Monday Morning Report

October 30, 2006
To submit comments or items (3 weeks in advance) for this e-newsletter, please contact Vivien Hao, public affairs officer, First 5 LA at vhao@first5la.org or (213) 482-7563.

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CALENDAR

November 4, 7:30 a.m.-4 p.m.: A Place for Every Child: Inclusive Child Care Conference presented by the Special Needs Advisory Project (SNAP) at the Marriott LA Downtown, 333 S. Figueroa St, LA 90017. Call Evangelina Hurtado at (866) 355-SNAP, or visit www.snapla.org.

November 6, 9 a.m. - 11 a.m.: Free Prenatal Workshop at Queen Anne Place Ready For School Center, 1212 Queen Anne Place, Los Angeles 90019. For information, contact Nikki Dana at ndana@lausd.k12.ca.us or (323) 936-8506.

November 15, 9 a.m.-4:30 p.m.: Proactive Breastfeeding Support and Management presented by the Breastfeeding Taskforce of Greater Los Angeles, St, Mary Medical Center, 1050 Linden Ave., Long Beach 90813. Call Debbie Cowley at (213) 596-5776 or visit www.breastfeedla.org.

TELEMUNDO PREVIEW
First 5 LA Series on Pregnancy to Premier Wednesday on Spanish TV

The first in a series of 24 weekly Spanish TV news segments about the importance of maternal health and prenatal/infant care will air this Wednesday at 6 p.m. on Telemundo Los Angeles KVEA-52.

Co-produced by First 5 LA, the branded series will feature anchor/producer Lucia Navarro, who is in the second trimester of her first pregnancy. During each segment, Navarro will be interviewing pregnant women and mothers, as well as subject matter experts ranging from doctors to psychologists to consumer advocates about issues relating to pregnancy, birth, and infancy.

This series, to be launched Nov. 1, coincides with a major three-month First 5 LA public education campaign on TV, radio and print about nutrition and oral health. The Spanish segments follow the first First 5 LA-branded TV news series, "Good Beginnings," which aired on KTTV Fox 11 over 17 weeks from June through September 2006.

This new project is designed to reach Greater Los Angeles' large Spanish-speaking population with similar messages about the importance of the first years of life.

The first segment will focus on key things women need to know and do as soon as they learn they're pregnant. Obstetricians and perinatalogists from Long Beach Memorial Medical Center/Miller Children's Hospital will provide tips on diet, exercise, and the importance of seeking out early and regular prenatal care from a qualified health care provider.

For information about the series and upcoming segments, contact Vivien Hao at (213) 482-7563 or vhao@first5la.org.
November 15, 9:30 a.m.-3:30 p.m.:
Healthy Births Through Healthy Communities Partners Symposium 2006
at Holman United Methodist Church sponsored by LA Best Babies Network. For information, contact (213) 250-7273 x 111 or kjeter@labestbabies.org.

EVIE’S DESK
Telemundo Media Partnership to Educate and Reinforce Messages
I’m excited that First 5 LA is embarking on a new media partnership with Spanish TV station, Telemundo Los Angeles KVEA 52, to promote key messages about how to give our children the best possible start in life.

This starts before birth and even before conception, with the health and well-being of mothers-to-be. With one in five babies in the nation being born in LA County, we have both a huge challenge and a huge responsibility to ensure that women receive the kind of education and assistance they need to make the best choices for themselves and their families.

First and foremost, First 5 LA is about collaboration, so I want to encourage all of our partners and grantees-and anyone who cares about women, children, and families-to collaborate with us as we develop the topics and story lines that will enable Telemundo viewers to best learn about and act upon the information we provide.

Since television is about “showing” and not just “telling,” I hope you’ll keep in mind ways that you or your organization can help us present personal stories of real people whose experiences can inspire and teach others.

We look forward to working with each and every one of you to help ensure that many more of our children are born healthy and can develop into healthy, happy children who are ready to learn.

