enough to get him off on the right track? Does he have the skills he needs to be successful? What if he doesn't make friends quickly?

Quality First partners with child care providers. We didn't want a "gotcha" system that sets high standards, tags struggling providers, then waits for compliance. We wanted to help child care providers meet those high standards.

I saw a similar concern for children's success expressed this past summer, when our state board adopted Arizona's first early childhood quality improvement and rating system. It was an extraordinary step towards connecting a system of early care and education across the state and ensuring that over time, Arizona parents will have a wide variety of high quality early learning choices for their young children. Arizonans crisscrossed the state to tell the board



what Quality First has meant to them.

There was Kim Sutton, the Casa Grande child care provider, who credited Quality First for helping open the world up to her developmentally-challenged student. [See Early Education, pp 14.] Michelle Wiesenthal, an Anthem teacher, described the artful swirls her students learned from a Quality First-inspired handwriting class and proudly displayed to their folks at home. There was Janet Garcia, from the Valley of the Sun United Way, who said Quality First inspired her to go forward and help "create the best rating system in the nation." We all felt we were on the brink of something special.

The big winners are Arizona's children. Eighty to 90 percent of brain development occurs in the first five years of life.<sup>i</sup> Access to quality early learning is fundamental to realizing each child's potential. But in a web-based world—where every good and service is rated—families have had to base child care decisions on guess work, gut feelings or "the people seemed nice." Quality First can offer them precise, consistent information on the engagement, environment and expertise of their child's first program. First Things First Regional Partnership Councils across the state have already made a significant investment in Quality First. There are currently 711 providers enrolled, with another 215 slated to come on line in FY2012. From Sierra Vista to Yuma, from Nogales to the Navajo Nation, families are starting to see the benefits of Quality First. Starting next summer, ratings will be publicly advertised to parents across the state.

Quality First partners with child care and preschool providers. We didn't want a "gotcha" system that sets high standards, tags struggling providers, then waits for compliance. We wanted to help child care providers meet those high standards. When they enroll in Quality First, providers receive a rating—and a package of program supports including coaching, funding for environmental improvements, teacher education and student scholarships. National child development experts, like the BUILD Initiative's Gerrit Westervelt, say this willingness to assist both families and programs makes Quality First stand out. "If you provide the resources for improvement and tie the money to quality, you're on the right path," Westervelt told the FTF Board in June. Every Arizona child care provider wants the kids in their care to be the best that they can be—and that's where Quality First begins the conversation: "This is what you do well," Quality First tells them, "this is where you can improve. Let's help you get there."

Quality First can do much more than inform parents and bolster programs. A consistent standard of quality will improve the level of early learning instruction across the state. Programs will challenge each other to maintain the highest possible ratings. In time, as these performance levels align with Arizona's K-12 standards, our kids can transition fluidly and confidently into grade school, higher education and maximize their potential.

The board's unanimous vote this summer symbolized the energy and commitment that providers have made to partner with First Things First. And it symbolized the commitment Arizona voters have made to families and children across Arizona. In that moment, we could all clearly see a brighter future for Arizona's youngest kids.

Quality First is just one way we invest in children birth to 5. In the pages that follow, you'll see how First Things First works in three program areas— **Early Learning, Health and Family Support**—to meet the needs and fuel the potential of Arizona kids and their families.

# HEALTH

## At immunization time, no news can be the best news of all.

"As a nation, our disease rate is low because of immunizations," Nurse Manager Kathi Ford explained. The lesson isn't lost on her, or the Child Care Health Consultation Program she coordinates for FTF. "We make it a priority to keep children immunized, and to help child care programs stay up-to-date." That means working with center and home-based child care providers to identify children behind in their immunizations, and helping centers direct their parents to free or low-cost vaccinations.

"There is no 'almost,' as far as communicable diseases go," Ford explained, because child care centers are especially vulnerable to the exposure and spread of illness. So Pima County's CCHC program ramped up their efforts to help providers identify students behind in their immunizations and get them up to date. It's just one part of a 13-point care plan that 63 Child Care Health Consultants have worked to implement at 893 child care centers statewide. "We assess health and safety issues in programs, and collaborate with child care providers to improve in any needed areas."

Assistance can take many forms. It often means helping centers establish safety or hygiene policies, standards for recreational activities, proper hydration guidelines, or a school emergency plan. It frequently means training providers on a host of child care issues, including: infant sleep and crib placement; working with special needs children; dealing with food allergies; and, administering medications. "We also get a lot of requests for trainings relating to abuse and neglect," Ford said, "how to identify signs of it and report it to authorities." The approach is respectful and collaborative. "It's about working with the providers; making them part of the process, and not imposing our will. That's the best way to be successful," Ford said.

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Which brings us back to the immunizations. As Arizona's immunization deadline loomed, Ford and her Pima County Child Care Health Consultants worked with public health officials. They scheduled free immunization clinics to help Pima's unprotected child care programs... but there were none. "Across Pima County, the programs we worked with were reported as 100% compliant." So CCHC offered its services elsewhere. This success, Ford says, shows that CCHC is on the right track: "We want to empower all child care providers to have the right policies, know the right answers, and take care of themselves," Ford said. "Our job is to work ourselves out of a job."

## 893 child care providers

receiving health care consultations

## 11,433 fluoride varnishes

applied

## 12,112 oral health screenings

administered to children statewide

## Success Begins with a Healthy Child

Healthy starts are the bedrock of a happy life. Children must be nourished and sustained—in body and in spirit—in order to grow efficiently, learn effectively, and pursue their dreams.

First Things First's health initiatives assist children even before they are born with pre-natal screenings and healthy pregnancy support. Our early infancy programs, like home visitation and well-baby checks, help families encourage growth and anticipate challenges; our consultancy and outreach services ensure that children birth to five will have the medical, dental, and developmental support they need to achieve their full potential.

