



First 5 San Bernardino Child Health Campaign 2026

Partner Outreach Toolkit

First 5 San Bernardino works to promote, support and enhance the health and early development of children prenatal through age 5 in San Bernardino County. The [Little Me, Big Responsibility](#) campaign does just that – focusing on promoting whole-child wellness tips, resources and support in partnership with the San Bernardino County Department of Public Health's Nutrition and Wellness Services and Smile SBC.

This toolkit is to help you and your organization share valuable information about early childhood nutrition, oral health and developmental milestones for young children. Since we know you agree that healthy habits should begin early, you will find a variety of tools that you can use to help share why whole-child health matters most during a child's earliest years. The content in this toolkit can be used at any time via your different communication channels.

What our community needs to know about whole-child health:

- Children need their parents and caregivers to make their health a priority.
- Early childhood is where healthy habits begin.
- Nutrition and oral health decisions are vitally important for children aged 0-5.
- Regular well-child visits, dental check-ups and at-home developmental screenings ensure your child is reaching growth milestones.

What You'll Find in This Toolkit:

- **Key messages** to use across your marketing materials and conversations, while directing families to trusted, accessible resources available through First 5 San Bernardino and the San Bernardino County Department of Public Health.
- **A sample newsletter** on the importance of early childhood health.
- English and Spanish **social media posts** and graphics.

Please contact First 5 San Bernardino Communications Officer Kimberly VandenBosch at kimberly.vandenbosch@cfc.sbcounty.gov with any questions or requests.



Supporting Key Messages

| Health Vertical | Key Message #1 | Key Message #2 | Key Message #3 |
|--|--|---|---|
| <p>Healthy choices are easier than you think.</p> | <p>Healthy food and drink choices are critical for children in their early years.</p> <p>What children eat between ages 1 to 5 matters! Nutritious foods provide the energy and nutrients young children need to reach developmental milestones. Healthy eating habits form at a young age and will shape behavior for years to come.</p> | <p>Healthy swaps are easier than you think.</p> <p>Healthy eating doesn't need to be hard or expensive. Small, healthy food swaps can make a big difference. If you're eligible for WIC, you can use your benefits at farmer's markets, and the WIC app makes it easy for you and your child to use the MyPlate tools to create healthy, balanced meals.</p> | <p>Active play should be encouraged every day.</p> <p>Active kids can help prevent chronic health issues later in life, including diabetes and heart disease. Encourage active play that includes a variety of physical activities appropriate and enjoyable for their age.</p> |
| <p>Healthy smiles start with healthy baby teeth.</p> | <p>A child's first dental visit should happen before their first tooth or first birthday.</p> <p>Decay can start when the first teeth appear. It is recommended you schedule your child's first visit to the dentist by age 1 and then every six months.</p> | <p>Tooth decay is the #1 childhood chronic disease.</p> <p>63% of our county's kindergartners have experienced tooth decay – but it is preventable. Eat healthy foods and limit sugary drinks. Brush, floss and visit the dentist regularly.</p> | <p>Healthy smiles start with healthy baby teeth.</p> <p>Healthy baby teeth help them chew, speak and smile correctly. They hold space in their jaws for permanent teeth that are growing under the gums.</p> |
| <p>Know your child's growth milestones.</p> | <p>Be aware of important milestones as your child grows.</p> <p>No two children develop, grow and learn at the same pace, but children do develop in predictable ways. These are known as developmental milestones. At-home developmental screenings can begin as early as 2 months old and continue through early childhood.</p> | <p>Regular well-child visits ensure your child is growing healthy and happy.</p> <p>The only way to be sure your child is meeting the milestones for their age is to keep up on their well-child visits. These are routine appointments to monitor growth, development, and overall health.</p> | <p>There are free and low-cost child wellness resources available.</p> <p>Children are less likely to need services later in life when developmental delays are identified early. Well-child visits and developmental screenings are accessible to everyone. They are covered by Medi-Cal and most insurance, so cost should not be a barrier.</p> |

SAMPLE NEWSLETTER, ARTICLE OR WEB COPY

Little Me, Big Responsibility' Initiative Emphasizes the Importance of Early Childhood Health

A child's daily habits in their earliest years can shape their health for a lifetime. From nutrition and oral health to regular well-child visits, habits formed between birth and age five play a critical role in a child's development.

To help families navigate these important early years, [First 5 San Bernardino](#) and our partners [San Bernardino County Department of Public Health's Nutritional and Wellness Services and Smile SBC](#) have partnered to launch the 'Little Me, Big Responsibility' initiative. The campaign highlights the everyday choices that can be made to support healthy childhood development from first bites and first teeth.

"The little years come with big responsibilities. Parents have so much on their plates, so we want to help them stay on top of the basics," said First 5 San Bernardino Assistant Director Cindy Faulkner. "By making time for dentist visits, well-child checkups and developmental screenings, parents can give their children a strong foundation for a lifetime of health."

When it comes to nutrition, healthy eating doesn't have to be complicated or expensive. Small swaps like choosing water with fruit instead of juice or opting for brown over white rice can make a big difference. Oral health is just as important. Baby teeth play a vital role in helping children chew, speak clearly and smile with confidence. Experts recommend that a child's first dental visit occur by their first tooth or first birthday, while brushing teeth two times per day.

