Monday Morning Report

July 17, 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!

IN THIS ISSUE
Breastfeeding Success
Dental and Nutrition Priorities
Data Sharing
Report on Women & Children
Communications Workshop
Mona Delahook Champion Profile
Evie's Desk

CALENDAR

July 26, 5-7 p.m.: Community Voices Workshop on financial planning, health insurance and parent resources sponsored by Crystal Stairs at From the Heart Preschool, 1061 E. Hyde Park Ave., Inglewood, 90302. Registration deadline is July 24. Call RaShanda Mitchell (323) 421-2698.

August 3, 9:30am-4:30pm: Critical Factors in Breastfeeding Success --A Day with "Dr. Mom" Marianne Neifert presented by the Breastfeeding Taskforce of Greater Los Angeles, Cedars Sinai Medical Center, Thalians Building, Auditorium- Plaza Level, 8730 Alden Dr., LA 90048. Early registration is $90 before July 27. Call Debbie Cowley at (213) 596-5776 or visit www.breastfeedla.org.

August 19, 1 p.m.-6 p.m.: Family Day, presented by KCET-TV at 4401 Sunset Blvd., LA. Call (323) 953-5202.

KTTV FOX 11 PREVIEW
Breastfeeding Success for New Moms is Topic of "Good Beginnings" This Week

During the last 10 years, there’s been mounting medical evidence to support the benefits of breastfeeding exclusively the first six months--both for the mother and baby.

But new mothers know that breastfeeding isn’t always easy or intuitive.

This week, First 5 LA and KTTV Fox 11’s "Good Beginnings", a summer-long news series on the importance of the first 5 years of life, will focus on breastfeeding success.

The segments are scheduled to air Thursday from 8-9 a.m. and 10-11 a.m., and Friday from 8-9 a.m. They will feature a lactation expert and nursing moms from a breastfeeding support group at Miller's Children’s Hospital in Long Beach.

"Often, babies may have trouble latching on, or new mothers may be concerned about whether their babies are getting enough milk," said Bonnie Henson, a perinatal educator and lactation consultant in the First 5 LA-funded breastfeeding clinic at the hospital.

"With the proper advice and helpful devices, such as electric pumps, it’s rare that any woman would not be able to successfully nurse her baby," said Henson. "We want women to know there are resources available and support is only a phone call away."

For information about the series and where to turn for help, visit www.first5la.org.

Children's Health Experts Highlight Priorities on Oral Health & Nutrition

Experts on children's health, representing foundations, research institutions, universities, community-based organizations, and county departments were convened recently by First 5 LA to provide their views on pressing priorities around positive early childhood oral health and nutrition outcomes.

The purpose of the dialogues was to share information with First 5 LA about the most critical issues in LA County relating to children's oral health and nutrition. The meetings also provided insights on how to maximize benefits of potential funding in these areas.
How Parents Can Support Their Children’s Early School Success

We have plenty of research to show the linkages between children's academic success and parent support in the preschool and school years.

This summer, I want to encourage parents to spend some extra time with their children in preparing them for school.

Even in our busy daily routines, there are opportunities to teach our youngsters each and every day.

Universally, parents say they want to support their children's academic success. The question is how to best to do that? Here are some tips:

1. Read to your child daily
2. Talk about letters, numbers, shapes, and colors in daily routines
3. Encourage your child to draw, color, and create art projects
4. Sing songs and play games with your child
5. Speak with your child, using descriptive language

Later this summer, we will be focusing more on getting ready for school on our First 5 LA/KTTV Fox 11 summer series on early learning, health, and safety helpful.

Data Sharing Follow-Up Meeting Identifies Ideal Information System

More than 80 representatives of about 40 LA County agencies and organizations participated in a brainstorming forum recently to identify the attributes of the ideal data sharing network that would help policy makers, community groups, and researchers serving children and families.

Hosted by First 5 LA, the forum was the second in a series of meetings for research community to create new ways to share critical data on family demographics, trends, community needs, and issues.

"Participants agreed that there is a need for a county-wide data sharing system, and we are looking at how existing resources, like the Healthy City Project and the Urban Research unit of the LA County CAO Service Integration Branch, can be integrated to help get vital information to those organizations that serve people’s needs throughout the county," said Marc Davidson, First 5 LA research analyst.