## Snapshot of FTF's Statewide Health Initiatives

First Things First – through its statewide and regional funding – supports dozens of health programs that help Arizona's youngest children arrive at kindergarten healthy and ready to succeed. Those programs are too numerous to describe here. Below are selected highlights demonstrating the impact of those health programs. In addition, a detailed list of the strategies and the grantees contracted to provide those services statewide is available beginning on Page 33.

## **Child Care Health Consultation**

Specially trained health professionals work with child care providers to improve health practices, and teach them how to talk to families about topics like: oral health, nutrition, obesity prevention and immunizations. 618 early child care education centers and 275 home-based care providers served.

## **Mental Health Consultation**

Trains child care providers to identify and effectively respond to the needs of children with mental health issues. 58 consultants working in 207 early child care education centers and 14 home-based care facilities served.

## Workforce Development

Using ASU scholarship/service commitments to increase the number, accessibility and expertise of speech language pathologists working with children, birth to five. 14 early intervention students receiving financial support.

## Snapshot of FTF's Regional Health Initiatives

## **Oral Health**

12,112 oral health screenings, 11,433 fluoride varnish applications, and 8,029 dental care referrals —to prevent the most common cause of school absence in young children.

## **Developmental Screening**

Increasing preventative health care by providing developmental, oral, vision, and audial screenings, along with education and referrals, to families with children birth to 5. 405 developmental, 595 hearing and 537 vision screenings administered in FY2011.



## **Food Security**

Preventing hunger, and the developmental issues it fosters, by supplying food boxes to an average of 40,880 Arizona families with young children in each quarter of FY2011.

To start school ready to succeed, kids need access to high quality early education. Early learning environments need to include a curriculum focused on early literacy, teachers trained to engage young learners, and teaching materials appropriate for young kids. FTF's early education signature programs offer a comprehensive approach to improving the quality of child care throughout Arizona. They also help parents afford an early education for their kids.

# AITTY EARLY LEARNING

## "She was developmentally delayed... now, she talks more than I do."

Mid-afternoon on a Friday, and Kim Sutton has just settled six children down for naptime in her Casa Grande home. It's a quiet time in a busy day—a time most home child care providers might use to catch their breath—but Sutton is using it to advocate for Quality First.

"I could talk all day about it," Sutton said. "I am passionate about it. Quality First has done so much for me and the children I care for."

After two years of research and pilot testing, Quality First, Arizona's first child care rating and improvement system, was officially adopted in June. Since recruitment of providers began in 2009, 711 child care homes and centers serving 36,000 Arizona children have enrolled, with plans to increase to 926 providers by the end of FY2012. Quality First assesses center and home-based early child care programs, rating them on a five-star scale. But what makes it unique—to providers like Sutton and child care advocates nationwide—is that Quality First doesn't just grade child care programs. It gives them the resources to improve.

"I love what I do," said Sutton, who left corporate America 17 years ago to pursue her dream. "I didn't have any resources. I was just trying to love children and care for them and keep them safe." But she wanted to do the best possible job. "I didn't get a lot of outside inspiration and encouragement. I knew what I was doing with the kids was great, but I didn't know why and what effects it would have." She wanted to go back to school, but lacked the resources. Then she enrolled in Quality First. "I was a little intimidated at first," she said. But the rigorous assessment and evaluation led to consultations that gave Sutton that long-sought spark. "I needed that boost, that guidance and support. Quality First works with you, as a team, to help you do the best for your children."

Sutton credits Quality First with "impacting everything we do, from scheduling to health issues. A redone diaper changing area and hygiene workshop have helped reduce staff and student-related illnesses by 75% in two years.<sup>ii</sup> Day-to-day learning exercises are more handson for the children, and more interactive with adults. "Before, our staff members might not have understood the value of in-depth conversations with 2 year-olds. Now they do."

But Quality First's impact can best be captured in the life of an 18 month-old student. "She was developmentally delayed, with maybe five or ten words in her vocabulary that you could make out." Sutton said. "She had a hard time manipulating toys, and even getting herself around the room." Quality First gave Sutton the

"I am passionate about it. Quality First has done so much for me and the children I care for."

skills and the resources to draw her out. "Now, she's running and jumping and talks more than I do," Sutton laughed. "We have full-blown conversations. Quality First helped me help her in a way I wouldn't have otherwise known. It speaks volumes to me—and it means the world to her."

## 6,171 infants, toddlers, and preschoolers

received scholarships to access early education services

## 743 Arizona early childhood teachers

awarded 931 T.E.A.C.H. Scholarships to date

## 36,000 Arizona children

with access to improved early care through Quality First

## Improving the Resources that Empower Children

Quality First, together with our other early learning initiatives, combines the latest scientific assessment tools, student and teacher scholarships, and childcare provider incentives to make Arizona's early learning system effective, inclusive, and state-of-the-art.

## Signature Early Learning Programs

First Things First – through its statewide and regional funding – supports dozens of early education programs that help Arizona's youngest children arrive at kindergarten healthy and ready to succeed. Those programs are too numerous to describe here. Below are selected highlights demonstrating the impact of those early education programs. In addition, a detailed list of the strategies and the grantees contracted to provide those services statewide is available beginning on Page 33.

## **Quality First!**

Expands the number of children who have access to high quality child care, including learning materials that are developmentally appropriate, a curriculum focused on early literacy and teachers trained to work with infants, toddlers and preschoolers.

## T.E.A.C.H. (Teacher Education and Compensation Helps) Early Childhood Arizona®

Improves the quality of the care children receive by providing financial incentives for teachers to continue their education. 743 teachers, from 334 facilities, receiving scholarships this year.

