April 10, 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.

Don’t miss the next Monday Morning Report. If this was forwarded to you, sign up now!

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CALENDAR
April 12 & 26, 8 a.m.-5 p.m.: Gentle Transitions: Support, Establish and Protect Both Early Mother-Infant Attachment and Breastfeeding in the Hospital Setting, presented by the Breastfeeding Task Force of Greater Los Angeles, Harbor UCLA Medical Center, 1000 W. Carson St., Torrance 90502. For information, call Karen Peters at (213) 596-5776 or visit www.breastfeedla.org.

April 15, 10 a.m.-1 p.m.: Easter Eggsplodions, presented by Radio Disney-AM 1110, Johnny Carson Park, 400 Bob Hope Dr., Burbank, 91505. For information, call BJ Holmes, (310) 840-4961.

April 19, 9 a.m.-4:30 p.m.: Task Force Seminar: Applying New Evidence-Based Research to Lactation Care: From the Breast to the Baby or the Pump—A Day with Peter Hartman, presented by the Breastfeeding Task Force of Greater Los Angeles, Housseils Forum, Long Beach Memorial Medical Center, 2801 Atlantic Ave., Long Beach 90806. For information, call Karen Peters at (213) 596-5776 or visit www.breastfeedla.org.

KCET Garners Peabody Award for A Place of Our Own/Los Niños en Su Casa

KCET-TV, Los Angeles' Public Broadcasting System station, has received a Peabody Award for A Place of Our Own and Los Niños en Su Casa, the innovative educational series for parents and caregivers of young children. Considered one of the most prestigious of awards in broadcasting, the Peabody honors outstanding works exhibiting excellence, distinguished achievement and meritorious service.

A Place of Our Own and Los Niños en Su Casa provide parents and child care providers with information about helping young children develop social, emotional and cognitive skills. The shows are supported by First 5 LA, BP, First 5 California, Children and Families Commission of Orange County, and the California Community Foundation.

The daily series, which premiered on California Public Television stations in September 2004, was honored for its 120 television programs, in both Spanish and English. Also honored were the twin web sites, www.aplaceofourown.org and www.losninosensucasa.org, and the station's outreach at 200 bilingual workshops presented statewide.

The series and websites were given Parents' Choice Recommended Awards, the Spirit of Community Award from the Say Yes to Children Network, and the Media Award from the California Child Development Administrators Association. In addition, the website earned the Webby Award, and Los Niño's en Su Casa won a Los Angeles Area Emmy Award in the public affairs category.

New Center for Healthy Communities Offers Meeting Space, Programs

The California Endowment (TCE) last week opened its new Center for Healthy Communities, a downtown LA conference-and-program site available for use by qualified nonprofits engaged in addressing California's health and health care needs.
April 21, 8:30 a.m.–4:30 p.m.: HousingRightsCenter Presents: 7th Annual Housing Rights Summit with Keynote Speaker Jackie Goldberg, California State Assembly, 45th District, 202 W. First St., LA 90012. To register, call (213) 387-8400 x26.

April 22, 9:30 a.m.-3:30 p.m.: Nurses Guild Wellness, Literacy, and Job Fair, 2nd Zion Travelers Missionary Baptist Church, 11867 S. Main St., LA 90061. For information, call (323) 759-7515.

April 22, 10 a.m.–3 p.m.: 3rd Annual School Readiness Fair Spring Break Extravaganza, Salvation Army, 7651 South Central Ave., LA 90001. For information, call Elvia De La Torre at (213) 622-5237 x282.

April 22 & 23, 10 a.m.-4 p.m.: Earth Day Expo 2006, presented by K-Earth 101 FM, Los Angeles Zoo, 5333 Zoo Dr., LA. For information, call Patricia Flores at (323) 930-5252.

April 25, 9 a.m.-noon: Awakening the Advocate Within: Influencing Public Policy and Legislation, 2930 W. Imperial Hwy., 4th floor, Inglewood 90303. For information, call Karen Peters at (213) 596-5776 or visit www.breastfeedla.org.

