Get weekly updates on child development issues – Sign up to receive First 5 LA’s Monday Morning Report at www.First5LA.org/Subscribe

Dear Friends of First 5 LA,

In 1998, California voters established First 5 Commissions across the state to improve the well-being of children in their earliest years of life. Los Angeles County is challenged by a sprawling geography, a high cost of living and a steady influx of new residents who bring with them a wide range of needs and concerns. First 5 LA is uniquely positioned to meet those needs for our county’s children and their families.

First 5 LA’s vision is to create a future in which all of L.A. County’s young children are born and raised in a safe, supportive and nurturing environment so that they grow up healthy, safe and eager to learn. To this end, we reach out to children in the first five years of their lives – which are the most critical to their development – and support their families in fostering that growth.

Over the past 10 years, our progress is evident in increased numbers of children and families with medical coverage, demonstrated improvements in school readiness among children served, and stronger, more sustainable networks of services that will continue well beyond First 5 LA’s investment.

As you will see in this report, great strides have been made on issues concerning young children and their families on a local, statewide and national level. Yet in many ways the concept of investment in the first five years of life is only now being widely recognized for its long-term value. First 5 LA is proud to be a leader in this investment in L.A. County’s youngest and most promising residents, and to share our accomplishments, challenges, goals and strategies with you.

Evelyn V. Martinez
Executive Director

Carolyn R. Wilder
Nominated by: Supervisor Yvonne Burke, Second District

Ex-Officio Representatives
Jacquelyn McCroskey, D.S.W.
Representing: L.A. County Children’s Planning Council

Connie Russell
Representing: Policy Roundtable for Child Care

Deanne Tilton
Representing: Inter-Agency Council on Child Abuse and Neglect (ICAN)

Harriette F. Williams, Ed.D.
Representing: L.A. County Commission for Children and Families

Alternates
Cynthia Harding, M.P.H.
Director of Maternal, Child & Adolescent Health Programs, L.A. County Department of Public Health

William Arroyo, M.D.
Deputy Director, L.A. County Department of Mental Health

Executive Director
Evelyn V. Martinez
First 5 LA is a unique child advocacy organization created by California voters to invest tobacco tax revenues in programs that improve the lives of children in Los Angeles County, from prenatal through age 5.

Our mission is to increase the number of young children who are physically and emotionally healthy, safe and ready to learn. We accomplish that mission by investing in community-based programs and initiatives that forward our goal areas: Health, Safe Children and Families, and Early Learning.

In 2007-08, these initiatives are serving L.A. County children every day in real and meaningful ways:

1-888-FIRST5-LA Parent Helpline - Free and confidential resource for parents of children ages 0-5 to locate services in their area.

Best Start LA - Creation and coordination of local resources, support systems for children 0-3 and their families.

Children’s Planning Council - Countywide public/private collaborative that evaluates effectiveness of children’s programs.

Community-Developed Initiatives - Variety of community-generated efforts, from early learning to safe play places.

Community Opportunities Fund - Organizational capacity building and policy and advocacy work within communities.

Cross-Cutting Approaches - Support for formal and informal support systems that contribute to family-centered communities.

Early Care and Education (ECE) Workforce Development - Recruitment and training of ECE professionals.

Early Developmental Screening & Intervention - Early identification and intervention for young children with developmental or behavioral problems.

Family Literacy - Teaching parents how to read and to effectively support their children’s educational development.

Healthy Births - Prenatal services for improved birth outcomes.

Healthy Kids - Free and low-cost health insurance for children ages 0-5.

Los Angeles Universal Preschool (LAUP) - Preschool for 4-year-olds in underserved communities.

Oral Health and Nutrition - Increased access to direct health services through public education and policy development.

Oral Health Community Development Project - Improved oral health through water fluoridation infrastructure.

Partnerships for Families - Preventative child safety intervention for high-risk families.

Research and Evaluation - Collection and analysis of data to understand how to improve outcomes for children and families as well as ensure grantee and partner accountability.

