

FIRST THINGS FIRST



Early Childhood, Every Day

Simple ways to spread the word about early childhood and First Things First in your community.

READY FOR SCHOOL. SET FOR LIFE.

OUTCOMES

By the end of this workshop, you will:

- Know why YOU are essential to raising awareness about the importance of early childhood
- Know how to share impactful messages about the importance of the early years.
- Understand how to use the First Things First toolkit and access resources to spread the word.



THE BASICS

What Everyone Should Know
About
First Things First

FIRST THINGS FIRST



Family Support and Literacy



Early Learning



Children's Health

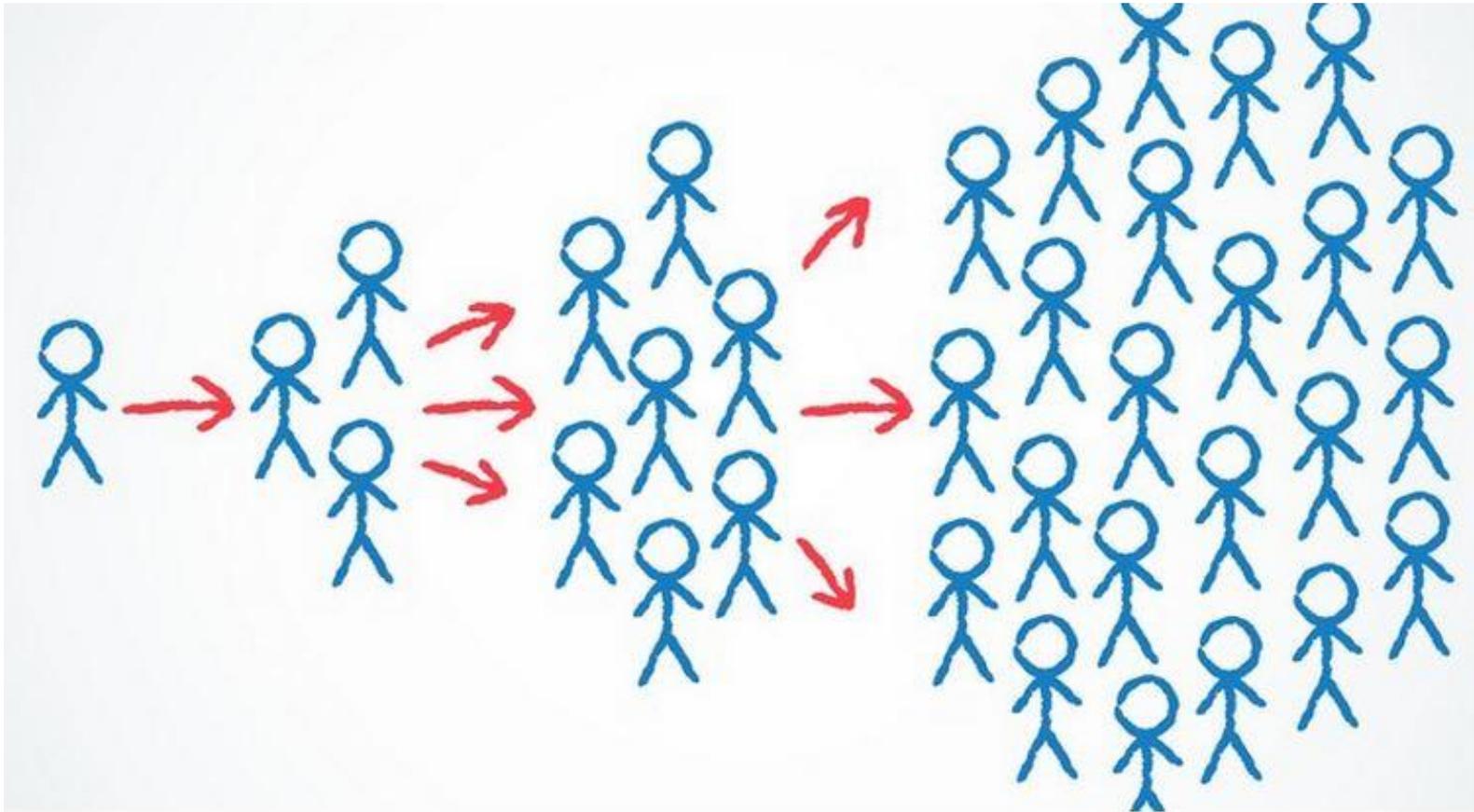


Moving the Conversation



The Upstream Solution by Prevent Child Abuse Arizona

RAISING AWARENESS STARTS WITH YOU!