## **Professional REWARD\$**

Keeps the best teachers with our youngest kids by rewarding longevity and continuous improvement of their skills. 1,452 stipends provided.

## **Regional Early Learning Programs**

## **Child Care Scholarships**

Helps low-income families afford a better educational beginning for their children. 3,764 children receiving scholarships in SFY2011.

## Family, Friend and Neighbor Programs

Improves the quality of care and education that children receive in unregulated child care homes. 233 providers served in SFY2011.



## **Pre-Kindergarten Expansion**

Expands the number of 3 and 4 year-olds in high quality pre-school programs that prepare them for kindergarten and beyond. 70 public school district pre-k sites receiving support, 41 private/public community pre-k sites receiving support. 2,407 pre-kindergarten children receiving scholarships statewide.

Parents are their child's first teachers. FTF partners with parents to give them the information and support they need to make the best choices for their children. Whether parents just have one question, or need long-term, in-home support, these programs stress the importance of early education and health and teach invaluable parenting skills.

## A MARKEN SUPPORT

## "Why don't babies come with an instruction manual?"

In Arizona, they do. The Arizona Parent Kit can't soothe a diaper rash or calm a colicky baby. But, it can equip parents with the information and tools to handle that wonderful, sleepdeprived, overwhelming time when a new baby comes home.

"I think the kit is an amazing thing," said Marin Pelletier, a Cottonwood mother of two. The Pelletiers received their Parent Kit at the Verde Valley Medical Center in July, when Marin arrived to give birth to their daughter, Kinsley. "There's so much material in there for parents," Marin said. "I wish I had one when my son was born two years ago. For first time parents, especially, there's always a moment when you feel 'I have no clue what I'm doing,' and it's nice to be able to walk out of the hospital with hard facts and materials you can refer to at any time."

Open the signature yellow box, and you'll find solutions you can hear, see, call and touch: a six-part DVD covers everything from basic safety and health to discipline and learning tips; a parent resource guide puts local child care resources at your fingertips; a Birth to 5 Helpline magnet puts access to free expertise from nurses and child development specialists on your refrigerator door. Funded by a partnership between FTF and The Virginia G. Piper Charitable Trust, the Arizona Parent Kit has been an essential tool for new families statewide. 58,091 families received



Parent Kits this past year. "It's still growing, in terms of the number of kits going out," said K Vilay, FTF's Family Support Specialist. First Things First continues to look for ways to build on that momentum.

"We'll keep expanding the kit's range; we want it to reach more parents—and reach them earlier," Vilay said. Certain hospitals have already begun distributing the kit to expecting parents who tour their facilities, and the kit is distributed at some birthing education classes. FTF worked with the Arizona Department of Health Services to make the kit available to parents through the state's licensed midwives. And, FTF is working to make Parent Kits available for check-out at local libraries. "The earlier, the better," Vilay said. "We want to get the kit to parents so they have time to explore it before the baby arrives."

The final jewel of the Parent Kit, usually found at the bottom of the box, is a baby-friendly book, intended to start a newborn's library, and set them on a course for early literacy. "I think that's a nice touch," Marin Pelletier said. "Everybody buys you infant stuff. But they don't stay that way long. This is something to prepare her for the future."

## BY THE NUMBERS

## 58,091 Parent Kits

distributed this year

## 7,709 families

receiving home visitation services

## **2,310 calls** received by the Birth to 5 Helpline

## Helping Children Means Supporting Families

A child's first contact, first understanding of love and learning and the world around her comes through family. First Things First supports Arizona families by providing timely, useful information to new parents; tools for learning and literacy development; and expert child development counsel as close as the phone or—in some cases—at the door.

When we strengthen the family, we support the child. When we support the child, we build the future.



## Selected Family Support Initiatives

First Things First – through its statewide and regional funding – supports dozens of familyfocused programs that help Arizona's youngest children arrive at kindergarten healthy and ready to succeed. Those programs are too numerous to describe here. Below are selected highlights demonstrating the impact of those family support programs. In addition, a detailed list of the strategies and the grantees contracted to provide those services statewide is available beginning on Page 33.

## Arizona Parent Kits

58,091 kits distributed through hospitals to new parents statewide, the kit provides tools instructional DVDs, resource guides, helpline information and a baby book—to inform and empower parents during their first days and months as a primary caregiver.

## **Birth to 5 Helpline**

A toll-free helpline, where child development experts listen and offer advice on topics like behavioral issues, sleep, literacy, fussy babies, potty training and nutrition, to parents and caregivers. Responded to 2,310 calls in FY2011.

## **Home Visitation**

Supports the families of young children by providing child care information, developmental tools and in-home screenings and by connecting parents to community resources for additional support. 7,709 families receiving home visitation services in FY2011.

## **Regional Family Support Initiatives**

## **Raising a Reader**

Increases children's access to reading by using outreach programs, lending libraries, family activities and education to involve kids and their parents in literacy. 3,252 people attending 346 literacy training sessions in FY2011.

## Community-Based Literacy & Parent Education

Strengthens families with young children by providing voluntary classes in community-based settings on a wide range of topics, including parenting skills, child development, early literacy and nutrition. In fiscal year 2011, 59,438 parents and other caregivers attended 6,380 community-based early childhood sessions statewide.

First Things First programs combine high performance standards, best practices in child development and relevance to the needs of our communities. Next, in our Regional Stories, you'll see how these programs impact the lives of children across the state.

## SUCCESS STORIES

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When Arizona voters approved First Things First (FTF) in 2006, they created a statewide early childhood system that balances statewide accountability for improving education and health outcomes for kids birth to 5 with local decision-making about the needs of children in Arizona's diverse communities.