The following pages demonstrate how First 5 LA responds to the challenges that young children and their families face on a daily basis – both through our long-term investment in critical services and in our strategic approaches to developing the field and strengthening the community.
STRATEGIC APPROACH: Early Investment

The loudest calls for investment in early childhood today are not coming from educators or social workers, but from economists, business leaders and policymakers who are beginning to realize the long-term rewards that result when a child is nurtured in a positive environment during the first five years of life. A 2008 research brief from the RAND Corporation finds that: “Economic research promotes a reorientation of child and human services toward investment and prevention and away from attempting to ‘treat’ poor outcomes that manifest themselves later in the life cycle.”¹

Research shows that individual outcomes of early childhood investment result in significant long-term benefits to the public. For example, a reduction in the drop-out rate means more students earning diplomas, which equals a more skilled workforce and greater earned income, resulting in both increased tax revenue and reduced costs for social welfare programs. In fact, the Chicago Child-Parent Center program’s success in reducing special education placement and grade retention is estimated to have saved more than $7.14 in long-term costs for every dollar spent on the program. Furthermore, the program was shown to be most effective when provided in preschool rather than elementary school.

The issue was in the political spotlight in 2008 when then-presidential candidate Barack Obama, in discussing the financial bailout during the first presidential debate, called for an increased federal investment in early childhood education.² Such prominent national attention to the early years of life is unprecedented and indispensable to ensure positive outcomes for today’s children, and for tomorrow’s quality of life.

In 1998, the year First 5 Commissions were established, children’s advocacy groups An Ounce of Prevention Fund and ZERO TO THREE published a paper maintaining that “children not receiving sensitive, responsive care in the first few years of life were at significantly higher risk for a variety of poor developmental outcomes.”³ While high-quality, targeted services are instrumental in preparing young children for success in school and in life, First 5 LA believes – and research demonstrates – that the most significant factor in a young child’s positive development is her relationship with engaged and supportive parents and caregivers. Supporting those caregivers, and giving them the tools to support their children, is at the heart of each of First 5 LA’s diverse programs and initiatives.

The evidence is clear that investments in early childhood development programs for at-risk children pay a high public return. Compared with the billions of dollars spent each year on high-risk economic development schemes, an investment in early childhood programs is a far better and far more secure economic development tool.⁴

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- Groundhog Day
- President's Day
- Washington's Birthday
- Mardi Gras
- Ash Wednesday
- Valentine's Day

notes:

The work we do is about watching hope go to change. We get to watch ideas of hope become change.

– Robert K. Ross, M.D., President and CEO, The California Endowment remarks at the 2008 Baby Futures Summit
A child’s smile is contagious – it inspires joy and instills hope. But the healthy, happy smile of a young child goes beyond aesthetics to the serious issue of oral health. A 2005 study conducted by the Dental Health Foundation found that dental disease – not obesity or asthma or childhood diabetes – is the leading health problem for California children, affecting up to two-thirds of them by the time they reach third grade. More than 750,000 elementary school children in California have untreated tooth decay, which not only can result in serious infections in the ears, mouth and brain, but also impacts their ability to learn.

Children with infected and painful teeth miss more school days than other children, again disrupting their educational and social development – and costing school districts money. It has been estimated that school children ages 5 to 17 collectively miss nearly 2 million school days in a single year nationwide due to dental health problems.5

First 5 LA Response
Devastating as dental health problems can be, they are almost entirely preventable. First 5 LA’s focus on the prevention of what has become an “infectious, progressive” epidemic6 includes a range of oral health and nutrition initiatives based on findings by the national Centers for Disease Control, the American Dental Association and the California Department of Public Health.

Our Oral Health and Nutrition Enhancement and Expansion Project coordinates and builds upon existing oral health and nutrition efforts for children ages 0-5. The project educates parents on the urgency and availability of early dental care; extends medical, dental and community outreach services to include fluoride varnish programs for preschool-age children; and investigates the oral health status of children in L.A. County. Our Oral Health Community Development Project invests in bringing fluoridated water to local communities, making a low-cost, effective and equitable disease prevention measure available to everyone, including underserved populations, many of whom do not have access to preventative care.

