

Executive Director Report

small hands,
BIG RESULTS




KAREN E. SCOTT
EXECUTIVE DIRECTOR



A Message from the ED



 It's a 20-year anniversary!!! Through the voter approved Prop 10 initiative, the State of CA has been able to raise nearly \$9 billion statewide towards the mission of First 5 - to promote, support, and improve the early development of children from prenatal through age

five years. After the Board of Equalization's administrative adjustment to the revenue, twenty percent (20%) of those billions is allocated to the First 5 CA Commission. The remainder is distributed to the 58 local commissions, based on the number of live births in their County. First 5 San Bernardino has received about \$700 million during this 20 year period, and believe it or not, it is not nearly enough to meet the incredible needs of babies, children and families in our own communities.

As anticipated at its inception, tobacco tax revenues under Prop 10 have declined over time due to falling consumption, responsible changes in

legislation such as the raising of the age for tobacco purchase to 21, and higher taxation. Despite this decline in revenue, the Children and Families Commission's have met great needs in their respective communities, have gained tremendous knowledge, amassed valuable data and invested in our number one priority - children ages prenatal through five.

As we embark on the celebration of 20 years of Prop 10, we move to make greater impact for children and families. Previously autonomous Commissions are now joining together to create a Statewide Network, a collective impact approach, to improving the lives of young children.

Commissions will continue to develop and support their individual strategic plans, crafted for the needs within their own jurisdictions, while also banding together as a State Network to share resources, use common indicators and a strong communication strategy to strengthen visibility, develop mutual



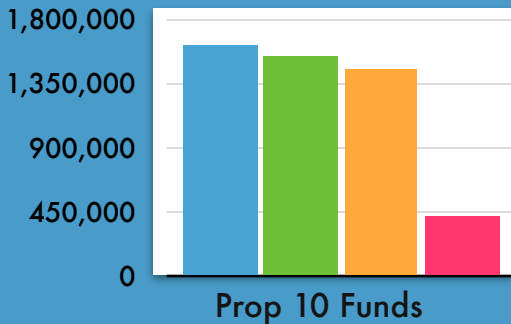
March
2018

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Updates

Fiscal Update

F5SB received Prop 10 funds in the amount of \$417,189 in the month of December. This revenue funds First 5 San Bernardino programs and services.



- September - \$1,614,552
- October - \$1,541,251
- November - \$1,455,387
- December - \$417,189

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March is National Nutrition Month!

Ingredients for Healthy Cooking

One of the best ways to battle childhood obesity is to cook healthy at home. Here's a few staple items to keep in your kitchen to prepare a healthy dish with balanced nutrition.



Extra Virgin Olive Oil

Great for cooking or as a topping for salad dressing, olive oil is a healthy ingredient for hearts and a good source of the right fatty acids for expecting moms, infants and toddlers. Prepare your next dish with this to supply the healthy fats you and your child need.

Lemons

Lemons balance out flavors and are a great source of Vitamin C. Add a touch to your next grilled chicken and steamed vegetables. Lemons also make for good desserts!

Garlic & Onions

Cook chopped garlic and onions together to ignite an appetite! They set a tasty foundation for any good dish.

Salt & Sugar

Used in moderation and under your control, salt and sugar can add just the right amount of flavor you need for your children to eat a home cooked meal. The appropriate amount of salt can help boil water or season your homemade sauces.

With consideration of the amount of sugar provided through other sources such as sodas, juices, and processed foods, control the amount you contribute to your dishes for flavoring if they are consumed regularly by your children.

Source: Child Nutrition and Cooking 2.0 by Maya Adam, MD, Stanford University



Save the Date

OPERATION SPLASH!



Friday, June 1, 2018

Perris Hill Park
San Bernardino

First 5 California Announces: 2018 Child Health, Education and Care Summit



Camille Maben, Executive Director
First 5 California

First 5 California will convene in Glendale, California for their third annual summit this April. The theme for the event is “California - Leading the Way for Children”, which acknowledges the event’s evolution of building partnerships and promoting collective impact while fostering leadership in early childhood development investments.

The preliminary agenda features Andrew N. Meltzoff, Professor of Psychology & Co-Director of Institute of Learning and Brain Sciences; Dr. Dana Suskind, Founder of the Thirty Million Words Initiative; Dowell Myers, Ph.D., Professor of Policy, Planning, and Demography; Dr. Ajay Chaudry, co-author of “Cradle to Kindergarten: A New Plan to Combat Inequality”; Dr. Vincent Felitti, Physician and Research Expert on Childhood Trauma; and Mario Lopez, Host of *EXTRA* and Recipient of the Talk. Read. Sing.® Award.

For more information and registration details, visit First 5 California’s website at www.cffc.ca.gov/about/summit.html. The summit will be held at the Hilton Los Angeles North/Glendale from April 10-12, 2018.

San Bernardino County Human Services Video Highlights B.O.N.U.S. Program



County of San Bernardino Human Services launched a campaign called **#EmpowerSBC**, featuring stories from county programs and services that are impacting the lives of residents who are living near or in poverty. In addition to the Career Online High School program funded in part by First 5 San Bernardino, the series featured the Babies Optimal Nutrition and Ultimate Support program (also known as B.O.N.U.S) in the series.

B.O.N.U.S. is a breastfeeding support program that provides a free consultation service to parents who are seeking answers to breastfeeding questions and concerns. By dialing 2-1-1 a parent will be connected to a lactation specialist to speak to directly to someone who can help, at any time, 24 hours a day. Pooneh Navab is a Health Education Specialist I for the program and is featured in the video discussing how breastfeeding can be financially impactful to residents in poverty as they can see savings for up to \$1,500 annually by choosing to breastfeed and increase their child’s overall health. To see the video, visit Human Services on Facebook at <https://www.facebook.com/SBCountyHumanServices>.

alliances and partnerships and continue the legacy of Prop 10.

The First 5 Association will serve as the “backbone” organization and First 5 CA as an integral partner in this Network among the 58 local County Commissions. As we transition to this new strategy, our investment practices as well as employee roles and duties may change. The areas of evaluation and communications work will pretty much lead the future for First 5 Commissions with a greater responsibility to show “impact”. Commissions across the State will focus on identifying, building, coordinating and supporting existing “systems” of care for young children throughout our respective counties, as well as State and Federal governments. We will develop, inform and nurture deep and productive relationships with other child-serving organizations. Advocacy and policy development, along with the need for a greater support of working relationships with elected officials, foundations and other non-profit and social services agencies will increase and require expert

oversight within First 5 Commissions. Fiscal operations have always been critical and of the highest level of individual County responsibility and will continue to be so into the future.

First 5 San Bernardino is the 4th largest revenue generating Commission with a mission and vision to improve the lives of the nearly 200,000 children ages 0 -5 that reside in San Bernardino County. First 5 Commissions have accomplished amazing results serving our children and families over the years. Along the way, we have not only learned and shared and reported what we do, we have contributed to incredible impact while most importantly, earning a position of influence to affect positive change through programs, policy and systems development and systems support. Together, through the Network Strategy, we will continue to capitalize on those strengths, while revving up our strategies to improving Early Childhood Development! Stayed tuned throughout the year to learn of the ways that Prop 10 and First 5 San Bernardino plan to celebrate our 20th Anniversary!



Thank you for your service to the
Advisory Committee Board Dr.
Margaret Hill!

Our February 22, 2018 Advisory Committee meeting started off with a farewell to our former Committee Chair Dr. Margaret Hill.

We welcome our new Chairman Alan H. Garrett to the role.