Monday Morning Report

First 5 LA is the Recipient of Three Telly Awards!

First 5 LA is pleased to announce that we recently won three distinguishing Telly Awards. The Telly Award is an annual television award that honors the very best local, regional, and cable television commercials and programs. Chosen from more than 14,000 submissions from around the country, First 5 LA was honored with a Silver Telly for a “Temper Tantrums” segment from the Good Beginnings series on FOX 11’s Good Day LA program; a Bronze Telly for a “Good Beginnings: Premature Births” segment; and another Bronze Telly for a “Healthy Living” television Public Service Announcement. First 5 LA is proud to share these awards with our partners at KTTV-FOX 11 and Hershey│Cause Communications.

The “Temper Tantrums” segment demonstrated how a toddler’s tantrums can impact a family’s life. Throughout the segment, Psychologist Lexi Welanetz, from the Family Resource Counseling Center in West L.A., provided parents with helpful tips on how to defuse tantrums. The Bronze Telly segment about premature births, featured Dr. Carolina Reyes, executive director of First 5 LA-funded LA Best Babies Network, providing information about how preconception and prenatal care can reduce L.A. County’s premature and low-birth weight babies.

The “Healthy Living” TV PSA was part of a multimedia campaign to inform parents about the importance of nutrition, exercise, and dental health. Combined, these three award-winning television segments were seen by more than 74 million viewers.

Read more about the segments by visiting First 5 LA’s MMR online archive. The “Temper Tantrums” segment was covered in the September 25, 2006 issue; and “Good Beginnings: Premature Births” was covered in the June 19, 2006 issue. To view the PSA go to www.caus.communications.org.

September 17, 2007
To submit comments or items (3 weeks in advance) for this e-newsletter, please contact Katie Kurutz, public affairs officer, First 5 LA at kkurutz@first5la.org or (213) 482-5902.

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CALENDAR

September 18: “Mini-Grant Application Training”, located at 3530 Wilshire Blvd, Suite 800, L.A. 90010. Application, budget and work plan templates available online at www.lacollaborative.org. For assistance or questions please email lneel@ph.lacounty.gov.

September, 19 10:00am-2:00pm: “Social Marketing Strategies: Using Audience Research to Tailor your Message,” at The California Endowment Center for Communities located at 1000 North Alameda Street, L.A.90012 (Yosemite Rm. B). To RSVP please fax registration to (323) 779-1190. For questions please contact Julia Heinzerling at 323-757-7244.

September 20, 8:30am-10:30am: "PBI Public Policy Lecture Series: Race and Community Relations in Los Angeles and Beyond," is being held at the Cathedral of Our Lady of the Angels, 555 West Temple Street, L.A. 90012. Please RSVP by calling Tanner Lopez at (323) 343-3770 or visiting the website www.patbrowninstitute.org. This lecture series is hosted by the California Wellness Foundation.
September 22, 10:00am-2:00pm: “Ready for School…Ready for College”, 4th Annual Health and Literacy Fair, presented by Locke Ready for School in collaboration with Freedon 101, Inc. Fair will be located at 107th Street Elementary School, 320 East 107th Street, L.A. 90061. Free backpacks for the first 100 children ages 0-5 years. This event is free. For more information call Felicia Johnson, (323) 755-6420 or (323) 755-1790.

October 1-5, 7:30am: “PUSD Nutrition, Health & Walk to School Week 2007,” for more information about locations follow this link.

October 6th, 8:00am-3:30pm: “Transition from School to Work,” is presented by The San Gabriel/Pomona PARENT’S PLACE located at 1500 S. Hyacinth Avenue, Suite B; West Covina 91791. This conference is dedicated to families who have young adults with special needs who are beginning the transition from school to work. Volunteers are greatly needed. For more information, please contact Rachel Atencio at (626) 919-1091.

October 12-November 16, 8:00am-4:30pm: “HEALTH CARE INTERPRETING: A Free Course for Bilingual Health Care Workers who Interpret for Patients,” is presented by L.A. Care Health Plan at the Los Angeles County College of Nursing & Allied Health at LAC+USC Medical Center, 1237 N. Mission Rd. L.A. 90033. For information call Beverly Treumann at (213) 694-1250, ext. 4223.

October 13, 9:00am-1:00pm: “5th Annual Community Fair,” is presented by Virgil Middle School at the Physical Education Field, 152 N. Vermont Avenue, L.A. 90004. For information contact Lilian Hernandez at (213) 368-2824.

October 25, 6:30pm-8:30pm: “First Annual Manos Amigas/Helping Hands Celebration” honoring Latino youth and adults learning to read and write, and those who help them accomplish this goal, is being held at the Centro Latino for Literacy, at Crescent Arms, 1709 W. 8th Street, L.A. 90017. For information visit www.centrolatinoliteracy.org.

