September 18, 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 vhoa@first5la.org or (213) 482-7563.

Subscribe Past Issues Forward

IN THIS ISSUE
Infant Massage
Parent Education Campaign
Overweight Babies
Elaine Schneider Champion Profile
First 5 LA Fellowships

CALENDAR
September 21-23, 7:30 a.m.-4:45 p.m., Sunday 7:30 a.m.-12:30 p.m.: Training the Early Childhood Trainer Conference at the Los Angeles Airport Marriott, 5855 W. Century Blvd., LA 90045. Visit pda.caeyc.org. (Click here).

September 29, 2 p.m.-4 p.m.: Nutrition/Fitness Fair at Queen Anne Elementary School, 1212 Queen Anne Pl., LA 90019 sponsored by Cedars Sinai Hospital, Queen Anne Ready For School and Queen Anne Healthy Start. Contact Nikki Dana at ndana@lausd.k12.ca.us or (323) 936-8506.

October 7, 8 a.m.-3 p.m.: The 9th Annual Parent U Conference 2006 on positive parenting at the Hyatt Valencia 24500 Town Center Dr., Santa Clarita 91355, presented by the City of Santa Clarita. $25 registration by Sept. 29. Visit www.santaclarita.com/seasons or call (661) 255-4965.

KTTV FOX 11 PREVIEW
Infant Massage Aids in Comforting, Bonding, and Development in Babies

Touching is the first communication a baby receives, and this week First 5 LA and KTTV Fox 11 introduce viewers to how parents can use infant massage to bond, comfort, and help babies develop.

The segment, part of First 5 LA/KTTV's series, "Good Beginnings," airs Thursday, 8-9 a.m. and 10-11 p.m. Featured will be a Lancaster mother, Sonia Jacobs, who uses infant massage to calm and relax her four-month old daughter, Jacinda.

"Before I learned how to massage her, Jacinda was extremely fussy in the morning and every evening, she would have a crying fit that would last 1-2 hours," Jacobs said. "We tried everything, but she was inconsolable. The morning Dr. Elaine showed me how to massage her, she went to sleep easily without a whimper--she became a new baby."

Elaine Fogel Schneider, a nationally-recognized expert on infant massage, says that such success stories are not unusual.

"Massage can have a remarkable effect on not only colicky infants, but can also reduce constipation, ease growing pains, strengthen the immune system, and help brain and muscle development," Schneider said. "It also helps caregivers gain confidence and learn how to read their baby's cues, developing secure attachments."

For information, visit www.first5la.org.

First 5 LA Launches Public Education Campaign in Broadcast & Print Media
To educate parents about the importance of the first five years of life, First 5 LA has launched an outreach campaign in English, Spanish, Korean, and Chinese for TV, radio and print media outlets.
October 7, 8:30 a.m.-2 p.m.: Family Literacy Support Network’s 4th Annual Family Literacy Learning Luau at the Sheraton Cerritos, 12725 Center Court Dr., Cerritos 90703. Limited registration is available at $75 by Sept. 29. Contact at Elida Garcia (562) 922-6560 or Garcia_Elida@lacoe.edu. (Click here) for registration form.

October 7, 10 a.m.-2 p.m.: Third Annual Councilmember Wendy Gruel’s Child Health and Safety Fair at the Valley Plaza Recreation Center, 6451 Saint Clair Ave., North Hollywood 91606. Call Jackie Keen at (818) 352-3287.

October 9, 9 a.m.-4:30 p.m.: Breastfeeding Beyond Infancy Issues and Answers presented by the Breastfeeding Taskforce of Greater Los Angeles at Providence St. Joseph Medical Center, 501 S. Buena Vista St., Burbank 91505. Call Debbie Cowley at (213) 596-5776 or visit www.breastfeedla.org.

October 14, 7 a.m.-4:30 p.m.: 21st Annual Discover Conference: Focus on Child Guidance and Behavior at Long Beach City College Auditorium, 4901 E. Carson St., Long Beach 90808. Visit www.discover-lbcc.edu.


October 26, 7:30 a.m.-5:15 p.m.: ICAN Conference on Child Abuse and Neglect at the Sheraton Universal, 333 Universal Hollywood Dr., Universal City 91608. To register, call (800) 858-7743 or visit www.cce.csus.edu/ican.