Harper, S. (2015). Dojit.com

SPREADING THE WORD

**Early Childhood &
First Things First**

CORE MESSAGE: LEARNING BEGINS AT BIRTH



CORE MESSAGE: LEARNING BEGINS AT BIRTH

**90% of a child's brain
develops by age 5.**

The job of helping children succeed in school starts the day they're born.

CORE MESSAGE: QUALITY EARLY LEARNING

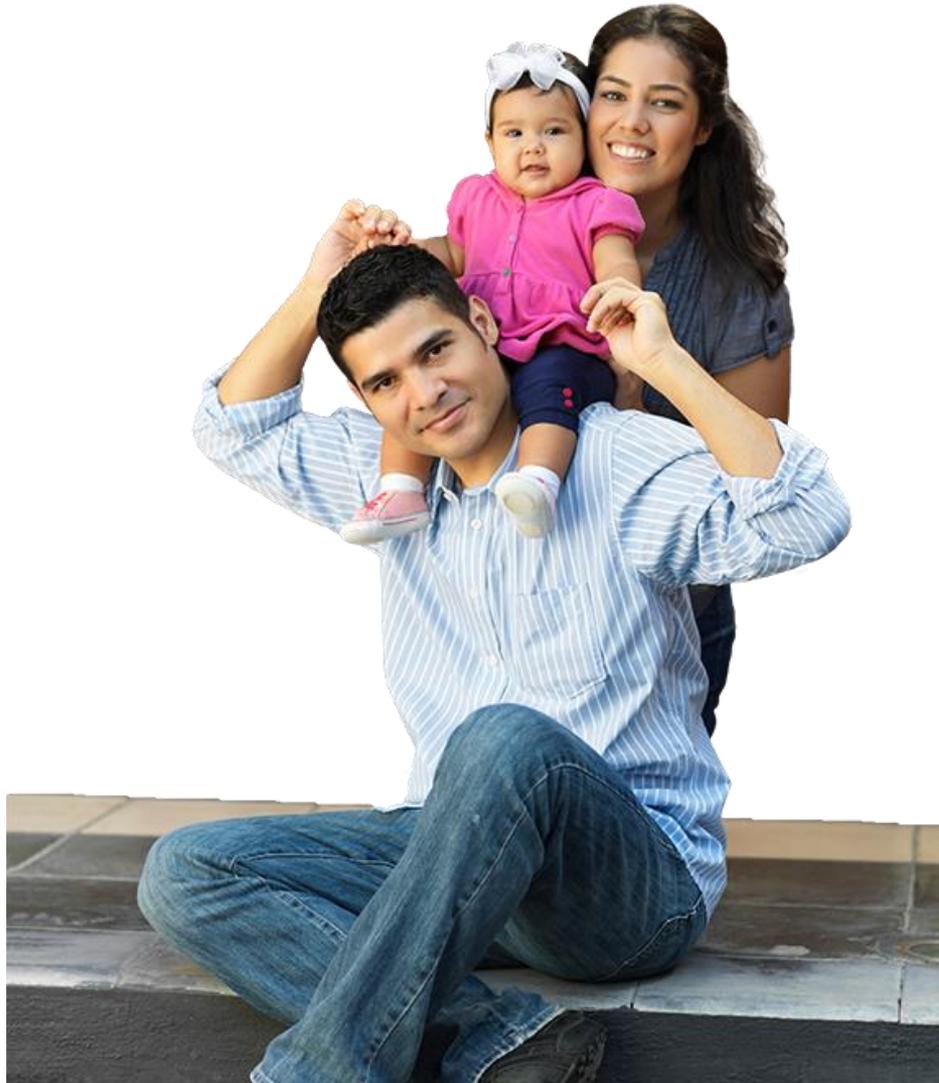


CORE MESSAGE: QUALITY EARLY LEARNING

Critical skills, like motivation, self-discipline, focus and self-esteem begin to take root from birth to 5 years old.

Successful people share these traits and we must give children the tools to develop these essential skills.

CORE MESSAGE: STRONG FAMILIES



CORE MESSAGE: STRONG FAMILIES

**Strong families are the
building blocks
of a strong society.**

It's crucial that parents have the tools they need to support children with stable, nurturing environments in their earliest years.

