First 5 LA Joins ABC7 to Celebrate Women’s Health Month

This week, ABC7 and 11 community partners, including First 5 LA, kick off the annual Women’s Health Month Campaign, encouraging all women in L.A. County and four surrounding counties to take good care of their health.

Trends in women's health indicate that more women than ever are dying from heart disease, experiencing problems with infertility, and having higher levels of stress. The campaign aims to raise awareness about these health concerns and propose ways to combat them.

"ABC7's commitment to excellence is built on a foundation of social responsibility", said ABC7 Public Affairs Director, Teresa Samaniego. "We are proud to partner with First 5 LA in teaching women to take the necessary steps of living a healthy lifestyle for themselves and their families.

The multi-faceted campaign includes television spots highlighting this year's four 'Women of Courage' winners; The Greater Los Angeles Health Fair, sponsored by HealthCare Partners; a luncheon honoring the four 'Women of Courage' and 17 nominees; a half-hour "Women of Courage" special airing on ABC7; and a 20-page booklet giving age-group specific health tips.

More than 90,000 booklets will be distributed at CVS/pharmacy stores and HealthCare Partners locations throughout the five southern region counties. The booklets are also available through campaign partner sites. To receive a booklet, please call Nicole Gomez at (213) 482-7551.

To learn more about the Women’s Health Month Campaign with ABC7 click here.

PHFE-WIC WOWs the March of Dimes

When the administrators of the largest Women, Infants and Children (WIC) program in L.A. County, PHFE-WIC, saw an opportunity to prevent the costly and sometimes devastating effects of premature birth, they took it. They wanted to add an inter-conception care component, a healthy birth model also used by the First 5 LA-funded LA Best Babies Network, for WIC participants with previous poor pregnancy outcomes.
October 25, 8:00am-5:30pm: "A New Beginning for Partnerships for Children & Families in Los Angeles County," is presented by the LA Country Superior Court and Cal State LA and focuses on education, training, ideas and dialogue on issues concerning the welfare of children and their families, at the LA Convention Center. For registration call (323) 343-4832.

October 25, 6:30pm-8:30pm: "First Annual Manos Amigas/Helping Hands Celebration," honoring Latino youth and adults learning to read and write, and those who help them accomplish this goal, is being held at the Centro Latino for Literacy, at Crescent Arms, 1709 W. 8th Street, L.A. 90017. For information visit www.centrolatinoliteracy.org.

October 29, 8:30am-4:00pm: "Optimal Care for the Mother-Baby Dyad in the Face of Mood Disorders and Trauma," sponsored by Westside Infant-Family Network (WIN), Westside Children's Center and the Breastfeeding Task Force of Greater Los Angeles, at the Veterans Memorial Complex (Rotunda Room), 4117 Overland Avenue, Culver City 90230. For information contact Quine Anderson at (310) 846-4100 x 6131 or by email at quinnea@winla.org.

November 1, 9:30am-4:30pm: "Assisting Mothers to Successful Baby-Led Latching," with Christina Smillie, MD and Kittie Frantz, RN, presented by the Breastfeeding Taskforce of Greater Los Angeles at Cedars Sinai Medical Center, Harvey Morse Auditorium, South Tower Plaza Level, 8700 Beverly Blvd., L.A. 90048. For more information call Debbie Cowley at (213) 596-5776 or visit www.breastfeedla.org and go to upcoming seminars.

November 3, 10:00am-2:00pm: "Festival of Readers," a community celebration of the power of reading in the home. This family event will include multi-cultural stage shows, storytelling, book giveaways and more! The event will be located at Los Angeles Mission College, 13356 Eldridge Avenue, Sylmar 91342.


So with help from First 5 LA and a nearly $300,000 grant from the March of Dimes, the Avenue 43 WIC Center in L.A. launched its inter-conception care program titled "WIC Offers Wellness" (WOW) last March. The program provides case management, social support, outreach and health education for WIC participants who are at high risk for having another premature baby without such intervention.

The program's goals are to improve participants' health, lengthen intervals between pregnancies, increase family planning behaviors and reduce the number of recurrent preterm or low birth-weight births. "We will use the March of Dimes grant as seed money to meet our objective of providing coordination of care to WIC mothers and babies in the WOW Project," said Eloise Jenks, PHFE-WIC executive director.

The program's first support group meeting with moms, dads and many babies in attendance was very successful. One mother arrived by bus with her triplets, in their triple stroller, and found it extremely valuable to be at WIC with other preemie families.

To learn more about the WOW Program, call Denise C. Gee, special projects manager, at (626) 856-6618 x304.

CHAMPION PROFILE

A Champion for Her Own Child, Barbara Baldwin Supports Families

Barbara Baldwin is site director for the First 5 LA-funded Broadous Ready for School Family Center, an L.A. Unified School District site. Barbara started her career in the human services field 25 years ago and has never looked back. Providing education and support to more than 75,000 parents, she has held multiple administrative positions in several community-based organizations and schools.

Baldwin completed her undergraduate studies at Washburn University in Topeka, Kansas, before moving to the West Coast. She joined corporate America and established a successful career in the advertising industry, only to switch gears and move into the nonprofit sector where she found a sense of belonging.

In advocating for young children, Baldwin has also advocated for and found supportive services for her own special needs child. She organized a series of educational presentations on ADHD for UCLA Psychiatric fellows, the Autism Foundation, and CHADD (Children and Adults with Attention-Deficit/Hyperactivity Disorder) among other organizations.

Baldwin is currently a member of the First 5 LA-funded LA's Best Babies Network SPA 2, and a member of the advisory board of the North Hollywood Division of the Department of Children and Family Services. She is also a board member of the Valley Care Community Consortium, and the Resource Coordinating Council of LAUSD, Local District 2.

What makes you happy?

Spending time with family and friends and making a positive difference in the life of a child.
EVIE’S DESK

Fast Food Ban

As obesity continues to plague children and families in L.A. County, policy makers are looking for new ways to improve health in their communities. This is especially critical for the next generation - our young people who are experiencing increased rates of diabetes and other weight-related health problems.

Recently, Los Angeles City Council Member Jan Perry proposed a city ordinance to stop the construction of any new fast food restaurants in the South Los Angeles, Southeast Los Angeles, West Adams, Baldwin Hills, and Leimert Park areas for the next two years.

State Sen. Alex Padilla (D-Los Angeles) has proposed a law (SB120) requiring that all restaurant chains with 15 or more locations in California print the number of calories, grams of saturated fat, trans fat, carbohydrates and milligrams of sodium for each standard menu item, so consumers can be informed and make better choices. Padilla’s bill is currently on the governor’s desk.

These proposed local and state laws send a message to all families that, even though they’re easy to get, popular fast food meals may not be the best choice for a family trying to stay healthy. Making healthy meals can be labor intensive, but it’s important that families do so. Fatty “fast” foods should be no more than a small part of a child’s diet.

To learn more about healthy food choices for children and easy, kid-friendly recipes go to: www.kidshealth.org/index.html.

Evelyn V. Martinez
Executive Director
First 5 LA

Angry?
Seeing children fail to thrive as a result of not being connected to support systems.

Which historical figure do you admire most and why?
Juliet Lowe, founder of the Girl Scouts of America, because she taught children to make a positive contribution to society while believing in themselves.

What is your favorite way to spend time with an important child or children in your life?
I enjoy talking with and listening to children’s perspective regarding things that matter to them the most.

Which living person do you most admire and why?
Gloria Steinem, as she is an advocate for equality and the rights of all people.

Who was your favorite teacher and why?
My high school biology teacher. She helped me realize that I could accomplish great things in the world by recognizing my passions.