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## **FIRST 5 CALIFORNIA WINS NATIONAL AWARD FOR INNOVATIVE PARENTING RESOURCE**

*Free “Kit for New Parents” receives top accolades*

(Sacramento) — First 5 California accepted an award today from the Association of Maternal and Child Health Programs for its *Kit for New Parents*, bringing national recognition to this comprehensive parenting resource. The *Kit* includes everything from practical advice on prenatal care to information about a child’s first five years, and is available for free to new and expecting parents in California.

“First 5 California is honored to receive such a distinguished and significant award,” said Kris Perry, executive director of First 5 California, who accepted the award on behalf of the organization at the AMCHP’s annual conference. “As the recession deepens and money to pay for parenting books and classes becomes scarce, it’s more important than ever that free educational resources like the *Kit* are available to parents and caregivers.”

The AMCHP’s Best Practices Award recognizes groundbreaking public health services and initiatives that advance the well-being of mothers and children, especially for low-income and underserved families.

First 5 California’s *Kit* includes an educational DVD with parenting advice from prominent child development experts, an easy-to-read parenting guide, brochures on a variety of important family health issues, a children’s book, and more.

A three-year study published in the *American Journal of Public Health* found mothers using English or Spanish versions of the *Kit* demonstrated improved parenting skills. According to the study, 94 percent of these mothers reported the *Kit* was a helpful resource for health and parenting information. As a result, they were more likely to read to their infants and enroll their children in consistent medical coverage.

Since the original *Kit for New Parents* launched in 2001, more than 2.5 million *Kits* have been distributed to California families through partnerships with hospitals, clinics, county agencies, home visitation programs and parenting education providers. The *Kit* is currently available in English, Spanish, Mandarin, Cantonese, Korean and Vietnamese.

For more information, or to order a free *Kit for New Parents*, please call (800) KIDS-025 for English assistance, (800) 50-NIÑOS for Spanish assistance, (800) 597-9366 for Mandarin or

Cantonese assistance, (800) 597-9511 for Korean assistance or (800) 597-9855 for Vietnamese assistance.

**About First 5 California**

First 5 California, also known as the California Children and Families Commission, was established after voters passed Proposition 10 in November 1998, adding a 50-cents-per-pack tax on cigarettes to fund education, health, child care and other programs for expectant parents and children up to age 5. For more information, please visit [www.first5california.com](http://www.first5california.com).

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