As a pediatric dentist, I treat children in pain every day. Often they can’t even tell you they are in pain – their teeth have hurt for so long, they think it’s normal. They don’t know that eating shouldn’t hurt. But it does for them, so these kids often are not getting the nutrition they need to grow. 7

– Dave Perry, DDS, Chair, Dental Health Foundation

6Mommy, 2005.
7Mommy, 2005.
Sustainability, the capacity of an organization to pursue its mission indefinitely, is essential to the long-term success of any business, but especially critical for nonprofits. First 5 LA’s emphasis on the sustainability of its grantees and initiatives – a goal that has emerged as a priority of philanthropy nationwide in the past 10 years – is based on the recognition of two truths. The first is that real and widespread change does not happen overnight, and the second is that even long-term grants cannot last forever.

First 5 LA wants the impact of our work to outlive our role as a funder. In order to ensure our grantmaking is responsible and effective in improving the lives of young children today and tomorrow, First 5 LA requires our grant applicants to provide sustainability plans that outline their intentions for pursuit of future funding and other potential sources of revenue to maintain their work.

We also work with our grantees through the Sustainability Project, a series of workshops designed to enhance their capacity-building abilities and increase their impact. For many organizations, it is an opportunity to plan for long-term growth while enhancing organizational effectiveness and promoting leadership and staff development. Gloria J. Davis, executive director of the Girls Club of Los Angeles, credited her organization’s new sustainability plan with a major role in securing several new grants, including a grant from a funder who had previously declined. “The whole process was inspiring and compelling for staff and board,” she said. “We have a new set of processes and behavior that is being consciously nurtured.”

The Community Opportunities Fund promotes sustainability through grants that focus either on organizational capacity building, or policy and advocacy efforts. This year, Para Los Niños, an agency that provides child care, schooling and other services to at-risk children and their families, received an organizational capacity building grant to better integrate parent-involvement strategies into their early childhood curriculum and further engage parents around issues of educational development. The Fund also awarded an advocacy grant to the California Center for Public Health Advocacy, allowing it to organize community members of Lynwood, South Gate and surrounding communities into task forces to advocate for city policies that will lead to improved access to fresh produce.

“After participating in First 5 LA’s Sustainability Project, we are facing our organizational demons and making a plan to move forward. We feel a significant amount has been accomplished already.”

– Leonora Barron, Executive Director, North Valley Caring Services, grantee for its Family Literacy and Families, Friends & Neighbors programs, and Sustainability Project participant

- National Nutrition Month (American Dietetic Association)
- National Women’s History Month
Nationwide, more than 50 percent of the parents of children under the age of 5 work and require some form of non-parental care for their children during the day. However, existing early care and education (ECE) programs in L.A. County do not have the capacity to accommodate every child who requires care nor do they typically maintain a level of quality that consistently supports children’s early development. The lack of quality child care represents missed opportunities to create meaningful and effective learning environments in the places where children spend a great deal of their critical first five years.

The multiple challenges facing the early child care workforce and the parents and caregivers who utilize their services include inadequate education and training of child care workers as well as a shortage of child care providers. Economic difficulties pose additional threats to the field in the form of widespread funding cuts.

First 5 LA Response
First 5 LA’s Workforce Development Initiative addresses these challenges by supporting the ongoing recruitment and education of child care professionals. A primary component of the initiative, Family, Friends and Neighbors (FFN), supports grantees that work to increase the training and education levels of the license-exempt ECE workforce, providers and caregivers working at home or otherwise outside of a formal, regulated setting. The ECE Workforce Policy Project advocates for increased training, supply and diversity field-wide, while complementary public education efforts aim to promote ECE as an exciting and rewarding career path.

By helping the organizations and professionals that serve L.A. County’s children and families become better equipped to meet their clients’ needs, we are building stronger, more sustainable communities across all ages.

