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.causecommunications.org.

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.

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.
Additives, Preservatives and Hyperactivity

Last week the prestigious scientific journal *The Lancet* released a report on food additives and preservatives, and their impact on children’s behavior. The study showed that some artificial additives increase hyperactivity and decrease attention span in all children, not just those with diagnosed learning and hyperactivity problems.

In response to the study, the sponsors, Britain’s Food Standards Agency, advised parents to monitor their children’s activity and, if they noted a marked change with food containing additives, to adjust their diets accordingly by eliminating artificial colors and preservatives.

The study’s lead, Dr. Jim Stevenson, said further research will be needed to support stringent guidelines on food additives, but he agreed with the Agency’s recommendation.

Food and children can be tricky. Most parents don’t want their kids to feel deprived, but do want them to eat as healthy as possible, which can mean avoiding certain unhealthy treats. If your child is used to food with additives that may cause behavior problems, suggest an equally appealing alternative. Have a discussion with your child about why he or she can no longer have the food, and – most importantly – be consistent in not allowing it at home.

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Evelyn V. Martinez
Executive Director
First 5 LA