TIPS FOR SHARING MESSAGES

- Speak to the **Why** more than the What
- Speak *with* the person not *at* them
- Get your message across
- How can this person help build the movement?

PRACTICE

Tools for You

TOOLS FOR SUPPORTERS



Toolkit



PowerPoint Slides



Early Childhood Newsletter Articles



Educational Reinforcement Items



Workshop #2: The Write Way

FIRST THINGS FIRST

Search GO

First Things First | What Kids Need | How Our Work Impacts You

Parents | Your Regional Council | Funding | Take Action

90% OF A CHILD'S BRAIN DEVELOPS BY AGE 5.



PEDIATRICIAN
Dr. Lyndy Jones

FIRST THINGS FIRST

LEARN MORE

READY FOR SCHOOL. SET FOR LIFE.

FIND YOUR REGIONAL COUNCIL



A child's most important developmental years are those leading up to kindergarten. First Things First is committed to helping Arizona kids five and younger receive the quality education, healthcare and family support.

Regional Council Program Highlights



Navajo Nation
A family learns how to build their child's vocabulary now – and her chances of being a good reader later.

Resources

- Hot Topics
- Latest News
 - Tribal Consultation Meeting
 - Board Meetings Calendar

Take Action in Support of Arizona's Young Children

If you understand the importance of early childhood and want to know more or do more, there are simple ways to join First Things First and help spread the word:



Join our Mailing List

Sign up to receive email updates from First Things First. We won't share your information, and we won't flood your inbox.

GO



Follow us on Facebook

Connect with First Things First for information and inspiration about a variety of early childhood topics. More than 100,000 of you already do, so join the movement and share with your friends. (And if you're on Twitter, we are too.)

GO



Request a Presentation or Attend a Training

You can help spread the word and be a champion for early childhood in your community. Invite First Things First to present to your group or get training on effective messaging.

GO



Write a Letter to the Editor

Writing a letter to the editor of a local newspaper or publication is a good way to highlight the importance of early childhood and your support of individuals and organizations that are making a difference for young children and families in your community. For help with writing a letter to the editor, please refer to the following:

- [Letter to the Editor Guidelines](#)
- [Sample Letter to the Editor](#)

Have a Question?

You can contact us at community@azftf.gov

Fact Sheets

- [FTF Overview](#)
- [FTF Strategies for Success](#)
- [FTF Governance](#)
- [FTF Accountability](#)
- [Brain Science](#)
- [Business Info](#)
- [Faith Info](#)

Newsletters

- [December 2015](#)
- [November 2015](#)
- [October 2015](#)
- [September 2015](#)
- [August 2015](#)
- [July 2015](#)
- [June 2015](#)
- [May 2015](#)
- [April 2015](#)
- [March 2015](#)
- [February 2015](#)
- [January 2015](#)

Graphics

- [Brain Development](#)
- [Early Literacy](#)
- [Return on Investment](#)

STAY INFORMED & ENGAGED

- Refer others to: FirstThingsFirstAZ.gov
- Visit QualityFirstAZ.com
- Share the monthly e-news
- Invite us to share with others
- Attend a tour of an FTF-funded program
- Like us on Facebook / Twitter and share our posts

First Things First

READY FOR SCHOOL. SET FOR LIFE.



 **First Things First**
Community Organization

Liked Message

Timeline About Photos Videos More

 **First Things First**
February 5 at 8:06am

Having a strong family is the foundation a child needs to succeed later in life. Read the First Things First policy brief "Strong Families: A Key to School Readiness & Success": <http://bit.ly/1co7Onf>



Like Comment Share

Michelle Pansulla and 157 others like this. Top Comments

66 shares

 Write a comment...

 **Barbara Rubin** I remember Stefanie riding on her grandfathers shoulders
Like · Reply · February 6 at 3:13pm

 **Susie Monotilla** Grand papa used to give me a ride like this very lucky little girl.
Like · Reply · February 5 at 8:31pm

Speak Out for Kids



EARLY CHILDHOOD MATTERS TO US...

“We all benefit when our children do well. Just as we are taught to nurture and water our corn, we must nurture and support our children so that they have the tools to be successful. We hope that you will help us to spread the message that the earliest years matter the most. Askwali!”

Dr. Noreen Sakiestewa
Hopi Tribal Education Director



THANK YOU!

If you need any support, contact:
Community Outreach
community@azftf.gov



azftf.gov