“First 5 LA’s work reflects our shared belief that people coming together across different cultural backgrounds produce an experience that is greater than the sum of its parts. We applaud their continued investment in a diverse and well-educated ECE workforce that will have a significant impact on the lives of our young children.”

—Richard Atlas, Founder and Trustee, Atlas Family Foundation

8 ECE Workforce Development Initiative Concept Paper, 2005.
L.A. County’s various networks of public services and resources can be difficult to navigate. For low-income families who may not speak English or have access to reliable transportation, or are in need of safe and reliable shelter, the challenges can be even more overwhelming and the opportunities less apparent. First 5 LA serves all families with children ages 0-5 across the county, but we make a special effort to reach out and support underserved populations who do not have the benefit of disposable income and local family support.

We provide direct support to these audiences through our free and confidential parent helpline, 1-888-FIRST5-LA, available to L.A. County caregivers 24 hours a day, seven days a week. Callers receive customized information on resources in their community, in their language. Working parents who require quality child care, new mothers who have trouble breastfeeding and grandparents who want to learn to read along with their grandchildren can all find the answers to their questions and concerns simply by making a phone call. Additionally, since the helpline is operated by 211 LA County, the largest information and referral service in the nation, callers can also receive human services information on employment, transportation and health services, among other needs.
Safety is a major concern for children and families, yet keeping kids safe at home may require more support in some families. The weight of daily challenges and stress can leave fragile families and their children at heightened risk for involvement with violence, crime, or drug and alcohol abuse. The Department of Children and Family Services (DCFS) receives more calls on neglect cases than on outright abuse.9 And accidents at home, in the car and at play happen every day in L.A. County. They are as tragic as they are preventable.

First 5 LA Response
Inherent in First 5 LA’s mission is the prevention of abuse and accidents through education and support. Partnerships for Families (PFF) is a child abuse prevention program designed to address the needs of pregnant women and families with children ages 5 and younger. First 5 LA works in partnership with DCFS and eight community-based collaboratives to improve the quality of services and supports for at-risk families and prevent child abuse and neglect in L.A. County.

Ms. Ramos resided in a converted garage with her three boys. When the family was referred to PFF Project Corazon due to general neglect of all three children, Ms. Ramos reported that being an unemployed single mother with a painful injury was causing her overwhelming stress. She lacked appropriate parenting and advocacy skills as a result of a traumatic and very abusive childhood. During her 12-month involvement in PFF services, Ms. Ramos secured a safe and affordable living environment and received mental health services, healthcare and one-on-one, in-home counseling services that strengthened her ability to respond to the needs of her children. She is now an attentive stay-at-home mom who continues to stay connected with PFF Project Corazon and has served as the program’s parent leader and advocate in several settings.

First 5 LA also promotes basic safety messages through our partners, grantees and in the media to ensure that parents understand the importance of proper car seats, the increased risks associated with summer’s hot weather and recreational activities, and the dangers of leaving children unattended even for a moment. The most dedicated parent can get distracted or forgetful, but with increased awareness, the likelihood of an accident involving children diminishes.

“Partnerships For Families saved my life. I was very depressed and the in-house therapist taught me how to cope better and how to connect with my baby.”

- PFF participant with St. John’s Well Child and Family Development Center

notes:

In the fields of advocacy and public service today, it is vital to understand the critical needs of the community, the resources that already exist and the lessons previously learned. By examining early childhood investments from every angle, we can ensure not only significant and meaningful impact, but also accurate evaluation and measurement of success. Nowhere is this more apparent than in L.A. County, where local clinics, agencies and other community-based organizations have long been successfully serving populations in need. However, as those populations grow exponentially, becoming more diverse and less isolated, more coordinated research is needed to fully understand our audience’s evolving needs and our communities’ ability to address them.

