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### **First 5 California launches new public education and outreach campaign**

In June, First 5 California unveiled its new public education and outreach campaign, its first in three years, introducing a slick new micro-Web site geared specifically for parents of young children, <http://first5california.com/parents>. The media designed to draw new users to the site includes widely placed outdoor billboards and bus shelter signs, online banners and radio spots.

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The State Commission awarded Los Angeles-based Fraser Communications the mass media communications contract earlier this year. Fraser developed the new advertising campaign after conducting qualitative research with focus groups around the state and incorporating the results to better understand the climate of the latest trends in raising children.

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The research provided a fresh perspective that shaped the development of the First 5 California media concepts. The information confirmed a clear need for resource information and an opportunity for First 5 California to secure a spot in parents' minds about improving the lives of children ages 0 to 5.

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The new campaign connects parents with trusted resources regarding healthy development -maximizing their child's capacity for learning and social development - and solutions to other issues. The new campaign presents information in English, Spanish, Mandarin, Cantonese, Laotian, Hindi, Hmong,

Vietnamese, and Korean languages.

The new micro-Web site is a unique portal for parents. The site maintains an encouraging, up-beat tone and a simple, welcoming look and feel for diverse communities. Additionally, it organizes resources for parents in an accessible and logical manner. During the first three weeks of the campaign, there was an 85 percent increase in hits to the new Web site, including visitors who explored its many available resources. The plan calls for this early iteration of the micro-Web site to be expanded and enhanced in the coming months and years.

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### **Daytime Emmy nomination for *Sid the Science Kid***



*Sid the Science Kid* - a First 5 California sponsored - educational animated television series using comedy and music to promote exploration, discovery and science readiness among preschoolers, is growing in popularity not only among youth but also with the National Academy of Television Arts and Sciences.

The series has been nominated for two Daytime Entertainment Emmy Awards, including Outstanding Children's Animated Series and Outstanding Achievement in Main Title and Graphic Design. The 36<sup>th</sup> Annual Daytime Entertainment Emmy Awards, hosted by Vanessa Williams, will be televised on Sunday, August 30 on the CW Television Network at 8:00 p.m. (ET) from the historic Orpheum Theatre in Los Angeles.

*Sid the Science Kid's* landmark production of 40 half-hour episodes, co-produced by The Jim Henson Company and

KCET/Los Angeles for PBS KIDS, debuted in September 2008 as part of the popular *PBS KIDS* series, the hosted two-hour TV morning block and online destination for preschoolers.

The energetic and inquisitive main character, *Sid* starts each episode with a new science-related question (“Why are my shoes shrinking?” “Why do bananas get mushy?”) and embarks on a fun-filled day of finding answers with the help of family and friends.

In addition to First 5 California, major funding for *Sid the Science Kid* is provided by The Boeing Company, The Rose Hills Foundation, The Arthur Vining Davis Foundations, and PBS.

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### **Leaders prepare early learning advocates to work with state lawmakers**

On June 7, Preschool California and the California Association for the Education of Young Children (CAEYC) hosted an Early Learning Advocacy Day. More than 300 early learning advocates listened intently as speakers and policy leaders provided helpful tips on how to deliver messages to elected officials as they prepared for face-to-face visits with lawmakers at the State Capitol.

CAEYC’s Advocacy Day theme, “Seize the Moment for California’s Youngest Children,” resonated throughout the day as the panelists prepared the advocates for delivering succinct and convincing presentations to the legislators about the early learning agenda.



*Superintendent of Public Instruction Jack O'Connell addressed early learning advocates in Sacramento.*

The day began with a lunch briefing at the Sacramento Convention Center and culminated with participants organizing into teams and heading to the Capitol with a two-pronged message for legislators. The early care educators, parents, teachers and union leaders advocated for the importance of early learning programs and the need to create a high-quality learning system at local, state and federal levels.

California State Superintendent of Public Instruction Jack O'Connell delivered a motivating presentation, imploring the audience to be vigilant about addressing the needs of the 0 to 5 population with state lawmakers.



*Former state Assemblyman Ted Lempert provided tips on how to best deliver the early childhood education message to lawmakers.*

First 5 California Executive Director Kris Perry emphasized the significant impact multiple organizations bring when they come together with a single voice to address early learning programs.

“The power of our message is amplified when we deliver the

message together as partners, strong and deliberative,” Perry said. “Our most important message is that we must invest in children early, prepare them for school, and provide them with high-quality services before they enter kindergarten.”



*Kris Perry encouraged strength in partnerships.*

Preschool California Legislative Advocate Kevin McCarty met with legislators and staff and discussed the results of the recently released Rand study. This report highlights the positive outcomes from children who attend high quality preschool in contrast to the widening achievement gap and poor performances from children who did not attend preschool.

Other speakers providing support to participants included Assemblymember Tom Torlakson and Carl Guardino, president of the Silicon Valley Leadership Group. Each lent their acumen as lawmaker and businessman, respectively, driving the message of why it is important to invest in the education of our youngest children.