The statewide FTF Board is responsible for ensuring that Arizona's early childhood funds are spent on services that help Arizona's young children be healthier and start kindergarten ready to succeed. The board sets the vision for FTF, determines the priorities for FTF within Arizona's broader early childhood system, and – through approval of local funding plans and contracts – ensures that services funded at the statewide and local levels are resulting in improved education and health outcomes for kids 5 and younger.

FTF's 31 Regional Partnership Councils are comprised of volunteers who determine which early childhood services will be funded in their communities. They do this by combining three important components in their decision-making: experience, research and community input.

• **Experience:** Each regional council member represents a specific segment of the community that has a stake in ensuring that our children grow up to be healthy productive adults, including: parents, Tribal representatives, educators, health professionals, business leaders, philanthropists and leaders of faith communities.

- **Research:** Every two years, each regional council does a study of the education and health services that are available to kids in their communities, and what children's needs are unmet.
- **Community Input:** Working with local stakeholders, the regional councils determine which services to fund to improve education and health outcomes for kids in their communities.

FTF respects the sovereignty of all Arizona tribes. By law, tribes may elect to have their tribal lands treated as a separate region by the statewide FTF Board; or, Tribes may elect to participate in the designated geographical region in which their tribal lands are located. Tribes who choose to participate in the regional council whose area includes their tribal lands have a representative of the tribe on the regional council.

There are dozens of strategies funded by FTF Regional Partnership Councils statewide, and it would be impossible to profile all of them in this report. In the following pages, one example from each area of the state is provided. Collectively, these stories represent the breadth of the services funded by regional councils statewide and offer a glimpse of the impact those services are having on young children throughout Arizona.

A detailed list of all the grantee awarded – and the grantees – is available at the end of this document.

## Northeast Region

In Arizona's northern corner, healthy starts can be a battle of logistics.

Children in the Kaibab Paiute Tribal area, like children everywhere, need strong teeth and sound oral health in order to reach school on time and fulfill their potential in the classroom. Almost half of Arizona's kindergarten children have some decay, about a third of them have untreated decay, and almost 10 percent are in need of urgent dental care.<sup>iii</sup> The problem is compounded in the Kaibab Paiute area, where a dental problem often means the whole family must visit the Indian Health Services Clinic on the Hopi Reservation in Polacca, a 418-mile trip.

Last summer, the Oral Health Outreach Program, funded by the FTF Coconino Regional Councils, traveled north to the Kaibab/Paiute area as part of a partnership with Northern Arizona University's Teledentistry Program. Twenty three children received dental screenings that day. Five of those children required follow-up care. So the Oral Health Outreach/Teledentistry partnership sent the children's screening results to the IHS clinic ahead of time, enabling five families to solve their children's dental issues in one trip, instead of many.



To date, the Oral Health Outreach/NAU Teledentistry Partnership has provided 364 dental screenings to children and their families in the region. 321 fluoride varnishes —a preventative treatment that guards against tooth decay and gum disease—were applied. Children received a kit containing their very own toothbrushes, toothpaste and floss. And families received oral health education materials to help them establish sound dental habits at home.

## **Central/East Region**

Magdalena and her husband, Jose, were feeling isolated.

The college-educated couple had moved from Mexico with their three year-old son, Juanito, when Jose accepted a veterinary internship at a Willcox dairy. The unfamiliar surroundings posed a number of challenges. How can Spanish speakers find development materials for their children? How can they find adequate child care for Juanito, and properly prepare him for school?

Magdalena enrolled the family in Building Bright Futures. Funded by First Things First's Cochise Regional Partnership Council, Building Bright Futures is a free home visitation program for expectant mothers and families with kids 5 and younger. 80 to 90 percent of brain development occurs in a child's first five years. Proper engagement and interaction during those years can spur the kind of development that will serve children for the rest of their lives. Building Bright Futures is part of an eight agency coalition – the Bright Futures Coalition – that has served 867 families in Cochise and Graham/ Greenlee counties this year. These programs help parents take the lead as their child's first teachers. Building Bright Futures' family support specialists visit weekly to track each child's progress, and to provide parents with ideas and activities to foster communication and problemsolving skills and encourage early learning. They also connect families to resources in their communities.



With the help of her home visitor, Magdalena was able to enroll Juanito at a child care center. When she expressed a desire to volunteer—as a way of breaking the isolation and giving back to the community—their assessment worker escorted Magdalena and Juanito to the library, and translated so they could get a library card. In the library's Spanish section, Juanito found a treasure trove of books and DVD's (Sesame Street and Thomas the Train), and Magdalena did, too. When Magdalena asked if their weekly Story Time was also held in Spanish, it began a conversation that ended with Magdalena volunteering to be Story Time's Spanish-speaking reader. She left that day with an armload of learning materials, a closer connection to her community, and a happy little boy. Magdalena has since become a fixture at the library, recruiting volunteers and families to share Spanish language Story Time.

## West Region

FTF funding allowed the Bullhead City Elementary School District to expand its current preschool program by adding an additional classroom for 3 and 4 year-old children from low income families.

Those extra slots made a big difference to a local family of five. A single-income family father, mother, twins and an older sibling who'll be kindergarten age next year—applied for admission. Child care costs had forced them to become a single income family. Every day the mother, the first to find employment, went off to work while the father stayed home as caretaker, reading and tending to the kids.

This spring, the La Paz/Mohave Regional Partnership Council awarded \$60,000 to two local preschool providers, allowing them to open 20 more pre-school scholarship slots. These additional preschool slots can serve the needs of one or more children during the course of a single year. They open a door to learning and growth that might otherwise be closed to lowincome children.

The new preschool slots in Bullhead City give more children access to a quality, structured early learning environment, but they also offered a young father his chance to seek work and provide additional support for his wife and children.