Through our research grants, First 5 LA collaborates with a variety of highly regarded research partners to gain insights and share information on established resources, evidence-based strategies and collaborations that serve L.A. County children and their families. We proudly fund Healthy City, which allows users to map demographic, economic and health data in a particular community, and then locate and evaluate the impact of a range of services within that area. The site’s data comes from a wide variety of research partners and resources, including the U.S. Census Bureau, the University of California at Berkeley, Los Angeles County Department of Health, and Women, Infants and Children (WIC). Since its launch in 2003, Healthy City has significantly informed public policymaking and resource planning in L.A. County, and with the launch of its extensive new Web site, continues to serve an ever-expanding user base with a growing set of tools and capabilities.

We believe that effective work begins with understanding an issue from all perspectives – the parent’s, the provider’s, the institution’s and especially the child’s – and we are committed to a continuing pursuit of that understanding to ensure our work is as powerful as it can be.

First 5 LA’s work is grounded in careful research and evaluation designed to keep initiatives focused and on track. First 5 LA’s leadership, paired with their ability to partner with influential members in government, academia and the nonprofit sector, is invaluable to the L.A. County service community.

- Shannon E. Whaley, Ph.D., Director of Research and Evaluation, PHFE-WIC Program
As a result of First 5 LA’s public health policies, education campaigns, and participation on various L.A. County councils and initiatives, policymakers at the state and local levels have been able to make better funding decisions on behalf of children.

– Gloria Molina, Los Angeles County Supervisor, First District

In 1997, the federal State Children’s Health Insurance Program (SCHIP) was founded to provide states with funding to cover uninsured children in low-income families that do not qualify for Medicaid. But the healthcare gap is wider than SCHIP provides for – several states are already facing funding shortfalls, and a 2007 study found that 68.7 percent of newly uninsured children were in families whose incomes were 200 percent of the federal poverty level or higher.10

First 5 LA Response
In 2003, First 5 LA, along with other local funders, responded to the crisis of the uninsured by creating Healthy Kids, which provides low- or no-cost health insurance to children living in L.A. County whose families are at 300 percent of the federal poverty level, making them ineligible for Medi-Cal or Healthy Families, the state’s SCHIP program. Depending on family income, Healthy Kids members pay between zero and $6 per month for each child covered.

A longitudinal, qualitative and quantitative study by the Urban Institute and its partners found that “Healthy Kids provides (parents) with ‘peace of mind,’ ‘security,’ and ‘assurance’ and that coverage has afforded their children easier access to care, made health services dramatically more affordable, and increased parents’ options for where and when to obtain care.”11 Healthy Kids coverage was associated with statistically significant positive outcomes including improved access to and increased use of health and dental care, improved health status and greater confidence among parents that they can meet their children’s healthcare needs without financial hardship.12

notes:

10 The Uninsured In America (PDF) by Erik Egge, M.A. 2007.
11 What Parents Say about the Los Angeles Healthy Kids Program: Findings from the First Evaluation Focus Groups by The Urban Institute, 2006.
12 Update: Healthy Kids Program Evaluation (presented to First 5 LA Commission) by The Urban Institute, 2007.
Just as we acknowledge that the strongest programs start from a foundation of credible learnings, we know that members of individual communities best understand the needs of their neighborhoods and are best suited to devise ways to address those needs. Through First 5 LA’s Community-Developed Initiatives program, a variety of community-based organizations, health agencies and educational institutions received funding to provide up to five years of services and programs to children ages 0-5 and their families. Upon seeing promising returns from this direct investment in the community, First 5 LA began exploring other ways to galvanize early childhood development in targeted neighborhoods.

In 2009, First 5 LA will launch a place-based investment, Best Start LA, to further demonstrate the ability of communities to come together in support of young children and families. Best Start LA will launch the first of five demonstration communities in the neighborhoods near the intersection of the 10 and 110 freeways. It aims to act as a catalyst for community transformation in places where children and their families live, learn, work and play, and will build upon and leverage community strengths and assets. Best Start LA will engage families – beginning during prenatal visits and continuing throughout the first three years of life – and build social connectedness between parents and children, private sector and community leaders, and those providing community resources. These connections will result in safe, established play environments for children, family education and support networks, a centralized resource center, information and guidance on developmental screenings, and opportunities for volunteer, leadership and organizational development. As these strategies are tested in other communities, the lessons learned and partnerships developed will contribute to safer and healthier environments for infants and toddlers across the county.

