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**'Little Me, Big Responsibility' Initiative Encourages Parents to Build  
Healthy Habits Early for Their Young Children**

*First 5 San Bernardino, the San Bernardino County Department of Public Health and Smile SBC  
Expand Initiative to Support Whole-Child Wellness*



**SAN BERNARDINO, CA (March 25, 2026)** – In San Bernardino County, early childhood nutrition plays a critical role in a child's lifelong health and development. To help parents and caregivers establish healthy habits for their young children, [First 5 San Bernardino](#) has launched the '[Little Me, Big Responsibility](#)' campaign.

Working in partnership with the San Bernardino County Department of Public Health's [Nutrition and Wellness Services](#) and its oral health program [Smile SBC](#), Little Me, Big Responsibility encourages families to be aware of early childhood nutrition, as well as other key elements of whole-child wellness, including oral health, developmental screenings and well-child visits.

Previously known as 'Little *Teeth*, Big Responsibility,' the initiative originally focused on pediatric oral health, but it was expanded this year to address broader health habits for

kids ages 0-5. The campaign will reach families through social media, advertisements, traditional news media and public service announcements.

“Healthy habits should start in the earliest years of life,” said First 5 San Bernardino Interim Executive Director Cindy Faulkner. “Better food choices, oral health and regular well-child visits – these are all fundamental to a child’s healthy growth and development. Through this expanded initiative, we are making it easier for families to access trusted information and invest in their child’s overall well-being.”

For example, parents and caregivers can support healthy nutrition habits by involving children in meal preparation and making small, manageable changes at home. Simple steps like swapping sugary drinks for water infused with fruit, or adding vegetables to familiar meals, or choosing healthy fats like Greek yogurt and nuts, are easy habits that can make a meaningful difference in a child’s diet.

Many families also qualify for programs that make healthy food accessible. Parents can visit [this link](#) for WIC eligibility and visit [this link](#) to view a list of certified San Bernardino County farmers markets.

The expanded [Little Me, Big Responsibility campaign](#) also continues to highlight the important connection between nutrition and other health concerns. According to the Center for Oral Health and Smile SBC, 63 percent of San Bernardino County kindergarteners have experienced tooth decay, the most common chronic childhood disease. Experts recommend beginning oral care early and scheduling a child’s first dental visit by age one. Visit [SmileSBC.org](#) to find a dentist near you.

Families can also track developmental milestones and access early screening tools at [HelpMeGrowIE.org](#).

For more information on building healthy habits, including recipes, oral health tips, and resources, visit [First5SanBernardino.org/Child-Health-Campaign](#).

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### **About First 5 San Bernardino**

First 5 San Bernardino’s distinct purpose is to improve the lives of young children and their families by giving them the best possible start in life. For over 27 years, First 5 San Bernardino has been working dynamically through strategic partnerships to promote, support and enhance the health and early development of children prenatal through age 5, their families and communities. Funded through the 1998 voter-approved initiative, California Children and Families Act (Proposition 10 tobacco tax revenues), First 5 San Bernardino has evolved into a system where stakeholders and services are integrated, coordinated and sustainable, and one that families experience as accessible, inclusive and equitable. For more information, visit [First5SanBernardino.org](#).