The next meeting is set for September 27, where the group will continue discussing ways to improve the availability and quality of data on LA County's children and families.

For information, contact Davidson at mdavidson@first5la.org or (213) 482-7538.

First 5 LA Publishes First in Series of Reports on LA County WIC Survey

Health planners, policy makers, and community leaders who need information about LA County's vulnerable children and families can benefit from a new series of publications as part of the Data Mining Project developed by First 5 LA and PHFE-WIC, LA County's largest provider of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC).

The first of these reports, "Learning About Local Families in Need," was recently mailed to 2,500 key stakeholders and is now available online. This introductory research brief outlines the data available through the latest WIC survey, conducted in 2005 with more than 5,000 families, which represent 550,000 clients (parents and children up to 5-years-old) who receive services monthly from all LA County WIC providers.
Among key areas surveyed were preschool utilization, childhood nutrition/obesity, breastfeeding trends, children's health, home literacy, child care utilization, and maternal depression.

"This research provides detailed, comprehensive data that will help inform policy makers and planners about the needs of LA County's low-income families," said **Armando Jimenez, First 5 LA's** director of research and evaluation.

"We are proud to collaborate with PHFE-WIC to get this critical information into the hands of those who are in a position to create positive change for children and families in need."

For information about the WIC data, visit [www.phfewic.org/datamining](http://www.phfewic.org/datamining), or contact **Amanda Bueno** at abueno@first5la.org or **Marc Davidson** at mdavidson@first5la.org.

**Grantee Communications Workshop to Highlight Stories as Development Tools**

How can First 5 LA grantees use their program's successes to create a positive public perception that could bring in more resources to their organizations? That's the topic of a half-day training, "Telling Your Story: Communications as a Development Tool," to be offered for the first time July 28 at the Center for Healthy Communities at the California Endowment in downtown LA.

The workshop will feature representatives of First 5 LA grantees, such as Para Los Ninos and Padres Contra El Cancer, who will share best practices that have increased their visibility and aided their development efforts.

First 5 LA Public Affairs Director **Victor Abalos**, a veteran TV news director and journalist, will moderate the session, and offer tips for organizations that want to maximize their media relations opportunities.

KTTV Fox 11’s **Gerri Shaftel** will provide her insights, gleaned from 15 years in TV news as a segment and special programs producer.

For information, contact **Katie Kurutz, First 5 LA** public affairs officer at kkurutz@first5la.org or (213) 482-7556.

**CHAMPION PROFILE**

**Psychologist Mona Delahooke Specializes in Infant and Toddler Development**

Champion Profile features individuals who exemplify First 5 LA’s tagline: "Champions for Our Children."

**Mona M. Delahooke**, Ph.D., is a clinical psychologist specializing in infant and toddler development, who was recently featured on First 5 LA and KTTV Fox 11’s "Good Beginnings" news series on early development.

Delahooke works with multidisciplinary teams to do neurodevelopmental screening, assessment, and intervention in children under 5 years old.
She has been affiliated with Glendale Adventist Medical Center, the Behavior in Babies Clinic at Childrens Hospital Los Angeles, and the Interdisciplinary Training Institute. She earned her BA from USC and her PhD from the California School of Professional Psychology.

**Which book has most influenced your life?**
*The Growth of the Mind* by Stanley Greenspan.

**What makes you happy?**
Witnessing an autistic child learn how to speak.

**Which historical figure do you admire most?**
Rosa Parks because she represents that the power of a simple action taken by a regular person can change history.

**What is the greatest challenge faced today by families of LA County?**
Managing raising their children while keeping the "infrastructure" going, with the complexities of work, child care, education and the financial burdens families bear.

**Which living person do you most admire?**
My parents, who came to this country as immigrants and persevered while always instilling in me the importance of service to one’s community.

**Who was your favorite teacher and why?**
Dr. Ed Reynolds, my first psychology professor at USC who taught me the incalculable value of relationships.

**What is your motto?**
"If you will it, it will be" -- Michael Doran