First 5 LA encourages the pioneering spirit of community-based organizations to develop effective, new solutions and replicable models.

– Barbara Firestone, Ph.D., President & CEO, The Help Group

Notes:

* National Hispanic Heritage Month (September 15 - October 15)
1-888-FIRST5-LA connects parents and caregivers to the services they want, but through careful listening, also informs them about additional resources and information that they might find useful.

- Penny S. Markey, Library Administrator coordinating Youth Services, Cultural Programming and Productivity, County of Los Angeles Public Library

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- National Breast Cancer Awareness Month
Education policy in recent years has centered around reparative measures to help kids “catch up” to prescribed standards. But now, with the California Department of Education estimating that one in four students in our state – and up to one in three in L.A. County – drops out of school, it is time for a new approach to strengthening our children’s education.13

The issue of education reform is complex, and we recognize that true institutional change can only take place through coordinated efforts at all levels: state government officials, school districts, administrators, teachers and parents. But all the research and test score analysis points to one fact that is fundamental to our work: Children who are ready for school perform better and attend more frequently,14 are less likely to drop out and are more likely to pursue higher education and promising careers. The flip side of the coin is clear – for years, some states have estimated future prison populations based on third-grade reading scores.15

First 5 LA Response
RAND Corporation has estimated that universal preschool in California could result in up to 9,560 fewer juvenile crime petitions statewide per year.16 First 5 LA’s Los Angeles Universal Preschool program offers quality preschool to 4-year-olds in L.A. County’s most underserved communities. We also promote early learning across the county in partnership with First 5 California’s School Readiness Initiative, which supports culturally appropriate services to help children ages 0-5 develop the solid foundation necessary to enter kindergarten prepared to succeed. These services are integrated with existing health and social service programs for parents and kids to provide a well-rounded development experience to the most children possible.

The most important early learning training children can receive, however, might come from their parents. Hathaway-Sycamores Child and Family Services, a School Readiness grantee, shared the story of a single mother of two children under 5 living in a domestic violence shelter. By practicing emotional coaching, setting routines, and displaying empathy, she has achieved a more connected relationship with her children, who are better prepared to succeed in school and in life with her support and guidance.

As their first and best teachers, we know that parents can help their children prepare for school by reading aloud to them regularly, but many are not aware that such a simple daily task can have such a significant impact. During November, Child Literacy Month, First 5 LA promotes “Read Early, Read Aloud” messages through community events, partnerships with L.A. County libraries and public service announcements.

Unfortunately, even if they know the importance of reading to their children, the fact remains that some parents do not have the literacy skills or resources to perform this task proficiently. Our Family Literacy initiative works with parents and children who are learning to read together. A recent study by the American Institutes for Research found that parents participating in a Family Literacy program not only improved their own reading test scores considerably, but also read books and told stories to their children more often, became more involved in their children’s schools, and engaged in more reading and writing activities themselves.

First 5 LA’s work has resulted in increased access to preschool for children, and support for their families in gaining educational and health-related information and services that they would not have otherwise.

- Maria Casillas, President, Families in Schools

- Child Literacy Month
- American Indian Heritage Month

notes:
In uncertain economic times, when government services are stretched thin, the ability to fill gaps in the safety net and provide security for the most vulnerable members of our community—children—is more critical than ever. Children’s needs are many, and securing their good health and well-being may require responses that traditional government approaches, such as school systems, social services, foster care and other typically relied-upon institutions, may not have the capacity to address during times of fiscal challenge. That was made clear during the 2008 California state budget crisis that resulted in significant cuts and service rollbacks for underserved communities, including children. First 5 LA, which funds Healthy Kids, the health care coverage provider of last resort for children 5 and under, provided an additional $11.25 million grant for key health maintenance services for 200,000 children in L.A. County on Medi-Cal. The First 5 LA Commission also decided to make funding advances available to grantees whose abilities to continue serving children and families were threatened by the extended delay in passage of a state budget.

