

Executive Director Report

small hands,
BIG RESULTS




KAREN E. SCOTT
EXECUTIVE DIRECTOR



A Message from the ED



 First 5 California has partnered with Senator Jackson, Legal Aid at Work, the California Employment Lawyers Association, and the California Work and Family Coalition to sponsor and champion the passage of SB 63.

On October 12, 2017, Governor Jerry Brown signed Senate Bill 63 by Senator Hannah Beth Jackson, which extends job protections to 2.6 million more Californians when they become parents. Under pre-existing law, only parents working for very large employers have a right to take up to 12 weeks of parental leave. Now, parents working for medium-size employers will have basic job protections and be able to invest that time in nurturing their newborn child.

"We want every parent to understand that their loving attention and interactions are the key to their child's future success. Every parent needs this information to take action during the first

months of their child's life, and every parent needs the ability to take the TIME for action."

"Once again, California is leading the nation to strengthen policies in the key first months of each child's life. With his signature of SB 63 (Jackson), Governor Jerry Brown is acting on the science that proves parental leave for these first key months of a child's life is not a luxury to debate—it's a developmental necessity for each child," said George Halvorson, former CEO of Kaiser Permanente and Chair of First 5 California. "Extending parental leave to 2.6 million Californians is an investment of parents' time in each child's success and our shared economic futures."

A 2011 field poll found almost 2 out of 5 employees who were eligible to use California's Paid Family Leave program did not apply for the state benefit because they feared losing their job or other negative consequences at work. This is a Paid Family Leave program that employees fund



November
2017

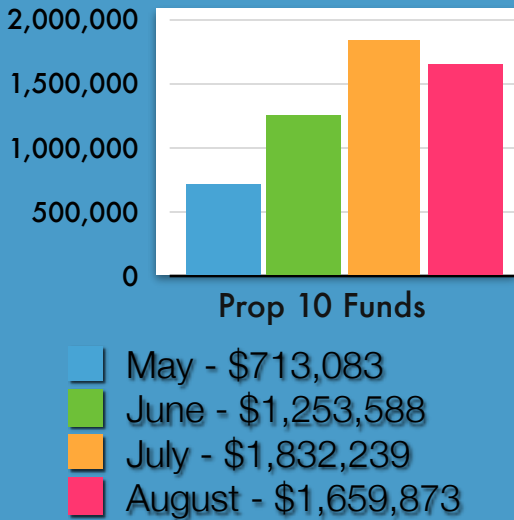
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Updates

Fiscal Update

F5SB received Prop 10 funds in the amount of \$1,832,239 in the month of July. This revenue funds First 5 San Bernardino programs and services.



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ED Message (continued from front page)

with deductions from their very own paychecks, and these parents did not get to access the benefit because they had no job protections.

The latest medical research reveals the very first days and months of a baby's life are crucial to each child's future. A baby's brain development starts even before birth and accelerates during the first three months of life, as well as throughout the first five years.

"This science is why First 5 California launched its Talk. Read. Sing.[®] campaign, which is currently on the airwaves," said Camille Maben, Executive Director of First 5 California. "We want every parent to understand that their loving attention and interactions are the key to their child's future success."

Talk. Read. Sing. Fest Goes to the Museum!



High Desert families with children came out to Talk. Read. Sing.[®] Fest! at the Victor Valley Museum on Saturday, October 7. Children enjoyed giveaways, face painting, and themed-activities around talking, reading, and singing that engaged the whole family.

More than 500 attendees also had the opportunity to visit the museum with free admission and explore Victor Valley Museum's new CuriousCITY exhibit for young children. Performances and games provided by Y102!FM, Chazz the Drummer, and Twinkle Time & Friends kept the kids entertained and moving. See a clip of the Twinkle Time dance contest and photos from the event on our Facebook page at www.facebook.com/first5sb.



Talk. Read. Sing.[®] Fest!

