



First 5 California

2010

Public Education and Outreach Campaign

Sample Packet

October 20, 2010



Reading

8-Sheets Print



Reading tickles
my brain.

First5California.com/parents

Reading stimulates brain growth and imagination.



Bus Shelter



First5California.com/parents

You read words.
I hear magic.



Reading stimulates brain growth
and imagination.

Bus Cards



I have no idea
what you're saying,
but I love it.

First5California.com/parents

Reading stimulates brain growth and imagination.



Smoking Cessation

Gas Topper



Smoking at the gas
pump is dangerous.

Smoking around me
is dangerous too.

First5California.com/parents

Secondhand smoke can cause childhood asthma.



8-Sheets Print



I gave you love.
You gave me
asthma.

First5California.com/parents

Secondhand smoke can cause childhood asthma.



Health: Nutrition & Exercise



Supermarket Carts English

First5California.com/parents

The more you add color,
the brighter my future looks.



Prevent childhood obesity. Make the right choices now.



Bus Shelter English



First5California.com/parents

Show me healthy.
I'll eat it up.



Prevent childhood obesity.
Make the right choices now.

African American Print



Race me.
Chase me.
Keep pace
with me.

The more they exercise now, the less chance they'll develop serious health problems, like obesity, heart disease and Type 2 diabetes.

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Mall Posters Bilingual

Let's keep moving.
A mover la colita.



First5California.com/parents

The more they exercise now, the less chance they'll develop health problems, like obesity and Type 2 diabetes.

Hacer más ejercicio hoy puede evitar futuros problemas de salud como obesidad y diabetes Tipo 2.