April 26, 8:30 a.m.-10:00 a.m.: Pre-Natal Workshop, presented by T.H.E. Clinic, Queen Anne Place Ready For School Center, 1212 Queen Anne Place, LA 90019. For information and registration, contact Nikki Dana at ndana@lausd.k12.ca.us or (323) 936-8506.

April 29, 9 a.m.-2 p.m.: Passport to Adventure, Health & Safety, presented by United Way Success by 6, Success by 6, Banning High School, 161 W. Williams St., Banning 92220. To register by April 14, call Lupe Lopez at (310) 834-7266.

April 29, 10 a.m.–2 p.m.: Health Fair during National Infant Immunization Week, WIC Office, 4101 S. Figueroa St., LA 90037. For information, call (323) 757-7244 x231.

April 29, 11 a.m.-6 p.m.: International Kids Day Fair presented by Yorkdale Neighborhood Leadership Group and LA Councilmember Jose Huizar, Yorkdale Elementary School, 5657 Meridian St., LA 90032. For information, call (323) 254-5295.

April 29, 10 a.m.-2 p.m.: Family Health Fiesta, presented by LA's Best Afterschool Enrichment Program, Gates Street Elementary School, 3333 Manitou Ave., LA 90031. For information, email Edith Balesteros at edith@labest.lausd.net.

Located at 1000 N. Alameda St., LA 90012 (one block north of Union Station), the new facility is part of TCE's new multipurpose facility, which also houses its administrative and Greater Los Angeles regional program offices.

Six years in the making, the center was created as a direct result of a need expressed by dozens of community groups and local leaders for low-cost meeting space in an accessible, centralized LA location.

In addition to providing conference facilities, the center will present public programs and training opportunities, including those sponsored by First 5 LA and its partners and grantees.

TCE, the state's largest private health foundation, was established in 1996 to expand access to affordable, quality health care for underserved individuals and communities and to promote fundamental improvements in the health status of all Californians.

To date, TCE has awarded more than 7,800 grants across California, totaling approximately $1.6 billion. For information on reserving meeting space, call (866) 833-3533 or visit www.calendow.org.

GRANTEE PROFILE
Cross-Age Reading Program Helps Both School-Age Tutors and Preschoolers

When 10-year-old Attilio Sarceno was having trouble getting along with other kids in his fifth-grade class at Wilmington Elementary School in Wilmington, his mother, Guadalupe Hernandez, sought new ways to engage the bright but troubled boy.

She had noticed that he enjoyed reading to his younger siblings, Alfredo, 5, and Nancy, 2. So Hernandez enrolled Attilio in the Cross-Age Tutors (CATS) program, funded by First 5 LA at the Ready for School Family Resource Center at his school.

Attilio quickly took to his new role as a reading tutor to 3- and 4-year-olds, winning them over with his big smile and playful nature.

"It's a joy to see the kids' faces when Attilio reads and plays with them," said Verle English, CATS program director. "They have formed a special bond."

"Attilio is like a new person," said Hernandez. "The tutoring has given him new confidence, so he's doing better in school and making new friends in his class."

The family resource center also offers a variety of parent education resources, including nutrition education and bilingual parenting classes. For information, contact Verle English at (310) 513-9908 or verle.english@lausd.net.
April 30, 10 a.m.-4 p.m.: **El Dia de Los Niños (Children's Day)**, East Los Angeles College, 1301 Avenida Cesar E. Chavez, Monterey Park 91754. For information, call Ancelma Sanchez at (323) 981-0028.

May 3, 8 a.m.-4:15 p.m.: **Campus and Community Connections: Conversation for Change**, featuring a discussion led by "The Village" Ready for School Center on "It takes a village to raise a child," Cal State Northridge, Student Union, 18111 Nordhoff St., Northridge 91330. For information and registration, call (818) 677-7395 or visit www.csun.edu/csl/conference.html.

May 4, 8 a.m.-5:15 p.m.: **In Harm's Way 2006: Preventing and Healing Childhood Trauma**, presented by the Children's Institute, Inc., The Biltmore Hotel, 506 S. Grand Ave., Los Angeles 90071. With early registration before April 6: $150. For information, call (213) 385-5100 or visit www.childrensinstitute.org.