Staff members called and told the young father that his children had preschool slots—could he come in to fill out the forms? They still talk about the young father who "practically floated" into the office the following Monday, joyously announcing that he'd found a job. He repeatedly thanked everybody in the room: "You don't know what this means to my family."

The children are doing well in school.

## Phoenix/Yavapai Region

Two years ago, Erika Bernal and Victor Hugo Hernandez were looking forward to being parents. But when problems with her pregnancy led Erika to lose the baby, the West Phoenix couple struggled with their grief and wondered how they could ever try again.

A friend of the couple, who'd just delivered her baby at the Maricopa Medical Center, spoke highly of the experience there and suggested that Erika and Victor pay a visit. After a study of her medical history, Maricopa Integrated Health System referred Erika to the Comprehensive Healthcare Center, where she was eligible for the Prenatal Outreach Program funded by First Things First.

The Prenatal Outreach Program increases the number of healthy pregnancies by educating pregnant women and their families on nutrition, physical and dental health, the importance of exercise and the essentials of prenatal care. Prenatal Outreach also monitors the specific needs of expectant mothers and links them to appropriate sources of care. 973 expecting families participated in Prenatal Outreach Programs in Cental and South Phoenix this year.

At the Comprehensive Healthcare Center, Erika felt, finally, like something more than a number. The staff was friendly and professional. Her medical problems were understood, and she became part of a supportive group of expectant mothers who shared her experiences and her loss. She learned how proper diet and exercise can affect the development of her baby, and she found a place where she felt more like part of a big family.



Today, Erika and Victor Hugo are the proud parents of Alisha Jazmine – 10 months old, healthy, beautiful and active. Erika remains in the program so she can be ready for her next pregnancy in a couple of years. She enjoys all the lectures and classes and participates in the walking club. They are so grateful that Victor Hugo said that if he ever wins the lottery, half of the prize will go to support the program.

## Maricopa Region

"Caleb is a beautiful, bright and loving child," his mother Medina says. "But his behaviors could be overwhelming."

At five years old, Caleb was diagnosed with an eating disorder related to autism. He would only eat foods with certain textures and was prone to bouts of gagging. These restrictions limited Caleb's diet to a few specific food choices—making balanced nutrition impossible—and turned every single meal into a struggle for Caleb, his brother and sister, and Medina, a working single mom.

Medina's family was referred to the Center for Autism and Related Disorders (CARD), funded in part by the FTF Northeast Maricopa Regional Council." [They] were so familiar with Caleb's type of issues, and confident we could make some positive changes," Medina said. "I felt so much better just hearing about other families' struggles and their success with CARD." Medina's family was one of 134 Arizona families receiving services from CARD this year. CARD Counselors Rob and Emily worked with Caleb in person. A third counselor, Kate, consulted via the Internet. They taught Medina positive methods to help Caleb eat. Medina was thrilled when she was able to add two or three fresh fruits to his diet. They scheduled home visitations to observe Caleb's behavior when he was hungry. Together with the CARD counselors, Medina has expanded Caleb's diet and he has willingly tried about 60 new foods.



"We continue to work with Caleb, and he is doing much better," Medina said. "Caleb's brother and sister used to hate being at the table with him because it was always a struggle. We can eat together more easily now. We celebrate each small success. We are able to take him out to dinner and find something on the menu that he'll eat. We are very grateful for all the help we received."

## **Southeast Region**

Elisa never saw herself as the "mother type."

With a baby on the way, Elisa and her husband, Andrew, took stock of their situation and didn't like their chances of success: Elisa wasn't even sure she wanted to be a mother. She had no idea how to raise a child, she said. She didn't know how to interact with someone who wasn't an adult. When the baby, a boy named Eric, came, Andrew Ashton wanted to be an effective father. But he had no idea how to relate to his infant son.

In their case, help literally came to the door.

Healthy Families is one of three home visitation programs funded by the North, Central, and South Pima Regional Councils serving 1,326 families in Pima County (616 by HF). Home visitation providers perform a variety of roles. Certified child development specialists visit expecting mothers, offering information on prenatal care. They also visit new families at home where, in the comfort of a familiar setting, a child care specialist can monitor the baby's physical and mental development, observe care procedures, and suggest activities to keep families strong and babies on track.

Elisa and Andrew worked weekly with a home educator, who took them through a parenting curriculum and supported their progress as they took charge of Eric's care. As they learned how to play and direct Eric's development, the couple grew more confident and Elisa's attitude changed.



FTF funds approximately 60 Home Visitation contracts statewide, serving 7,709 Arizona families in FY2011. Many of these programs fill prenatal and infant care gaps in remote rural areas, where doctors are scarce and developmental issues could otherwise go untended. They also offer referrals and guidance when a physical or developmental issue requires outside resources. And, almost always, they provide back-up and a sense of confidence to parents finding their way.

Elisa and Andrew are still working through their transition to parenthood. But Elisa enjoys playing with Eric – she gets increasingly excited with each developmental milestone he passes – and Andrew feels involved in his son's life. Healthy Families is still providing the family with the resources they need to grow more confident in their parenting and bond with their new child.

## FY 2011 Regional Partnership Councils

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## HIGHLIGHTS

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## **Declining Tobacco Revenues**

As fewer Arizonans consume tobacco products, First Things First's major funding source—tobacco tax revenues—will continue to decrease before stabilizing in the next 10 to 15 years. Tobacco tax revenue received by First Things First in FY2011 was 2% less than revenue received in FY2010 and 21% less than revenue in FY2008. (See graph, below.)