October 29, 8:30am-4:00pm: “Optimal Care for the Mother-Baby and Dad in the Face of Mood Disorders and Trauma,” is being held at the Veterans Memorial Complex (Rotunda Room), 4117 Overland Avenue, Culver City 90230. This event is sponsored by Westside Infant-Family Network (WIN), Westside Children’s Center and the Breastfeeding Task Force of Greater Los Angeles. For information on how to register, please contact Quine Anderson at (310) 846-4100 x 6131 or by email at elaugeson@mednet.ucla.edu.

The Help Group – UCLA Alliance Move Science into Practice

Taking their 10 year collaboration to the next level, The Help Group, the nation’s largest, most comprehensive nonprofit of its kind serving children with special needs, and the UCLA Jane and Terry Semel Institute for Neuroscience and Human Behavior recently celebrated the launch of a new initiative – The Help Group-UCLA Autism Research Alliance.

The Alliance is dedicated to enhancing and expanding clinical research in Autism Spectrum Disorder (ASD) education and treatment. It also contributes to the development, greater understanding and use of best practice models by educators and clinicians.

“Researchers often make recommendations about ‘best practice’ models based on what they observe in the University setting, but we don’t always know the true effectiveness of these models in the field,” said Dr. Elizabeth Laugeson, director of the Alliance, who coordinates efforts between UCLA and The Help Group. “The Alliance is devoted to developing evidence-based practices for community and school settings,” she said. At The Help Group, research faculty have access to a “living laboratory” and can observe the effectiveness behind their research.

Dr. Laugeson has secured the interest of three UCLA researchers in the partnership, including Dr. Connie Kasari, a professor in the UCLA Department of Education, who submitted a grant to work with students and faculty at The Help Group’s Young Learners Preschool for Autism. Her research will test the feasibility of improving the language development of 3-to-5 year-old children with ASD through treatment in both joint attention and symbolic play.

To learn more about The Help Group-UCLA Autism Research Alliance contact Dr. Elizabeth Laugeson at (310) 206-8139 or elaugeson@mednet.ucla.edu.

In the above photo from left to right are Barbara Firestone, PhD, President & CEO, The Help Group; James McCraken, MD, Director, Division of Child & Adolescent Psychiatry, Semel Institute for Neuroscience & Human Behavior at UCLA; Philip Levin, PhD, Director, The Help Group–UCLA Neuropsychology Program; Dr. Liz Laugeson, Director, The Help Group–UCLA Autism Research Alliance; Paul Satz, PhD, Professor Emeritus, Semel Institute for Neuroscience & Human Behavior at UCLA.
November 14-16, 2007: "Infant/Toddler Training Institute for Higher Education Faculty: California's Infant/Toddler Learning and Development Program Guidelines and Infant/Toddler Learning and Development Foundations" is being held at the Ayres Hotel in Hawthorne. Fellowships will be provided to all participants and will cover tuition, materials, hotel accommodations (double-occupancy), and most meals. For information call Amy Schustz at (415) 289-2303 or at aschust@wested.org to receive an application form. Please note that the institute is open solely to California higher education faculty teaching courses in early childhood development and care.

GRANTEE PROFILE
The Center for Non-Violent Parenting Gives New Meaning to Taking a Walk in the Park

A nanny for seven years, Edith Macauluso had developed a routine of walking in L.A.'s Bellevue Park with the children she cared for and meeting up with other neighborhood nannies, caregivers, and kids to play and chat. "We like to learn from each other," Edith said.

So when Glenda Linares from the Center for Nonviolent Parenting (CNVEP) introduced herself to the group two months ago looking for participants to enroll in the First 5 LA-funded Families, Friends, and Neighbors (FFN) caregiver training program, she found ready and willing participants in Edith and her neighborhood friends. "We love Glenda and her group. We have all learned so much," Edith said.

"They wanted us to bring the class to the park since they were there already," said Glenda, who is the project manager for the FFN program. "So we did! The training program is fairly intense, and the park classes give the caregivers a nice opportunity to feel comfortable with us and with the curriculum before they start the formal training," said Glenda, who, along with a few others, has been conducting the "teaser" classes in L.A.'s Bellevue and Silverlake parks for caregivers that frequently congregate there.

The one-hour park classes are held once a week. They start with a song, typically incorporating each child's name, and then move to an activity, usually a craft. Then comes reading time, where caregivers read books that Glenda and her team supply to the children. The class closes with another song, and the caregivers are encouraged to repeat the activities at home with the children.

The more formal training is scheduled to begin this week. The training curriculum was developed by CNVEP's Director Ruth Beagelhole for a First 5 LA-funded School Readiness Program and has been adapted for the 20-week park course.

To learn more about the program contact Glenda at (213) 484-6676 or glenda@cnvep.org.

Evelyn V. Martinez
Executive Director
First 5 LA