November 15, 9 a.m.-4:30 p.m.: Proactive Breastfeeding Support and Management presented by the Breastfeeding Taskforce of Greater Los Angeles, St. Mary Medical Center, 1050 Linden Ave., Long Beach 90813. Call Debbie Cowley at (213) 596-5776 or visit www.breastfeedla.org.

Overweight Infants More Likely to Become Obese Youngsters, Says National Study

Baby fat can be a serious issue, according to a new federal study of 1,000 children, which shows that infants and young children who are overweight at any point are more likely to remain overweight and even become obese by age 12.

"The general public believes that kids can grow out of any problems they are having with weight," said Dr. Philip Nader, M.D., professor emeritus of pediatrics at the UC San Diego School of Medicine, who is primary author of the study. He and his co-authors from 10 different institutions around the nation said the group pursued the study because obesity is a major public health problem in the United States.

The study, published in Pediatrics this month, was sponsored by the National Institute of Child Health and Human Development’s Early Childcare Research Network.

The researchers systematically weighed and measured children at regular intervals from 24 months through age 12. Children overweight at least once during their measurements at 24, 36, and 54 months were five times more likely to be overweight at age 12 than those never categorized as overweight, the study concluded.

Branded with slogan, "They do everything you do," the multicultural public education campaign will also include ads inside buses and on bus benches, as well as outreach at community events, and through news articles and interviews on radio, TV and newspapers.

"The campaign focuses on the importance of nutrition, exercise, and dental health," said First 5 LA Executive Director Evelyn V. Martinez. "These are important messages First 5 LA wants to get out to parents and caregivers."

The first public service announcements encouraging parents to model good dental health and healthy lifestyle habits started last week and will continue through December on selected media outlets, including KTTV-Fox 11, KCET-PBS 36, KVEA Telemundo 52, KMEX Univision 34, KNLA 27, KRCA Azteca 62, KFTV Telefe 46, KJLA-TV, and KWHY Al Exito 22.

Also, announcements have started on Spanish radio KLVE 107.5 FM, KSCA-La Nueva 101.9 FM, KLAX La Raza 97.9 FM, KSSE- Super Estella 107.1 FM and on English radio KKB-T-The Beat 100.3 FM and KPWR-Power 106-FM. More ads will run in October and November on other popular Spanish and English broadcast stations.

The print campaign is running in Korea Times, Korea Daily, Chinese Daily News, Sing Tao, LA Garment & Citizen, La Guia, Mundo LA, and Watts Times.

For more information, visit www.healthykidsla.org or contact Nancy Fareed, marketing manager, at (213) 482-7555 or nfareed@first5la.org.
Children overweight twice during ages 7, 9, and 11 were 25 times more likely to be overweight by age 12, and school-age children overweight three times during the study were 374 times more likely to be overweight at age 12.

For information, click here.

CHAMPION PROFILE
Elaine Fogel Schneider Teaches Parents to Use Touch to Help Children Develop

Elaine Fogel Schneider is executive director of Baby Steps, Community Therapies, First Nurturing Touch Communication, and Dr. Elaine's Touch Time. As a leader in early intervention and communication for 37 years, her organization serves 300 children and families with home visits throughout the Antelope Valley and Santa Clarita Valley areas.

A lecturer at Cal State Bakersfield, Schneider is a certified group psychotherapist, licensed speech and language pathologist, registered dance/movement therapist, and a certified instructor of infant massage. She has been featured on national television for her work in infant massage and communication, and has just published a new book, Massaging Your Baby: Effective Techniques for a Healthier, Happier, More Relaxed Child and Parent.

She serves on the California Early Start Interagency Coordinating Council and is a consultant with the California Department of Education's Supporting Early Education Delivery Systems.

Schneider holds two masters degrees and a PhD in psychology from California Coast University.

Which book has most influenced your life?
Touching: The Human Significance of the Skin by Ashley Montagu.

Which historical figure do you most admire?
Benjamin Franklin for being fully expressed, in verse and in deed, as he used his creativity and his "common sense" to solve problems and make the world a better place.

Which living person do you most admire?
My husband, Jack, a true survivor of wars and two heart attacks, who enjoys each day with strength, compassion, love, and humor.

Who was your favorite teacher?
Mrs. O'Malley, from third grade, who taught me how much fun singing could be, even when I couldn't carry a tune very well!

What is your motto?
"Wake up each day with a gratitude attitude."