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| http://ftf/teams/communication/First%20Things%20First/ftf_horiz_clr.jpg.jpg | **COURSE DESCRIPTION** |
| **Statewide Communications Plan** |
| **September 2016** |

**Course Description:**

Getting the word out about Early Childhood Development and Health is critical component in building an early childhood system in Arizona. In this course First Things First’s new Regional Council Members will increase their knowledge of the community awareness and community engagement strategies implemented by FTF.

**Course Goal:**

To increase Council Members understanding of the importance of increasing community awareness and building community engagement in early childhood health and development.

**Learning Objectives:**

By applying what you learn in this course, you should be able to:

* Identify the three goals for FTF’s Communication plan
* Recognize the components for building public awareness
* Communicate FTF’s three core messages
* Explain FTF’s community outreach tactics
* Describe the three tiers of community engagement

**Time Allotted:**

1.0 – 1.5 hours

 **Competencies:**

Systems Building

 **Course created:**

In-house, designed to be facilitated in classroom or virtual environments