

# Executive Director Report

MAY 2016

small hands,  
BIG RESULTS



KAREN E. SCOTT  
EXECUTIVE DIRECTOR



## A Message from the ED



 Happy May and Maternal Mental Health month!

As you might be able to tell from our reports, First 5 San Bernardino is very excited about our work supporting Reach Out and Read (ROR). We are establishing some powerful connections with organizations such as the American Academy of Pediatrics- Chapter 2 (AAP-Chapter 2), the Inland Empire Health Plan (IEHP), Molina Health Care, Loma Linda University Medical Center and a host of others. In October 2015, the month before First 5 San Bernardino launched our Reach and Read initiative, Dr. Marti Baum, MD, Pediatrician, (Loma Linda University Children's Hospital, SACHS Clinic, Medical Director of Community Health Development for LLUCH and President of the San Bernardino County Medical Society) and Dr. Jenny Nguyen, MD, Pediatric

Resident at LLUCH released a Community Health Development "white paper" entitled Reach Out and Read; An Effective Early Literacy Program and Why It Should Come to San Bernardino County. The timing couldn't have been better! The project was part of the physicians' (Baum and Nguyen) advocacy work with the Department of Pediatrics at Loma Linda University Children's Hospital, in support of young children, considering the emphasis on literacy as a component of whole child health. The report provides an accurate problem statement including the social economic implications, supporting data and the conclusion to support Reach Out and Read. You can see the paper on the ROR website: <http://bit.ly/rorsanbernardino>. Dr. Baum is a great cheerleader for F5SB's work in literacy and is especially excited about our recent introduction and connection to Dr. Jennifer Cobanovi, M.D., who serves the Indian Health



May  
2016

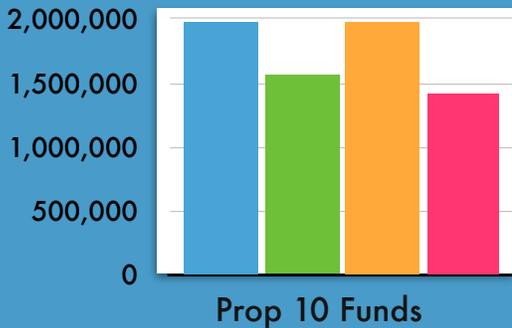
*(continued on page 4)*



## Updates

### Fiscal Update

F5SB received the monthly revenue from Prop 10 funds in the amount of \$1,423,954 for February 2016. This revenue funds First 5 San Bernardino programs and services.



- November - \$1,971,791
- December - \$1,572,486
- January - \$1,978,404
- February - \$1,423,954

### Follow us on LinkedIn

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**Green Thumbs Up:  
See First 5  
AmeriCorps'  
beautification project  
at Westminster  
Preschool in Ontario**  
[http://bit.ly/  
amicorpsgreenthumbsup](http://bit.ly/amicorpsgreenthumbsup)

## Stacy Iverson joins First 5 San Bernardino Commission



Stacy Iverson, President & Chief Executive Officer of Children's Fund and Vice Chair of the First 5 San Bernardino Advisory Committee has joined the Children and Families Commission of San Bernardino County.

Commissioner Iverson has a career background in early

childhood development and social program services, including serving as Program Manager for First 5 San Bernardino between 2001 and 2008. Following her service at First 5, she served as a Program Manager and Interim Director at San Bernardino County Superintendent of Schools for more than four years.

Commissioner Iverson joined Children's Fund as the Chief Operating Officer and within two years transitioned into her current role as President & CEO. Children's Fund is a 30-year-old non-profit organization that started as a public-private partnership from San Bernardino County to address needs of vulnerable children.

Signature programs from Children's Fund include the Emergency Needs Program, the annual Celebration of Giving Christmas toy giveaway and the Children's Assessment Center, which serves as a comprehensive program for children who have endured abuse to connect with agencies for assessment and services.

First 5 San Bernardino is pleased to work with Commissioner Iverson once again as she continues to demonstrate her dedication and unwavering focus to serve children in San Bernardino County. Welcome Commissioner Stacy Iverson!

## BONUS: 24 Hour Breastfeeding Helpline Opened April 1, 2016

Residents can dial 2-1-1 from their phone and ask for breastfeeding help 24 hours a day, seven days a week. The Department of Public Health's Baby's Optimal Nutrition with Ultimate Support (BONUS) Program is worked with the United Way 211 system to establish the BONUS helpline.

### What is the breastfeeding helpline for?

Mothers who are having breastfeeding concerns, such as latching, milk supply, comfortable breastfeeding positions, and other breastfeeding questions, may now use the BONUS helpline that connects mothers to an International Board Certified Lactation Consultant (IBCLCs) who can help. The free helpline is intended to offer breastfeeding support and reassurance to mothers during this special time in their lives.

### What are the benefits of breastfeeding?

Multiple health and economic benefits of breastfeeding are significant for the individual, community and public health:

- Breastfeeding protects babies from infections and illnesses such as diarrhea, ear infections and pneumonia.
- Children who are breastfed for six months or longer are less likely to become obese.
- Breastfeed babies are less likely to develop asthma or be at risk for sudden infant death syndrome (SIDS).
- Mothers who breastfeed have a decreased risk of breast and ovarian cancers and diabetes.
- Families that exclusively breastfeed can save between \$1,200-1,500 in formula costs in the first year.



The BONUS program is funded through First 5 San Bernardino to help all breastfeeding moms, regardless of income. The main goal of the program is to increase the number of babies exclusively breastfeeding for six months or longer.

**Dial 2-1-1 and ask for BONUS to access a lactation consultant 24 hours a day!**

For more information about the BONUS Program, please call 909-388-5668 or 909-388-5676, Monday-Friday, 8 to 5 p.m. For other Public Health programs and services visit our webpage at: <http://www.sbcounty.gov/dph>

## ED Message (continued from front page)

community and is bringing ROR into her practice!

First 5 San Bernardino extends a huge “shout – out” and message of appreciation to Bear Valley Community Healthcare District Family Health Clinic & Bear Valley Community Healthcare District’s Mom and Dad Project for being one of the first to “step up to the plate,” and for their dedicated commitment to Reach Out and Read serving the mountain community families! Great job

And finally, a heartfelt thank you to Inland Empire Health Plan who has partnered with F5SB and the AAP-Chapter 2 and is actually hosting the next two Reach and Read outreach events. (See page 4) Thank you, IEHP!



### Reach Out and Read® San Bernardino County: New Informational Events Coming Up

Ask a pediatrician if they are willing to reach out and read! See our microsite for more information about how the program works or to submit an interest form to our coordinator for assistance. Visit this website for more information:

<http://bit.ly/rorsanbernardino>

#### IEHP joins the effort to see pediatricians Reach Out and Read!

We’re presenting three more informational dinners for pediatricians and pediatric practice representatives to learn more about Reach Out and Read® in San Bernardino County. Inland Empire Health Plan (IEHP) joins the effort to champion Reach Out and Read with First 5 San Bernardino and the American Academy of Pediatrics-Chapter 2, hosting two out of our upcoming sessions in San Bernardino and Rancho Cucamonga.



where great stories begin™

**Tuesday, May 10**

San Bernardino  
hosted by IEHP  
5:30-7:00p.m.

**Thursday, May 19**

Rancho Cucamonga  
hosted by IEHP  
5:30-7:00p.m.

**Thursday, June 2**

Victorville  
hosted by AAP-Chapter 2  
6:30-9:00p.m.

**Register for an informational dinner by visiting:** <http://bit.ly/rorsanbernardino>