Saturday, November 4, 2017
9AM-2PM

San Bernardino County
Museum
Redlands, CA

Video increased knowledge for African American Mothers on Postpartum Depression

You're Not
Alone

Recognizing Postpartum
Depression



Research showed that knowledge about postpartum depression (PPD) increased at a statistically significant level after African American mothers watched "You're Not Alone", a video explaining postpartum depression and available resources to support moms through a difficult time. Watch the video for more information about postpartum depression and how mothers can find the help they need at <https://youtu.be/UC5Yfa5SvAY>.

For more information on the research contact First 5 San Bernardino. Research Source: Flores-Carter, K., Roloff, K., Thompson, P., Meyer-Adams, N., Held., M., Dong., F., Kaeni, K., Sood, A., Duncan, L. (2017). An Examination of Black Women's Knowledge of Postpartum Depression and their Attitudes towards Seeking Mental Health Services. Colton, CA.



Capacity Building Academy Hosts Graduation, Thrive Conference 2017 in San Bernardino



First 5 San Bernardino invests in a capacity building academy that focuses on helping agencies survive the unique challenges that Inland Empire nonprofits face. The academy is facilitated by Social Entrepreneurs, Inc. (SEI) in partnership with graduates who participated in earlier cohorts of the academy that formed their own organization called Inland Empire Community Collaborative (IECC).

The successful collaboration between facilitators and graduates inspired SEI & IECC to present an annual Thrive: Nonprofit Conference, where nonprofits can get introduced to the lessons learned throughout the nine-months in the academy. In this year's second annual conference, Jan Masaoka of CalNonprofits, Tom Iselin (Author & Nonprofit Strategist), Supervisor Josie Gonzales (County of San Bernardino, 5th District), and professionals across the nonprofit and philanthropy sector gathered to educate, acknowledge, and award people in service. The event ended with the graduation of Capacity Building Cohort 6 (pictured above), where academy graduates were presented with certificates of completion. For more information and photos, visit www.inlandempirecommunitycollaborative.org or www.facebook.com/first5sb.

Interest Forms for Capacity Building Academy 7 Now Available

The **Inland Empire Community Collaborative (IECC)** in partnership with **First 5 San Bernardino** and **Social Entrepreneurs, Inc. (SEI)** is pleased to announce that interest forms to participate in the next Capacity Building Academy (CBA) are now available. This nine-month Academy will include monthly workshops and targeted technical assistance to assist selected organizations in completing a sustainability plan. Please submit an interest form to be one of the ten agencies selected for the CBA. **Interests forms can be sent to sgomez.iecc@gmail.com by November 1.** Applicants will be notified of their acceptance by December 1, 2017. For the interest form visit www.first5sanbernardino.org.

Why Is Early Literacy So Important?



The County of San Bernardino introduced the Vision2Read campaign to see our children's reading levels excel by the 3rd grade. Currently, 69% of children in San Bernardino County do not meet new California English language arts/literacy standards.

Why is the 3rd grade so important? Children who are proficient in reading by the end of 3rd grade are much more likely to graduate from high school.

As a First 5 parent, you can change that percentage for the better by the time your child reaches 3rd grade. You're parenting at the most important time of your child's learning development stage: the first five years.

Taking the time to talk, read, sing and play with your child sparks learning curiosity and increases their exposure and familiarity with words.

Vision2Read has downloads including bookmarks and infographics for more information on the importance of "raising the bar" on literacy in San Bernardino County. Here are some actions you can take to realize the Vision2Read:

- Bring awareness to the campaign by using #Vision2Read on social networks to tell @SBCVision your favorite childhood book or current reading choice.
- Attend special events around literacy with your child such as our annual Talk. Read. Sing. ® Fest! First 5 San Bernardino is giving away books to build your child's first library.
- Do you have a library card? Did you know you can access eBooks, magazines, videos and more – all from home with your San Bernardino County Library card? Stop by a location near you to sign up! Visit San Bernardino County Library's website for more information at www.sbclib.org.