Monday Morning Report

July 24, 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

July 26 and July 27, 5-7 p.m.: Community Voices Workshop on financial planning, health insurance and parent resources sponsored by Crystal Stairs at From the Heart Preschool, 1081 E. Hyde Park Ave., Inglewood, 90302 on July 26 and Children’s Inc., 2419 Griffith Ave., LA 90011 on July 27. 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

"Good Beginnings" to Feature Tips For Parents as Their Children's Advocates

When 5-month-old Mason's head became increasingly misshaped, his mother, Jeannette Winkey of Palmdale, knew he needed help. "Specialists had said that a cranial helmet would help mold his enlarged head," she said. Mason had been diagnosed with hydrocephalus, an abnormal accumulation of fluid in the brain. "He wasn't holding his head up, or grabbing on to his own bottle, or rolling over like his sisters, Brooklyn and Holland," noted the mother of triplets. "I knew his problem was more than cosmetic, and I knew he had to get that helmet before the bones in his head hardened and it would be too late."

After making more than 30 phone calls and responding to numerous requests for documentation, Winkey finally succeeded in getting her managed care provider to approve the $4,200 custom-made helmet. The family's ordeal is featured in this week's First 5 LA/KTTV Fox 11 "Good Beginnings" news series, which highlights the importance of early learning, health and safety during the first five years of life.

Because new parents often don't know where to turn if their concerns about their child's development or health are dismissed by their doctor, medical group, or insurance company, the segments will provide helpful tips for advocating for one's child. "Parents are the best advocates for their child, because they know them best," said Dr. Norma Rosales, a pediatrician and health policy advocate. "I advise parents to write down their observations and concerns, and present them to their doctor at the beginning of the office visit. And insist on tests or followups with specialists if your concerns are not addressed."

The news segment on the Winkey family will air Thursday from 8-9 a.m. and 10-11 p.m. Dr. Rosales will be featured in a studio interview on Friday from 8-9 a.m.

For other tips and more about this segment and the series, visit www.first5la.org.
This year, Angelenos are enduring a particularly hot, sticky summer. I want to remind parents and caregivers to take extra care with infants and young children. Never leave your child unattended in a car, not even for a minute. Child deaths from heat exposure doubled from 20 annually in the mid-1990s to 40 in 2004. Last year, the number stood at 35.

Even on a day with moderate temperatures, a car's indoor air can reach more than 160 degrees. A car can heat up to a fatal temperature within 10 to 15 minutes on a hot day, and children have died in cars even on days when the outdoor temperature was as low as 70 degrees.

So, remember to always look back in your car as you leave-- don't forget that your little one is in the car!

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First 5 LA and First 5 California Reach Out at National Council of La Raza Conference

First 5 LA joined First 5 California to reach out to Latino children and families at the recent 2006 National Council of La Raza Annual Conference at the Los Angeles Convention Center. The event, which drew 23,000 families, community leaders, activists, elected officials, and corporate and academic participants, featured four days of workshops, speeches, games, entertainment, presentations, and exhibits.

Sponsored by the nation's largest Latino civil rights and advocacy group, the convention was site of the Los Angeles County debut of First 5 California's "Hands-On Health" van, which provides public education about healthy lifestyle choices. Interactive games and children's activities in the van help promote healthy eating, dental hygiene, prenatal care, immunizations, and other issues important in the first five years of life.

First 5 LA and St. John's Well Child and Family Center, a First 5 LA grantee, offered families information about children's health, including Healthy Kids (a free and low-cost health insurance) and poison control.

Accompanied by his wife, First 5 LA Commissioner Corina Villaraigosa, LA Mayor Antonio Villaraigosa acknowledged First 5 LA's role in serving children and families in LA County.

First 5 LA Adds Its Voice at Community Leaders' Health Disparities Conference

First 5 LA joined congressional leaders and community leaders in a conference earlier this month on "A New Agenda to Address Health Disparities Conference in Los Angeles," designed to promote awareness of health and health care disparities in underserved minority communities.

Led by U.S. Rep. Hilda Solis (D-LA), chair of the Congressional Hispanic Caucus Health Task Force, the conference was staged at the California Endowment's Center for Healthy Communities in LA. This was part of a series of events to encourage policy makers and health care providers to find ways to end racial and ethnic health disparities.

First 5 LA Commissioner Neal Kaufman joined the health environment panel, speaking on the importance of individual health assessments and providing an historical perspective on how municipalities have adopted policies to promote healthier cities.

Also participating in the conference were U.S. Reps. Lucille Roybal-Allard (D-LA), Grace Napolitano (D-Norwalk), and John Conyers, Jr. (D-Detroit).
Conference sponsors were the Coalition to Promote Minority Health, AltaMed Medical Health Services, Community Health Councils, El Proyecto del Barrio, and Ovations/United Health, in collaboration with Solis and the U.S. Department of Health and Human Services’ Office of Minority Health, the Los Angeles County Department of Public Health, Kaiser Permanente, City of Hope Medical Center, L.A. Care Health Plan, the Los Angeles YMCA, and faith and business leaders.

Breastfeeding Success Seminar
For Health Providers Set for Aug. 3
Nationally-renowned pediatrician Marianne Neifert, known as "Dr. Mom," will lead a breastfeeding success seminar 9:30 a.m.-4:30 p.m. Aug. 3 at Cedars Sinai Medical Center in Los Angeles.

The workshop, open to physicians, nurses, lactation educators, and other health care providers who want to promote and support successful breastfeeding, is sponsored by the Breastfeeding Task Force of Greater Los Angeles, with funding from the California Endowment.


For information, visit www.breastfeedla.org or call (213) 596-5776.

CHAMPION PROFILE
L.A. Care's Howard Kahn Advocates For Health Insurance for Families
Champion Profile features individuals who exemplify First 5 LA’s tagline: “Champions for Our Children.”

Howard Kahn is CEO of L.A. Care Health Plan, one of the nation’s largest public health plans, administering insurance for LA County residents through Medi-Cal, Healthy Families, and Healthy Kids.

Kahn leads a coalition of 50 community organizations, including First 5 LA, that have formed the Children’s Health Initiative of Greater Los Angeles, to raise $100 million to insure low-income children in LA County.

The founding president and former CEO of the California Wellness Foundation, he previously served as CEO of the Health Plan of San Mateo, and as senior vice president for Latin America and Global Health at DGNA International.

Kahn earned a BA at UC Berkeley and an MA from the University of Minnesota.

What book has most influenced your life?
The Plague by Albert Camus.
What makes you happy?
Snowboarding with my family.

Which historical figure do you most admire?
Albert Einstein

What is your idea of a perfect world?
I don't have one--it's the imperfections that make it worth living.

Who was your favorite teacher and why?
Marjorie Bunker, my 6th grade teacher, who made me believe in myself.