While First 5 LA is fortunate to be able to help fill gaps in the safety net, especially during government fiscal crises, our strength lies in our long-term approach to planning and supporting health, safety and early education efforts for young children. In 2009, First 5 LA will complete a bold strategic plan for its investments through 2014. The plan will build on First 5 LA’s successes over the last 10 years, with an eye toward achieving long-term, measurable and sustainable changes that improve the well-being of children and families in L.A. County.

We are proud to lead the community, the state and the nation in these efforts, and we look forward to the next 10 years of healthy growth both for our children and the organizations that serve them.

“As difficult as it is to change culture and system, First 5 LA shall continue to reinvent, renew and revitalize itself to remain relevant in this changing landscape called Los Angeles. Our work is not done.”

— Yvonne Burke, 2008 Chair, First 5 LA Commission, and 2008 Chair, Los Angeles County Board of Supervisors
Grantees & Partners

1736 Family Crisis Center
• Community-Developed Initiatives
Los Angeles – 323.737.3900

211 LA County
• First 5 LA Parent Helpline
San Gabriel – 800.339.6993

Antelope Valley Partners for Health
• Healthy Births
Lancaster – 661.942.4719

Bellflower Unified School District
• School Readiness
Bellflower – 562.866.9011

Bienvenidos Children’s Center
• Partnerships for Families
• School Readiness
Altadena – 626.798.7222

California Center for Public Health Advocacy
• Community Opportunities Fund
Davis – 530.297.6000

California Hospital Medical Center
• Healthy Births
Los Angeles – 213.250.7273

California Hospital Medical Center Foundation (Hope Street Family Center)
• Family Literacy
• Healthy Kids
• School Readiness
Los Angeles – 213.748.2411

California State University, Dominguez Hills
• School Readiness
Carson – 310.243.3696

Center for Nonviolent Education and Parenting
• Workforce Development
Los Angeles – 213.484.6676

Child and Family Guidance Center
• Community-Developed Initiatives
• School Readiness
Northridge – 818.993.9311

Child Care Information Service
• Community-Developed Initiatives
Pasadena – 626.449.8221

Child Care Resource Center
• School Readiness
Chatsworth – 818.717.1000

Child Educational Center
• Community-Developed Initiatives
La Cañada Flintridge – 818.354.3418

Children’s Bureau of Southern California
• Workforce Development
• Family Literacy
• Partnerships for Families
• School Readiness
Los Angeles – 323.953.7350

Children’s Institute, Inc.
• School Readiness
Los Angeles – 213.385.5100

Children's Hospital Los Angeles
• Community-Developed Initiatives
Los Angeles – 323.660.2450

Citrus Valley Health Partners
• Community-Developed Initiatives
West Covina – 626.962.4011

City of Long Beach, CA
• Healthy Births
Long Beach – 562.570.4171

Community Health Alliance of Pasadena
• Community Opportunities Fund
Pasadena – 626.398.6300

Connections for Children
• Community-Developed Initiatives
Santa Monica – 310.452.3325

Covina-Valley Unified School District
• Family Literacy
Covina – 626.974.7000

Crystal Stairs, Inc.
• Community-Developed Initiatives
Los Angeles – 323.299.8998

2009
Grantees & Partners

Paramount Unified School District
• School Readiness
Paramount – 562.602.6000

Pasadena Hospital Association
• Community-Developed Initiatives
Pasadena – 626.397.5000

People Coordinated Services
• School Readiness
Los Angeles – 323.735.1231

Pomona Unified School District
• School Readiness
• Family Literacy
Pomona – 909.397.4800

Public Health Foundation Enterprises – WIC Program
• Community-Developed Initiatives
Irwindale – 800.201.7320