Evelyn V. Martinez
Executive Director
First 5 LA

Help Group Conference Brings Attention to Learning Disabilities
More than 450 professionals and parents participated in The Help Group Summit 2006, held Oct. 20 and 21, at the Skirball Cultural Center in West Los Angeles.

Featuring more than 20 of today’s leading experts in autism, learning disabilities and ADHD, the conference, co-sponsored by First 5 LA, helped raise awareness about the latest research and treatment of developmental delays.

The Help Group is the nation’s largest and most comprehensive nonprofit organization serving children with special needs related to autism, Asperger’s disorder, learning disabilities, attention deficit/hyperactivity disorder, mental retardation, abuse and emotional problems.

During the luncheon program, Barbara Firestone, president and CEO of The Help Group, introduced The Help Group National Autism Foundation’s public service announcement campaign, designed to promote autism awareness, early identification and intervention, education and treatment of autism spectrum disorders.

Firestone also presented the Champion for Children Award to California State Assemblymember Fran Pavley of the 41st District for her support of individuals with developmental disabilities.

On behalf of KCET, President and CEO Al Jerome accepted the Media Excellence Award for the innovative daily television series, website and extensive outreach of the program “A Place of Our Own,” which is co-sponsored by First 5 LA.

A special Lifetime Achievement Award was given to summit co-chair, Paul Satz, in recognition of his significant contributions to understanding neuro-developmental disorders and to the progress of treatment.

For information about The Help Group, visit www.thehelpgroup.org.

First 5 California Evaluation Shows Its Programs Benefited 3.5 Million Families
First 5 California’s recently-released evaluation report shows more and more parents are accessing First 5 California programs to help ensure their children enter school healthy and learning.

The report, prepared by SRI International, notes that First 5 California-funded programs and services were used by 3.5 million families in 2004-2005 fiscal year, compared to one million two years earlier.
Major strides toward covering uninsured children are attributed to First 5 California, which funded health insurance enrollment assistance to a half million parents of children 0-5 in the last fiscal year, up from 200,000 two years ago.

The statewide funding and advocacy organization’s school readiness programs have reached nearly two million young children and their family members during the last three years, according to the study.

The report also confirmed First 5 California programs are reaching the state’s ethnically diverse population. For example, 65 percent of children served by First 5 California programs are Latino. Today, 50 percent of children born in California are of Latino descent.

Based on leading-edge research about the importance of the first five years of life, First 5 California and 58 independent county children and family commissions, including First 5 LA, were created by voter initiative in 1998. For more information, visit www.first5california.com.

CHAMPION PROFILE

Susan Kaiser Greenland Helps Children Develop Mindful Awareness

Champion Profile features individuals who exemplify First 5 LA’s tagline, “Champions for Our Children.”

As co-founder and executive director of InnerKids, Susan Kaiser Greenland teaches children how to develop mindful awareness (a state of present attention where one clearly perceives thoughts, physical sensations, emotions, and events at the moment they occur without reacting in an automatic or habitual way).

The activities and games she teaches are designed to help focus attention and acknowledge clarity, compassion, and discernment. InnerKids courses integrate elements of meditation, martial arts, drumming, and yoga with psychology, movement, body awareness, and relaxation techniques.

Susan began her career as a corporate lawyer in 1985 and from 1988 through 2004 provided legal and business affairs representation to network owned radio and television stations in New York and Los Angeles.

Which book has most influenced your life?
The Razor’s Edge by W. Somerset Maugham.

What makes you happy? Being in nature.

Angry? Ignorance coupled with hubris.
Which historical figure do you most admire?  
Winston Churchill because he stayed the course even when public opinion was against him.

What is your favorite way to spend time with an important child in your life?  
Our nightly family dinner.

What is your idea of a perfect world?  
Where people recognize that we are all interconnected and thus act with compassion and in the spirit of cooperation.

Which living person do you most admire?  
Aung San Suu Kyi for her non-violent struggle for democracy and human rights in Burma (now Myanmar) in spite of years of incarceration and separation from those she loved.

What is your motto?  
"I have never let my schooling interfere with my education."-- Mark Twain and "Courage is being scared to death - but saddling up anyway."--John Wayne.