



Pima 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 Pima North Region, there are **48,064 children** (under age 6) with **27% living in poverty**.

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



As a local small business owner that partners with preschools to add fun, physical education into their programs, I see the importance of highly trained, professional child care providers and facilities. The sooner we can begin educating AND exercising the youngest members of our community the better! Together, we build strong, healthy bodies and minds."



Kevin Wichers

Owner My Gym Children's Fitness Center

FTF Pima North Regional Key Impact Highlights [State Fiscal Year 2020]



Strengthening Families and Early Literacy

5,824

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

693

Families with young children participated in voluntary home visiting programs proven to reduce parental stress levels, increase connections to community supports, and improve children's cognitive, motor, behavioral and social-emotional development.

124

Parents and other caregivers participated in evidence-based trainings designed to improve knowledge of parenting practices and children's development.



Quality Preschool and Child Care

7,700

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

1,001

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



Preventive Health

773

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

Additional Strategies

1,502

Children

received a screening to detect tooth decay, which left undetected and untreated could cause damage to permanent teeth, impair speech development and failure to thrive.

214

Early childhood educators

received professional development to improve their qualifications for working with infants, toddlers and preschoolers.

Amphi Parents as Teachers program helps Tucson parents teach daughters life skills

When Ana Perez's young daughter aged out of the home visitation program she was in, the stay-at-home mom began looking for a similar program so that both she and her daughter, Ana Victoria, could continue learning together.

Perez loved the community and support that home visitation provides, which gives families personalized, in-home support through a trained parent educator. The educator visits the family in their home and offers families information, education and support on parenting, child development and health topics while also assisting with connections to other resources or programs as needed.

The First Things First Pima North Regional Partnership Council funds home visitation to help parents become their child's first and best teacher.

Perez found the Amphi Parents as Teachers program, where the parent coach gave her information about various playgroups such as swimming and storytimes, to enroll Ana Victoria. There she met other moms who quickly became family friends and an extension of her support network- Ana is still close to the moms she met when her oldest was enrolled.

The parent educator encouraged Perez and her husband to do activities with Ana Victoria at home, such as drawing and working on puzzles to develop her fine motor skills. The young girl loves crafts and was using a hot glue gun by age 3 as part of Perez's encouragement to try new things.

"I explained to Ana Victoria that the glue gun was very hot and that she had to be careful, but that she could do it and I would be there to help her be safe," Perez said. "I was nervous, but I knew she could do it, and she did!"

Perez said she is thankful to the home visitation program for the resources they provide because it helped teach her daughter life skills.

When Perez had her second child, she knew she wanted to enroll her in Parents As Teachers so that her youngest could have those same positive experiences.

Emma was a timid toddler. She only spoke to her family members and was nervous around new people. The home educator helped Perez find a scholarship to attend preschool, where she is now thriving. Now, Emma easily greets new people and introduces herself. She likes to play with other children, and

she even knows her home address and mother's phone number by memory.

Perez loves that the program provided her family with so many children's books, especially bilingual ones. She and her husband are trying to ensure that their daughters are fluent in English and Spanish and read bilingual books as a family.

"We also use them to grow the girls' Spanish vocabulary by fishing for sight words and using the tips we learned from Parents As Teachers," Perez said.

When Ana Victoria graduated from the Parents As Teachers program, she was ready for kindergarten. Today, she is flourishing in school and still enjoys reading and making art, especially with her younger sister.

"I am so thankful that we have been able to participate in Parents As Teachers," said Perez. "The program has helped our whole family learn so much."



Read more FTF stories at
[FirstThingsFirst.org/Region-Stories](https://www.FirstThingsFirst.org/Region-Stories)

FTF Pima 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. Some of the programs in this region include Quality First, First Smiles Matter and Great Expectations for Teachers, Children, Families and Communities.

FTF Pima North SFY22 Total Regional Program Expenditures

Quality Child Care and Preschool

\$5,133,583

Strengthening Families

\$1,988,974

Preventive Health

\$968,154

Workforce Development and Training

\$740,089

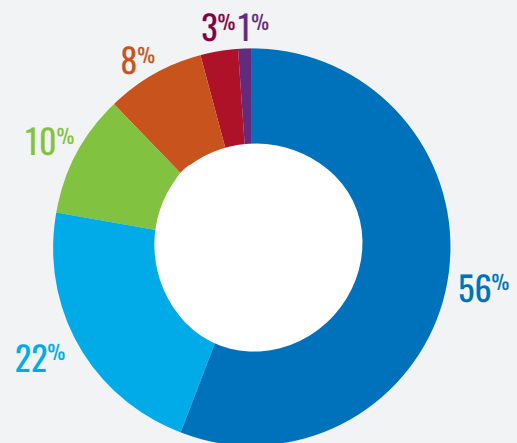
Research and Evaluation

\$293,249

Parent and Community Awareness

\$73,318

Total \$9,197,367



FTF Pima North Regional Partnership Council and Staff

Chair
Susan Shinn

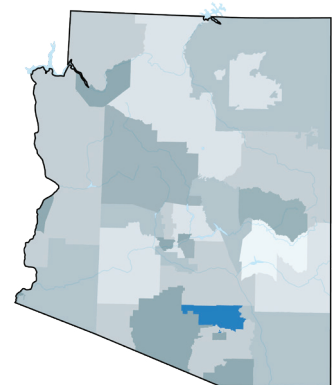
Vice Chair
Mandy Carlsen

Members
Katayoun Anderson
Eileen R. Caito
Nicholas Clement
Daniel Huff

Dorothy Johnson
Amber Jones
Celnia Robles

FTF Regional Director
Amy Morales Baum
AMoralesBaum@FirstThingsFirst.org
520.628.6666

FTF Community Outreach Coordinator
Chinna Garza
CGarza@FirstThingsFirst.org
520.628.6694



The **FTF Pima North Region** is defined as the northern portion of Pima County, not including the lands belonging to the Pascua Yaqui Tribe and the Tohono O'odham Nation. The region includes the city of South Tucson, the towns of Oro Valley and Marana, and the unincorporated communities of Catalina Foothills, Tanque Verde, Picture Rocks, Catalina, Avra Valley and Nelson. It does not include the Redington area in the northeastern corner of Pima County, which is assigned to the FTF Cochise Region.

Learn more at
FirstThingsFirst.org/Regions/Pima-North