PUENTE Learning Center
• Family Literacy
Los Angeles – 323.710.8900

Reseda Community Adult School/Lemay Children's Center
• Family Literacy
Reseda – 818.753.3700

Rowland Unified School District
• Family Literacy
Rowland Heights – 626.965.2541

St. John's Well Child & Family Center
• Healthy Births
• School Readiness
Los Angeles – 323.541.1660

The Children's Collective, Inc.
• Workforce Development
Santa Monica – 310.434.4000

SHIELDS for Families, Inc.
• Partnerships for Families
Los Angeles – 323.242.5000

South Bay Center for Counseling
• Partnerships for Families
• School Readiness
El Segundo – 310.414.2090
Torrance – 310.328.1460

South Central Los Angeles Ministry Project
• Family Literacy
Los Angeles – 323.234.1471

Southern California Association for the Education of Young Children
• Community-Developed Initiatives
Van Nuys – 818.781.9355

SPIRITT Family Services
• Partnerships for Families
Santa Fe Springs – 562.903.7000

St. Anne's
• Family Literacy
Los Angeles – 213.381.2931

St. John's Well Child & Family Center
• Healthy Births
• School Readiness
Los Angeles – 323.541.1660

The Center for Non-Violent Education and Parenting
• ECE Workforce Development/ Families, Friends & Neighbors
Los Angeles – 213.498.6676

The Children's Center of the Antelope Valley
• School Readiness
• Family Literacy
Lancaster – 661.949.1206

The Children's Collective, Inc.
• Workforce Development
Los Angeles – 310.733.4388

The Heart Touch Project
• Community-Developed Initiatives
Santa Monica – 310.391.2558

The Help Group Child and Family Center
• Community-Developed Initiatives
• Partnerships for Families
Sherman Oaks – 877.997.3588

UCLA Center for Healthier Children, Families and Communities
• Early Developmental Screening and Intervention
Los Angeles – 310.794.2583

Union Station Foundation
• Community-Developed Initiatives
Pasadena – 626.240.4550

Urban Education Partnership
• School Readiness
Los Angeles – 213.622.5237

VAughn Next Century Learning Center
• School Readiness
San Fernando – 818.896.7461

Vista Del Mar Child and Family Services
• School Readiness
Los Angeles – 310.836.1223

Watts Labor Community Action Committee
• Community-Developed Initiatives
Los Angeles – 323.563.5639

Westside Children's Center
• School Readiness
Culver City – 310.390.0551

Westside Community Adult School/ Shenandoah Elementary
• Family Literacy
Los Angeles – 323.370.1040

Wilmington Community Clinic
• Community-Developed Initiatives
Wilmington – 310.549.5760

YMCA of Greater Long Beach
• Community-Developed Initiatives
Long Beach – 562.279.1700

Ready. Set. Grow! Partners

Parents can find free and low-cost family activities, discount coupons and educational activities at First 5 LA’s parenting Web site, ReadySetGrowLA.org.

Many of our grantees have supported First 5 LA’s Ready. Set. Grow! program by distributing our quarterly Family Guide to the communities they serve. We would like to thank the following partners for their distribution support and valuable contributions to making the Family Guide a fun, engaging and informative resource for parents of children 0-5.

Antelope Valley Hospital
California Science Center
East West Bank
Kidspace
Legoland
Los Angeles County Public Library System
Los Angeles Department of Recreation and Parks
QueensCare Family Clinics
Reach Out and Read
Reading is Fundamental (RIF) and RIF of Southern California
Scholastic Books
Sesame Workshop
Skirball Cultural Center
Sustainable Economic Enterprises of Los Angeles (SEE-LA)
The Women, Infants & Children (WIC) Organizations of L.A. County
First 5 LA’s vision is to create a future in which all of L.A. County’s young children are born and raised in a safe, supportive and nurturing environment so that they grow up healthy, safe and eager to learn.

- Evelyn V. Martinez, Executive Director, First 5 LA