**Thursday, August 3rd, 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.

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### CALENDAR

**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. $100 registration. 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.

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### KTTV FOX 11 PREVIEW

**Insects and Spiders: Friend or Foe?**

**Topic of "Good Beginnings" Segment**

What do hissing cockroaches, Chilean rose tarantulas, and Vietnamese walking sticks have in common? They're all "friendly" insects and spiders that preschoolers can touch and learn about at the California Science Center's Hands-On Science Camp in Exposition Park, Los Angeles.

KTTV Fox 11 cameras will take viewers on a "bug's life tour" Thursday, as part of First 5 LA's "Good Beginnings" TV news segment on children's early learning, health, and safety.

"We want to teach children early about the importance of insects and spiders to our environment - and that while some can harm humans, others are harmless and may even be helpful to us," said Trevor Veltman, horticulturist at the science camp.

The segment on bug safety will air Thursday 8-9 a.m. and 10-11 p.m. on KTTV Fox 11. More practical tips for parents will be provided Friday from 9-10 a.m. by Norberto Oropez, manager of Camp and Outreach at the California Science Center.

For information on this segment and past "Good Beginnings" features, visit www.first5la.org.

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### Valley Community Leaders Learn How Home-Based Education Helps Families

Nearly two dozen community leaders Friday learned how First 5 LA-funded programs in the San Fernando Valley are preparing parents to support their children's school success.

Representatives of elected officials, educators, and business leaders were among those who participated in a community forum at the Child and Family Guidance Center, where parents shared their personal experiences of how the programs helped prepare them and their children for kindergarten, and provide access to health and social resources.
Breastfeeding Awareness Month Brings Focus to Many Benefits

August is Breastfeeding Awareness Month, when groups around the country and world promote the numerous benefits of breastfeeding, not only to the baby but also to the mother and society.

California is one of the first states in the country to reduce a major barrier to exclusive breastfeeding by enacting legislation requiring all employers to make a reasonable effort to provide employees adequate break time and private facilities to express breast milk.

During the last decade, the percentage of California mothers who breastfeed at least once in the hospital has increased from 72 to 83 percent, exceeding the national goal of 75 percent. However, the number of California mothers who exclusively breastfeed (do not provide formula) in the hospital has remained about the same over a ten-year period (40 percent in 1992 and 42 percent in 2002).

Some quick facts about breastfeeding:

-- Exclusive breastfeeding for the first six months of life provides the most complete form of nutrition, supports optimal growth and development, and reduces the incidence of infant illnesses.
-- For nursing moms, breastfeeding reduces the risks of breast cancer, ovarian cancer and osteoporosis and helps women recover from childbirth more quickly.
-- Benefits of breastfeeding continue throughout life, reducing the incidence of chronic conditions such as obesity and diabetes in children and adults.

For information, click here or visit www.breastfeedla.org.

Evelyn V. Martinez
Executive Director
First 5 LA

Staff members joining the forum represented U.S. Sen. Barbara Boxer (D-California), U.S. Sen. Dianne Feinstein (D-California), U.S. Rep. Brad Sherman (D-San Fernando Valley), California Assemblymember Lloyd Levine (D-San Fernando) and Los Angeles City Councilmember Greig Smith (District 12).

The home instruction program, funded at $1 million over five years, targets Latino families living in a densely-populated, lower income neighborhood adjacent to Napa Street Elementary School in Northridge.

First 5 LA provides an additional $1 million for a Reseda school readiness program, which serves a similar population of low-income families.

Four other community forums showcasing First 5 LA programs throughout LA County are scheduled in the coming months. For information, contact Robert Ennis, First 5 LA public affairs officer, at (213) 482-7541 or rennis@first5la.org.

Grantees Share How Communications Can Be an Effective Development Tool

Representatives of 47 First 5 LA grantee agencies Friday shared ideas and exchanged success stories about how effective communications strategies have helped their programs and organizations.

The half-day workshop, "Telling Your Story: Communications as a Development Tool," was offered by First 5 LA to support grantees' sustainability efforts.

Featured speakers included Nikki Dana from the Queen Anne Place Ready for School Center, Elena Stern from Para Los Ninos, Tera Hilliard from the Grace Elliot Center, Andrew Westall, senior deputy for LA City Councilmember Herb Wesson (10th District) and Kris Nakamura from Padres Contra El Cancer.

First 5 LA Public Affairs Director Victor Abalos, a veteran TV news director and journalist, moderated the session, and KTTV Fox 11 Medical Producer Gerri Shaftel provided insights on "how to be heard in a busy media market."

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

KCET and Funders Honored by LA City Council for TV Programs

The Los Angeles City Council recently honored Los Angeles public television station, KCET, BP, and First 5 LA for their contributions to family and caregiver education through the innovative TV series, "A Place of Our Own" and its Spanish counterpart, "Los Ninos en Su Casa."
The city proclamation was presented by Councilmembers Tom LaBonge (4th District) and Jose Huizar (14th District).

The series, which premiered in September 2004, was honored for its 120 television programs in both English and Spanish, the twin websites (www.aplaceofyourown.org and www.losninosensucasa.org), and more than 200 bilingual outreach workshops held statewide.

Each episode features doctors, teachers and experienced caregivers providing insights on how to raise smart, healthy, and happy children. Guests also offer advice on how to tackle common child care problems and tips for everyday early learning activities.

The series, which airs on 13 PBS stations statewide, has received a local Emmy, the prestigious national Peabody Award, two Parent’s Choice Recommended awards, the Spirit of Community Award from the Say to Children Network, and the Media Award from the California Child Development Administrators Association.

The series is produced by KCET and funded by First 5 LA, First 5 California, Children and Families Commission of Orange County, and BP.

CHAMPION PROFILE
Karen Peters Promotes Breastfeeding Through Education and Advocacy
Champion Profile features individuals who exemplify First 5 LA’s tagline: “Champions for Our Children.”

Karen Peters is executive director of the Breastfeeding Task Force of Greater Los Angeles, which seeks to improve the health and wellbeing of infants and families through education, outreach, and advocacy to promote and support breastfeeding.

A registered dietitian, internationally board-certified lactation consultant, Lamaze certified childbirth instructor, and La Leche League leader, she has been interested in lactation since nursing her two children, now teens.

Peters earned a BS from the UCLA School of Public Health and an MBA from Pepperdine University.

Which book has most influenced your life?
With Love From Karen by Marie Killilea

What makes you happy?
To see a new baby gaze into his or her parent’s eyes with love and wonder.

Which historical figure do you most admire?
Eleanor Roosevelt for her ability to put ideas into actions.

What is your favorite way to spend time with an important child in your life?
I love listening to my teenagers expressing their passions.

What is your idea of a perfect world?
Where family and work life is balanced and fulfilling.
What is the greatest challenge faced by LA County families today?
Economic stress, which negatively impacts their health and wellbeing.

Who was your favorite teacher?
Joan Zinda, my first La Leche League leader, who taught me to follow the lead of my children.

What is your motto?
"Never underestimate the power of a small group of committed people to change the world. In fact, it is the only thing that ever has." --Margaret Mead