Starting early helps children build a strong foundation for lifelong health. Becoming comfortable with medical and dental visits, learning about nutritious foods and monitoring developmental milestones all support a child's growth and long-term well-being.

Families looking for guidance don't have to navigate these steps alone. Visit [First5SanBernardino.org/child-health-campaign](https://www.first5sanbernardino.org/child-health-campaign) to get early childhood wellness resources, activities and to find out more about free or low-cost dental providers, well-child visits and developmental screenings.

SOCIAL MEDIA GRAPHICS



Healthy swaps are easier than you think.



Los cambios saludables son más fáciles de lo que piensas.



Healthy smiles start with healthy baby teeth.



Las sonrisas saludables comienzan con dientes de leche saludables.



Click [here](#) to download social media graphics.

SAMPLE SOCIAL MEDIA POSTS

Nutrition

ENGLISH: Healthy food and drink choices are critical during a child's earliest years. What children eat between ages 1 to 5 fuels their growth, supports key developmental milestones and helps shape lifelong eating habits. The good news is that developing these habits are easy with simple swaps. Learn more and access resources and activities from our friends @First5SanBernardino at [First5SanBernardino.org/child-health-campaign](https://www.First5SanBernardino.org/child-health-campaign).

#First5SanBernardino #LittleMeBigResponsibility #SBCDPH #ChildhoodHealth #Nutrition

SPANISH: Elegir alimentos y bebidas saludables es fundamental durante los primeros años de vida de un niño. Lo que comen los niños entre 1 y 5 años impulsa su crecimiento, apoya importantes etapas del desarrollo y ayuda a formar hábitos alimenticios para toda la vida. La buena noticia es que desarrollar estos hábitos es fácil con pequeños cambios. Aprende más y accede a recursos y actividades de nuestros amigos de

@First5SanBernardino en [First5SanBernardino.org/child-health-campaign](https://www.First5SanBernardino.org/child-health-campaign). #First5SanBernardino

#LittleMeBigResponsibility #SBCDPH #ChildhoodHealth #Nutrition

Oral Health

ENGLISH: More than 60% of kindergarteners in San Bernardino County have experienced tooth decay. We get it – it's easy to underestimate the importance of baby teeth because they'll lose them. But in reality, it's so important to take care of them from the beginning because baby teeth make room for adult teeth, setting them up for a lifetime of healthy smiles. Visit our partner @First5SanBernardino at [First5SanBernardino.org/child-health-campaign](https://www.First5SanBernardino.org/child-health-campaign) to learn more about pediatric oral health and to find a free or low-cost dentist.

#First5SanBernardino #SmileSBC #SBCDPH #SmileSBC #LittleMeBigResponsibility #OralCare

#PediatricOralHealth

SPANISH: Más del 60% de los niños en kínder en el condado de San Bernardino han experimentado caries. Lo entendemos: es fácil subestimar la importancia de los dientes de leche porque eventualmente se caerán. Pero en realidad, es muy importante cuidarlos desde el principio, ya que los dientes de leche mantienen el espacio para los dientes permanentes, preparándolos para una vida de sonrisas saludables. Visita a nuestros socios de

@First5SanBernardino en [First5SanBernardino.org/child-health-campaign](https://www.First5SanBernardino.org/child-health-campaign) para aprender más sobre la salud bucal pediátrica y encontrar un dentista gratuito o de bajo costo. #First5SanBernardino #SmileSBC #SBCDPH

#SmileSBC #LittleMeBigResponsibility #OralCare #PediatricOralHealth

Developmental Milestones

ENGLISH: Every child grows and learns in their own way. By keeping an eye on important developmental milestones, families can better support their child's growth at every stage. Developmental screenings can begin as early as 2 months old and help track how your child is learning, communicating and moving as they grow.

Ask your child's provider about developmental screenings during well-child visits accessible to everyone. Learn how at @First5SanBernardino or [First5SanBernardino.org/child-health-campaign](https://www.First5SanBernardino.org/child-health-campaign). #First5SanBernardino

#LittleMeBigResponsibility #SBCDPH #Milestones #WellChildVisits #DevelopmentalMilestones

Spanish: Cada niño crece y aprende a su propio ritmo. Al estar atentos a los hitos importantes del desarrollo, las familias pueden apoyar mejor el crecimiento de sus hijos en cada etapa. Las evaluaciones del desarrollo pueden comenzar desde los 2 meses de edad y ayudan a monitorear cómo su hijo aprende, se comunica y se mueve a medida que crece. Pregunte al proveedor de su hijo sobre estas evaluaciones durante las visitas de chequeo de salud infantil, las cuales son accesibles para todos. Aprende cómo en @First5SanBernardino o en

[First5SanBernardino.org/child-health-campaign](https://www.First5SanBernardino.org/child-health-campaign). #First5SanBernardino #LittleMeBigResponsibility #SBCDPH

#Milestones #WellChildVisits #DevelopmentalMilestones