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### **Changing the trend of childhood obesity**

Participants at the 5<sup>th</sup> Biennial Childhood Obesity conference walked away with a sense of urgency and commitment for prevention and intervention of obesity in children.

First 5 California co-sponsored the four-day event in Los Angeles June 9 to 12. This year’s conference theme, “Creating Healthy Places for All Children,” brought together partners from across the country to focus on policy and environmental factors that contribute to childhood obesity. Conference workshops

provided the latest information on childhood obesity in the areas of research, prevention and treatment, early childhood interventions and promising practices in schools and the community.



*Silvia Flores, left, informs a conference participant about First 5 California services at the childhood obesity conference.*

Keynote speaker Dr. Eduardo Sanchez, vice president and chief medical officer for Blue Cross and Blue Shield of Texas, highlighted the need to focus on obesity prevention and health promotion as a means of reversing the alarming rates of overweight and obese children and adults. He identified three disturbing trends facing the nation: the increase in obesity in children and adults, the increase in Type II diabetes, and the increase in health care costs. He posed the question, “Why focus on children?” And he provided the answer: “It’s better and easier to build a child than to fix an adult.”

First 5 California partnered with KCET as an exhibitor at the conference. Sarah Grady, KCET outreach coordinator, featured *Sid the Science Kid* segments of the television series in its display on healthy living. Several episodes focus on nutrition and physical activity.

First 5 California staff highlighted the popular “Yummy for Your Tummy” cookbook, the *Kit for New Parents* and Nutrition and Physical Activity Fact Sheets. First 5 California Health Program Specialist Silvia Flores coordinated a conference workshop titled, “Interventions to Prevent Obesity through Promoting Nutrition and Physical Activity in Low-income Childcare Centers.” The workshop presented various approaches for using the childcare setting to prevent obesity during a child’s

early years.

California Superintendent of Public Instruction Jack O'Connell was one of the final presenters at the conference. His presentation focused on the dire need to provide healthy meals in schools.

In a letter to conference attendees he wrote, "An alarming number of children and youth are overweight, unfit, or both. They are developing serious health problems now and are likely to continue to be overweight and less fit in the future. I am encouraged that more students in California are attending schools where nutrition standards are implemented to ban sodas and unhealthy competitive foods where school meal programs are offering more whole grains and fresh fruits and vegetables."

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### **NAYEC Seminar focuses on a quality early learning workforce**

Developing a high quality workforce in the field of early childhood education is critical to the success of future generations. The National Association for the Education of Young Children (NAEYC) recently conducted a five-day professional development seminar to share skill-building and professional training strategies with participating educators, program administrators and policy makers nationwide.

First 5 California Deputy Director of Program Management Sarah Neville-Morgan was a presenter at NAEYC's National Institute for Early Childhood Professional Development in Charlotte, North Carolina June 13 to 17. She provided coordination in the State Professional Development Leadership Team Work Day. The team work day was organized to present the NAEYC's policy blueprint for high quality workforce development. The blueprint is designed to outline strategies to improve participants' skills in early childhood education.

"We have taken the blueprint and are now using it here in California as our framework in the *Water Cooler* workforce

development subcommittee,” Neville-Morgan said.

The NAEYC seminar also featured a workshop on First 5 California’s Comprehensive Approaches to Raising Educational Standards (CARES) program. Neville-Morgan, Tony Campbell (First 5 Santa Cruz), Yolanda Garcia (First 5 Santa Clara) and Alice Burton (CARES Training and Technical Assistance) presented data and evaluation reviews of the CARES programs from different county and state perspectives.

“We shared the CARES model, focusing on how we used evaluation as well as the latest promising practices to continue to update and reframe the program and how it can look different in counties,” Neville-Morgan said. “So we have the state’s quality standards and then local efforts can shape them to meet their needs.”

The association’s professional development seminars are highlighted in an interactive web-based publication that can be located at [http://www.nxtbook.com/nxtbooks/naeyc/institute\\_final\\_2009/#/2](http://www.nxtbook.com/nxtbooks/naeyc/institute_final_2009/#/2)

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### **You decide where the *Family Resource Express* should go next**

We’re pleased to report that First 5 California's *Family Resource Express* continues to be a success – connecting more than 35,000 parents and young children to important health information and resources since the tour began in April.

With the help of many partners, including First 5 LA, WIC, and community organizations, the *Family Resource Express* provides free dental, vision, hearing and body mass index screenings to children at key events. These events have also given parents and caregivers an opportunity to get answers to health questions from on-site medical professionals and insurance specialists.

The next statewide tour is scheduled to kick-off in August and run through October. If you haven’t already submitted potential events for consideration, please forward your suggestions prior to mid-July to [f5countyta@rogerspr.com](mailto:f5countyta@rogerspr.com) with the following information:

- Event date
- Event name
- Location
- Contact information
- Approximate attendance
- Potential partners and resources offered

If you have any questions about the *Family Resource Express* or prefer to phone in your event suggestion, please call First 5 California's County TA team at (310) 552-4101.

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