Fortunately, First Things First anticipated this decline. Since additional revenue would eventually be needed, First Things First established a fund to accumulate tobacco revenue and interest during the program's early days, when policies, tracking and accounting mechanisms were still being assembled. This fund is designed to act as a reserve, sustaining First Things First initiatives as tobacco revenues decline.

## **YEARLY TOBACCO TAX REVENUE**



## **Financial Report**

	FY 2011
PROGRAM ACCOUNT BY GOAL AREA	
Community Awareness	\$ 6,321,995
Coordination	2,125,619
Evaluation	10,216,111
Family Support	38,449,972
Health	30,134,515
Professional Development	15,363,628
Quality and Access	50,851,631
Total	\$ 153,513,472

## PROGRAM ACCOUNT BY GOAL AREA



FIRST THINGS FIRST REVENUE



## FIRST THINGS FIRST REVENUES Administrative Account \$ 13,744,263 Program Account 123,698,357 Total \$ 137,442,620

Note: At the time of printing, the final reconciliation of FY2011 expenditures was not complete. As such, expenditures reported include June plus those expenditures reconciled as part of the state's Period 13, but are not inclusive of final adjustments that tie the appropriation year to the fiscal year under an accrual accounting methodology.

## FY 2011 Grantee Awards by Goal Area and Strategy

Through June 30, 2011

GOAL AREA	STRATEGY	GRANTEE	AWARD
COMMUNITY AWARENESS	Community Awareness	Alchesay High School FCCLA	\$4,000.00
		City of Chandler Police Department	\$20,000.00
		Salt River Pima-Maricopa Indian Community	\$12,866.00
	TOTAL		\$36,866.00
COORDINATION	Community Partnerships	Flowing Wells School District	\$130,000.00
		United Way of Yavapai County	\$30,000.00
	Court Teams	Mohave County Superior Court	\$450,000.00
		Prevent Child Abuse Arizona	\$83,438.00
	Service Coordination	Arizona Department of Health Services	\$25,830.00
		United Way of Tucson and Southern Arizona	\$100,000.00
	TOTAL		\$819,268.00
EVALUATION	Child Care Study	Arizona Board of Regents for and on behalf of University of Arizona	\$661,387.03
	Evaluation	Arizona Board of Regents for and on behalf of University of Arizona	\$6,900,107.37
	Home Visiting Study	Kaibab Paiute Tribe	\$6,870.00
	Needs and Assets	Arizona Board of Regents for and on behalf of University of Arizona	\$23,955.00
	Parent Kits - Study	Arizona Board of Regents for and on behalf of University of Arizona	\$360,174.00
	TOTAL		\$7,952,493.40

GOAL AREA	STRATEGY	GRANTEE	AWARD
FAMILY SUPPORT	Center-based Literacy	Make Way for Books	\$190,590.00
	Community-based Literacy	Apache Junction Public Library Arizona Board of Regents for and on Behalf of Arizona State Unversity for Eight,	\$300,000.00
		Arizona PBS	\$352,000.00
		City of Phoenix Library	\$328,800.00
		Colorado River Indian Tribes	\$20,245.00
		Gila County Library District	\$45,000.00
		Homeward Bound	\$104,264.00
		Navajo County Library District	\$50,000.00
		Osborn School District	\$170,770.00
		Safford City-Graham County Library	\$110,000.00
		Southwest Human Development	\$257,122.00
		Southwest Institute for Families and Children	\$496,447.00
		Valley of the Sun United Way	\$276,765.00
	Crisis Intervention	Center for Autism and Related Disorders, Inc.	\$296,836.00
		Crisis Nursery, Inc.	\$319,826.00
	Family Resource Centers	Adelante Healthcare	\$187,500.00
		Arizona Board of Regents for and on behalf of University of Arizona	\$304,608.00
		Chandler Christian Community Center	\$175,865.00
		Chandler Unified School District	\$414,433.00
		City of Avondale	\$253,001.00
		Gila Bend Unified School District	\$150,000.00
		Maricopa Integrated Health System	\$216,187.00
		Murphy Elementary School District #21	\$318,886.25
		Sun City Area Interfaith Services, Inc. dba Benevilla	\$286,600.00

GOAL AREA	STRATEGY	GRANTEE	AWARD
FAMILY SUPPORT	Family Resource Centers	Tempe Community Council	\$582,539.00
		The University of Arizona Santa Cruz Cooperative Extension	\$516,413.81
		Town of Buckeye	\$143,810.00
		Town of Gila Bend	\$200,000.00
		Washington Elementary School District	\$65,342.32
		Worthy Institute	\$275,460.00
	Family Support –	Faster Carla Diales Faur dation Turana	¢115 070 00
	Children with Special Needs	Easter Seals Blake Foundation - Tucson U.S. Department of Health and Human Service,	\$115,870.00
		Indian Health Services, Whiteriver Service Unit	\$45,273.13
	Food Security	Amphitheater Unified School District	\$3,050.00
		Chandler Christian Community Center	\$27,500.00
		Coalition for Compassion and Justice	\$45,000.00
		Community Action Human Resource Agency	\$300,000.00
		Community Food Bank Inc.	\$38,102.00
		Fort Defiance Indian Hospital Board, Inc.	\$50,000.00
		Gila River Indian Community, Community Services, Nutrition and Assistance Program	\$10,000.00
		Graham County Interfaith Care Alliance, Inc.	\$10,000.00
		Hualapai Tribe Health Department	\$2,499.00
		Johns Hopkins University/School of Public Health	\$65,725.70
		Salt River Pima-Maricopa Indian Community	\$2,500.00
		St. Marys Food Bank Alliance	\$465,831.00
		Tempe Community Action Agency	\$27,500.00
		United Food Bank	\$205,000.00
		Yuma Community Food Bank	\$2,500.00

