



Phoenix North Region

2022 Impact Report



From birth to age 5,
a child's brain develops more than
any other time in life.

90%

of a child's brain grows before kindergarten.

Early childhood matters.

First Things First (FTF) partners with families and communities to help our state's youngest children prepare for kindergarten and beyond.

Many young children in Arizona face challenges that threaten their healthy development and learning. In the FTF Phoenix North Region, there are **66,337 children** (under age 6) with **24% living in poverty**.

Here is how FTF is working to support young children and their families in this region.

FTF Phoenix North Regional Key Impact Highlights [State Fiscal Year 2022]



Strengthening Families and Early Literacy

3,598

Families of newborns received the Arizona Parent Kit, filled with tips and tools to help support their child's healthy development.

2,239

Families or caregivers served by receiving referrals or by participating in activities at family resource centers.



Quality Preschool and Child Care

7,999

Children attended preschools and child care programs participating in Quality First.

955

Children birth to age 5 received a Quality First scholarship to attend high-quality preschools and child care programs.



Preventive Health

1,028

Children monitored to receive appropriate screenings to detect vision, hearing and developmental issues to prevent learning challenges later on.

419

Children received fluoride varnishes applied to protect against childhood tooth decay.

Additional Strategies

9,154

Books

were given to families with children ages birth to 5 years to encourage parent-child interaction and reading.

68

Early childhood educators

received college scholarships to improve their qualifications for working with infants, toddlers and preschoolers.



Phoenix family resource center helps shy brothers with social-emotional skills

As a young mother, Claudia Rodriguez was searching for activities that kept her two shy boys busy while also allowing them to socialize with other children their own age. She found what she was looking for right in her Phoenix neighborhood.

Soon, her boys became regular program participants at a family resource center in the Creighton Elementary School District, not far from their home. The First Things First Phoenix North Regional Partnership Council helps fund the center to support the healthy development of young children, whose brains develop at a fast rate in the early years.

The intent of family resource centers is to provide families with the information, services and support they need to help their children achieve their fullest potential. Family resource centers are community hubs that provide flexible, family-focused and culturally-responsive information, resources, referrals to services and parenting activities covering a wide range of topics, connecting families to the information, resources and services they need to support their child's optimal health and development.

"It's been great, going to the center has helped them and the whole family a lot," said Rodriguez, who also has 1-year-old girl, Jackie.

Rodriguez first enrolled her oldest son, Davian, in a month-long kindergarten readiness boot camp. Initially, he was a bit apprehensive about attending.

"He wasn't very open to other kids and all of that, but within the first week, he told me he loved it," his mother said. Davian, now 6 years old, did well in kindergarten and will start first grade in the fall.

She also enrolled her youngest son, David, in the early readiness program and Rodriguez said it's had a remarkable impact on her child.

"He's 4, and you couldn't really understand what he was saying," Rodriguez said.

Although his parents considered that their son might have a speech delay, after about two weeks of learning numbers, colors and animal sounds along with other children, they noticed that he started to feel more at ease around other people.

"That's when he started opening up more, and within the first month you were able to understand more of his words and his sentences," his mother said. "I'm very happy I enrolled him in early readiness because they prepared him a lot. Now he's going to kinder and he's going to be starting at 4."

David turns 5 in October.

Rodriguez has been impressed by the progress her sons made while attending the center. That's why she has already decided to enroll baby Jackie in its age-appropriate programs. The earlier the better, she noted.

"I want her to be more social," the young mom said. "I don't want to do what I did with the boys and kind of isolate them at home with me.

"I want her to be more open because my boys were kind of shy around other people, they wouldn't talk to anybody else. I want her to be able to socialize and hopefully she can learn early on. That's my goal."

FTF Phoenix North Regional Partnership Council

FTF regional partnership councils are made up of volunteers who study the unique needs of the local community and inform how funds should be used to best support the healthy development and early learning of young

children birth to age 5. FTF invests in proven programs and innovative strategies through grants to community organizations that provide services to children and families.

FTF Phoenix North SFY22 Total Regional Program Expenditures

Quality Child Care and Preschool

\$8,437,028

Strengthening Families

\$2,792,873

Preventive Health

\$1,271,616

Research and Evaluation

\$439,584

Workforce Development and Training

\$301,363

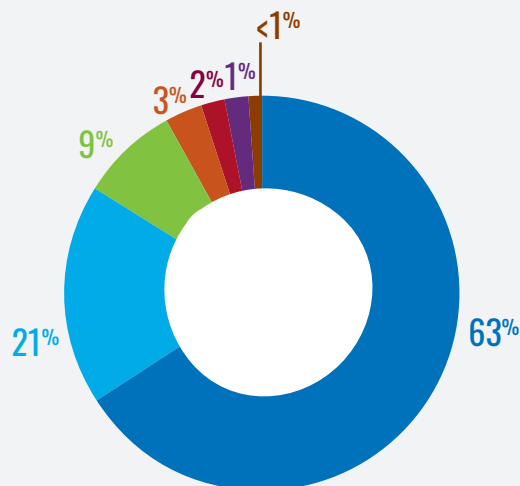
Parent and Community Awareness

\$163,001

Coordination

\$55,526

Total \$13,460,991



FTF Phoenix North Regional Partnership Council and Staff

Chair

Lyn Bailey

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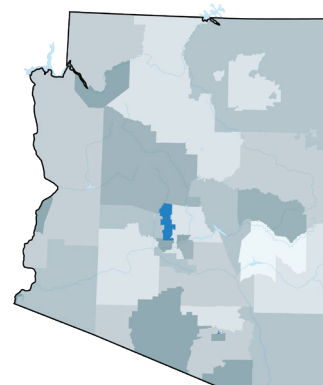
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The **FTF Phoenix North Region** is primarily the City of Phoenix north of Thomas Road. The region also includes the unincorporated communities of Anthem and New River to the north. Note that the Phoenix neighborhoods of Ahwatukee and Paradise Valley Village are assigned to the East Maricopa Region, and some Phoenix neighborhoods adjacent to Glendale are assigned to the Northwest Maricopa Region.

Learn more at

FirstThingsFirst.org/Regions/Phoenix-North