May 5, 10 a.m.-noon: **Behavior: The Tip of the Iceberg**, presented by Valerie Copelan, MSW, and the Early Childhood Parenting Center, 1440 Harvard St., Santa Monica 90404. For reservations, call (310) 281-9770.

May 5, 6, & 7, 10 a.m.-6 p.m.: **Cinco de Mayo Celebration and Health Fair**, presented by Consejo de Federaciones Mexicanas en Norte America, at MacArthur Park, Wilshire Blvd., LA 90017. For information, call Arturo Carmona at (310) 669-9922.

May 17 & 18, 8 a.m.-3:30 p.m.: **Looking Back, Moving Forward: California REACH 2010 Conference**, to address inequality in health among racial and ethnic communities, Wilshire Grand Hotel, 930 Wilshire Blvd., LA 90017. To register, call Tamekia Mosley at (323) 757-7244 x281 or visit www.careach2010conference.org.

May 19-21, 9:30 a.m.-4:30 p.m.: **Breastfeeding Peer Counselor Training**, location of workshop will be given at time of registration. To register by April 28, call the Pasadena Health Department Black Infant Health Program at (626) 744-6093.

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**CHAMPION PROFILE**

**Para Los Niños' Hector Ramirez**

*Champion Profile features individuals who exemplify First 5 LA's tagline: “Champions for Our Children.”*

Hector Ramirez, named recently as chair of First 5 California, is chief operating officer at Para Los Niños, a Los Angeles-based family services agency.

He oversees the agency's child development, school age, adolescent, family resource and mental health programs, whose 320 employees serve 4,000 families a year at 20 locations throughout LA and San Bernardino Counties.

Ramirez formerly worked for the LA County Department of Children and Family Services, the LA County Department of Public Social Services, the Child Welfare League of America (CWLA), and other community-based agencies.

He serves on advisory committees for the National Council La Raza and the Child Welfare League of America.

Ramirez holds an MSW from Cal State Long Beach.

*What makes you happy? Angry?*

I am happy when I see a smile on someone's face. I am angry when I see people treated unfairly or unjustly.

*Which historical figure do you admire most and why?*

Abraham Lincoln, a humble man who wanted to do right for his country.

*What is your favorite way to spend time with an important child or children in your life?*

I love having a great conversation over a meal with my 12-year-old daughter.

*What is your idea of a perfect world?*

Where people treat each other as good neighbors.

*What is the greatest challenge the children and families of LA County face today?*

Parents are so busy with just trying to survive, they are being pulled away from their primary responsibility, which is being parents.

*Which living person do you most admire?*

My parents, because no matter what, they have always been there for me.
A Warm Welcome to The California Endowment, Our New Neighbors

On behalf of First 5 LA, I want to extend a warm welcome to our new neighbors in the downtown LA Union Station neighborhood, The California Endowment (TCE).

First 5 LA works closely with The Endowment in the Children’s Health Initiative, a collaboration of organizations that work to bring Healthy Kids, a locally funded free and low-cost health insurance, to the tens of thousands of LA County children who are not covered by state, private, or employer-sponsored plans.

With the opening of TCE’s Center for Healthy Communities, a new conference and resource venue, we are looking forward to further collaborations as we partner to mobilize and convene groups of community and civic leaders, health providers, advocates, and policymakers to address critical health and health care issues for families.

The center was built to help to engage communities, strengthen nonprofit groups, and facilitate exchange knowledge and information. This is a goal shared by First 5 LA, which has served a vital role in convening collaborations and building networks to improve the health, safety, and early learning opportunities of all families in LA County.

In this spirit, we extend to our friends at The California Endowment a hearty welcome to the neighborhood!

Evelyn V. Martinez
Executive Director
First 5 LA

Who was your favorite teacher?

My Social Welfare Policy Professor at Cal State, Long Beach, Dr. John Oliver, who challenged me to always think out of the box and to remember that more money is only one solution to social problems, not the solution.

What is your motto?

Life is too short to waste. Live and love to the fullest, but most important, love.