AWA	GRANTEE	STRATEGY	GOAL AREA
\$523,197	Arizona Board of Regents for and on behalf of Northern Arizona University	Home Visitation	AMILY SUPPORT
\$143,793	Arizona Department of Economic Security		
\$1,652,412	Arizona Partnership for Children, L.L.P.		
\$214,350	Arizonas Children Association		
\$1,068,292	Banner Health		
\$1,553,429.	Casa de los Ninos, Inc.		
\$859,672	Chicanos Por La Causa, dba Parenting Arizona		
\$2,040,345.	Child and Family Resources		
\$183,783.	Child and Family Resources - Yuma		
\$614,439.	Child and Family Resources, Inc.		
\$334,709.	Child and Family Resources, Inc Kingman		
\$1,637,824	Child Crisis Center		
\$239,215	Coconino County Public Health Services District		
\$69,182	Cocopah Indian Tribe		
\$42,268	Fort Mojave Indian Tribe		
\$157,500.	Ft. McDowell Yavapai Nation		
\$328,016.	Gila River Health Care Corporation		
\$62,728	Havasupai Tribe		
\$116,542.	Hualapai Tribe Health Department		
\$1,165,358	Maricopa County Department of Public Health		
\$336,600.	Mariposa Community Health Center		
\$111,000.	Pascua Yaqui Tribe		
\$729,332	Pinal Gila Community Child Services Inc.		
\$306,940.	Social Service Interagency of Lake Havasu City, Inc.		
\$4,190,023	Southwest Human Development		
\$180,166	Sunnyside School District		
\$500,000.	Tanner Community Development Corp.		
\$281,803.	The Learning Center for Families		
\$1,722,052	United Way of Tucson and Southern Arizona		
\$337,212	Verde Valley Medical Center		
\$101,849	Yavapai County Community Health Services		
\$375,867.	Yavapai Regional Medical Center		
\$207,309	Yuma County Health Services District		

GOAL AREA	STRATEGY	GRANTEE	AWARD
FAMILY SUPPORT	Native Language Enrichment	Gila River Indian Community Head Start	\$62,539.00
	Parent Education		\$007 E00 00
	Community-Based Training	Arizonas Children Association	\$387,539.00
		Arizona's Children Association	\$64,227.00
		Chicanos Por La Causa, dba Parenting Arizona	\$334,169.48
		Child and Family Resources	\$279,912.00
		Gila River Health Care Corporation	\$100,650.00
		Johns Hopkins University/School of Public Health	\$101,168.97
		Northland Pioneer College	\$81,833.00
		Phoenix Children's Hospital	\$547,732.67
		Prevent Child Abuse Arizona	\$5,000.00
		Salt River Pima-Maricopa Indian Community	\$21,600.00
		Southwest Institute for Families and Children	\$199,548.00
		Teen Outreach Pregnancy Services	\$577,000.00
		United Way of Tucson and Southern Arizona	\$81,000.00
		Youth Count	\$162,096.00
	Parent Kits - statewide	SPF Consulting, LLC	\$109,992.00
	Reach Out and Read	American Academy of Pediatrics -AZ Foundation	\$486,164.88
	TOTAL		\$34,905,045.43
HEALTH	Care Coordination/Medical Home	American Academy of Pediatrics-AZ Chapter	\$136,990.00
	oure oppraintation, wearear nome	International Rescue Committee	\$240,787.00
		Maricopa Integrated Health System	\$65,520.00
		North Country HealthCare	\$120,000.00
		Phoenix Children's Hospital	\$808,834.00
	Child Care Health Consultation	Apache County Public Health Services District	\$75,000.00
		Coconino County Public Health Services District	\$80,000.00
		Gila County	\$21,784.00
		Maricopa County Department of Public Health	\$2,771,667.00

AWARD	GRANTEE	STRATEGY	GOAL AREA
\$160,000.00	Mohave County Department of Public Health		HEALTH
\$1,073,537.00	Pima County Health Department		
\$120,000.00	The University of Arizona Santa Cruz Cooperative Extension		
\$100,000.00	University of Arizona Cochise Cooperative Extension		
\$360,000.00	University of Arizona Cooperative Extension, Pinal County		
\$270,331.00	Yavapai County Community Health Services		
\$307,876.00	Yuma County Health Services District		
\$232,000.00	Maricopa County Department of Public Health	Comprehensive Preventative Health Programs	
\$159,034.10	Arizona Department of Education	Developmental & Health Screening	
\$190,137.00	EAR Foundation of Arizona		
\$56,650.00	Gila County		
\$112,668.00	Maricopa County Department of Public Health		
\$79,073.50	Milemarkers Therapy, Inc.		
\$246,158.00	River Cities Community Clinic		
\$200,000.00	University of Arizona Cooperative Extension, Pinal County		
\$43,150.00	Arizona Health Care Cost Containment System	Health Insurance Enrollment	
\$200,000.00	Child-Parent Centers, Inc.		
\$853,373.00	Children's Action Alliance		
\$102,953.00	Empowerment Systems, Inc.		
\$179,842.00	International Rescue Committee		
\$26,265.00	Pascua Yaqui Tribe		
\$188,295.00	Pima County Health Department		
\$142,906.00	Maricopa Integrated Health System	Health Professionals Education and Outreach	
\$142,906.00			
	Phoenix Children's Hospital		
\$164,111.00	SL JUSEPH S HOSPITAI		
\$399,980.00	Easter Seals Blake Foundation - Tucson	High Risk Newborn Follow Up	
	St. Joseph's Hospital Easter Seals Blake Foundation - Tucson	High Risk Newborn Follow Up	

GOAL AREA	STRATEGY	GRANTEE	AWARD
HEALTH	Injury Prevention	Maricopa County Department of Public Health	\$1,016,723.00
		Maricopa Integrated Health System	\$233,997.00
		Valley of the Sun United Way	\$105,271.00
	Mental Health Consultation	Southwest Human Development	\$4,930,226.64
	Mental Health Education & Credentia	als Easter Seals Blake Foundation	\$59,636.12
	Nutrition/Obesity/Physical Activity	Arizona Board of Regents for and on behalf of University of Arizona	\$93,961.00
		Colorado River Indian Tribes	\$27,102.00
		Save the Children	\$78,011.26
		University of Arizona Cochise Cooperative Extension	\$168,551.00
	Oral Health	Catholic Healthcare West Foundation - East Valley	\$608,700.00
		Coconino County Public Health Services District	\$150,000.00
		Maricopa County Department of Public Health	\$700,000.00
		Mariposa Community Health Center	\$74,800.00
		Navajo County Public Health Services District	\$104,668.00
		Pima County Health Department	\$224,998.00
		University of Arizona Cochise Cooperative Extension	\$190,000.00
	Physician Education & Outreach	American Academy of Pediatrics-AZ Chapter	\$849,000.00
	Prenatal Outreach	International Rescue Committee	\$245,036.00
		Maricopa County Department of Public Health	\$661,417.00
		Maricopa Integrated Health System	\$235,922.00
		Yuma County Health Services District	\$438,800.00
	Recruitment — Stipends/Loan Forgiveness	Arizona Department of Health Services	\$1,384,057.00
	Workforce Capacity – Therapist Scholarships	Arizona Board of Regents for and on behalf of Arizona State University	\$350,000.00
	TOTAL		\$23,390,202.62

GOAL AREA	STRATEGY	GRANTEE	AWARD
PROFESSIONAL DEVELOPMENT	Community-Based ECE Training	Association for Supportive Child Care	\$461,430.00
	,	MCCCD-Paradise Valley Community College	\$179,795.00
		Northland Pioneer College	\$14,982.00
		Rio Salado College	\$739,534.00
		United Way of Tucson and Southern Arizona	\$701,400.00
		Western AZ Council of Governments	\$133,320.00
	Consultation: Language and Communication	Arizona Board of Regents for and on behalf of University of Arizona	\$134,995.00
	Director Mentoring/Training	Northland Pioneer College	\$28,928.00
		Rio Salado College	\$311,083.94
		Southwest Human Development	\$18,000.00
	FTF Professional REWARD\$	Valley of the Sun United Way	\$2,827,203.00
	Learning Labs	Navajo County Education Service Agency	\$14,964.62
	Recruitment into Field	Central Arizona College	\$73,530.16
		Cochise College	\$46,200.00
	Scholarships non-TEACH	Central Arizona College	\$917,060.00
		Northland Pioneer College	\$120,344.00
	Scholarships TEACH	Association for Supportive Child Care	\$7,328,293.00
	TOTAL		\$14,051,062.72
QUALITY AND ACCESS	Expansion: Increase slots and/or capital expense	Applied Economics	\$55,509.05
		Association for Supportive Child Care	\$302,275.00
		Child and Family Resources	\$549,029.00
		Pascua Yaqui Tribe	\$62,500.00

GOAL AREA	STRATEGY	GRANTEE	AWARE
DUALITY AND ACCESS		Pima County Community Development and Neihborhood Conservation	\$77,153.0
		Salt River Pima-Maricopa Indian Community	\$56,436.00
		United Way of Tucson and Southern Arizona	\$1,230,000.00
		Vail Unified School District	\$200,000.00
	Family, Friends & Neighbors	Association for Supportive Child Care	\$1,922,687.00
		United Way of Pinal County	\$355,000.00
	Inclusion of Children with Special Needs	Southwest Human Development	\$849,937.00
	Pre-Kindergarten Scholarships	Arizona Department of Education	\$6,516,400.00
		Bullhead City Elementary School District #15	\$60,000.00
		E.Q. Scholars Inc.	\$144,000.00
		Littlefield Unified School District	\$108,000.00
		Salt River Pima-Maricopa Indian Community	\$190,768.00
		The Mohave Valley Elementary School District	\$108,000.00
		Tohono O'odham Nation	\$397,241.00
		Topock Elementary School District	\$120,000.00
	Quality First	Southwest Human Development	\$4,275,060.26
		United Way of Tucson and Southern Arizona	\$5,374,583.00
		Valley of the Sun United Way	\$9,657,128.00
	Quality First Child Care Scholarships	City of Tucson	\$2,450,000.00
		United Way of Northern Arizona	\$161,400.00
		Valley of the Sun United Way	\$13,953,807.00
	Summer Transition to Kindergarten	Blackwater Community School	\$38,000.00
		Casa Blanca Community School	\$23,342.00
	TOTAL		\$49,238,255.31
	GRAND TOTAL		\$130,393,193.48



## Endnotes

- i National Research Council of Medicine. From Neurons to Neighborhoods: The Science of Early Childhood Development. Jack P. Shonkoff and Deborah A. Phillips, Editors.
- ii Staff reports.
- iii Arizona Department of Health Services: Office of Oral Health: 2005. The Oral Health of Arizona's Children: Current Status, Trends and Disparities. Retrieved July 21, 2011, from http://www.azdhs.gov/cfhs/ ooh/pdf/OOH\_AZSchoolChildrenReport-pagebypage.pdf
- iv Sommerfelt, Fred F., R.D.H., M.Ed., "Teledentistry-Assisted, Affiliated Practice for Dential Hygienists: An Innovation Oral Health Workplace Model," Journal of Dental Education, vol. 75, no. 6, June 2011: pp. 733-742.



## FIRST THINGS FIRST Ready for School. Set for Life.

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