



# 2012 **PARENT** Signature Program Overview

## Doing the little things means everything.

- Nutrition
- Healthy Beverage
- Physical Activity
- Language Development
- Numeracy
- Social/Emotional Skills

# How 2012 Integrated Public Education Will Reach CA Families



# Key Target Areas:

All 58 Counties reached including Hard-to-Reach Groups



**Monterey-Salinas**  
Mixtecs  
Zapotecs  
Latino Migrant Workers

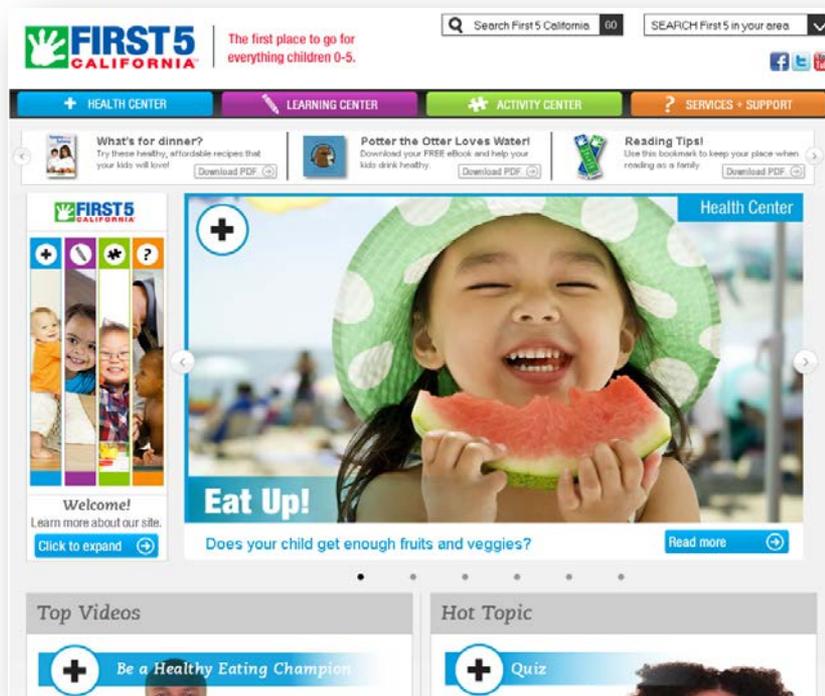
**Sacramento**  
Hmong

**Fresno**  
Latino Migrant Workers  
Hmong

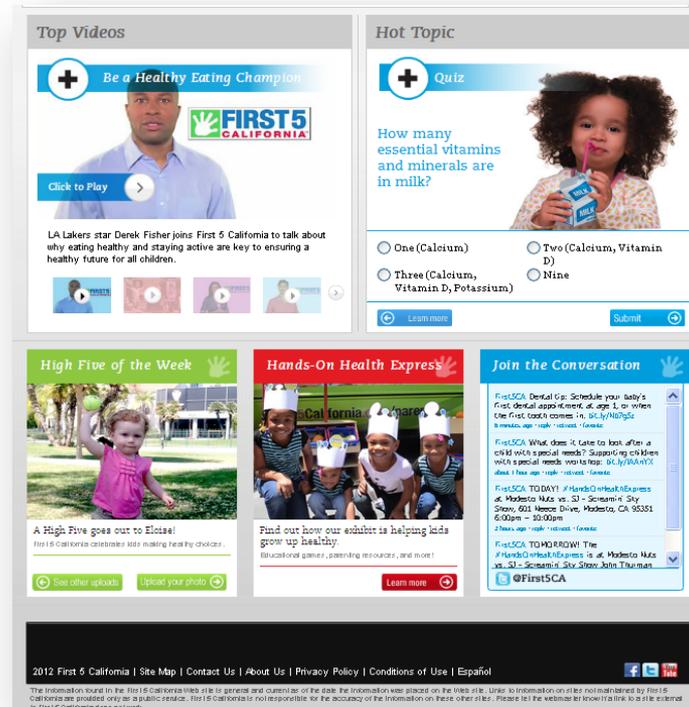
**Bakersfield**  
Latino Migrant Workers

**Los Angeles**  
Mixtecs

# Call to Action Parents' Website



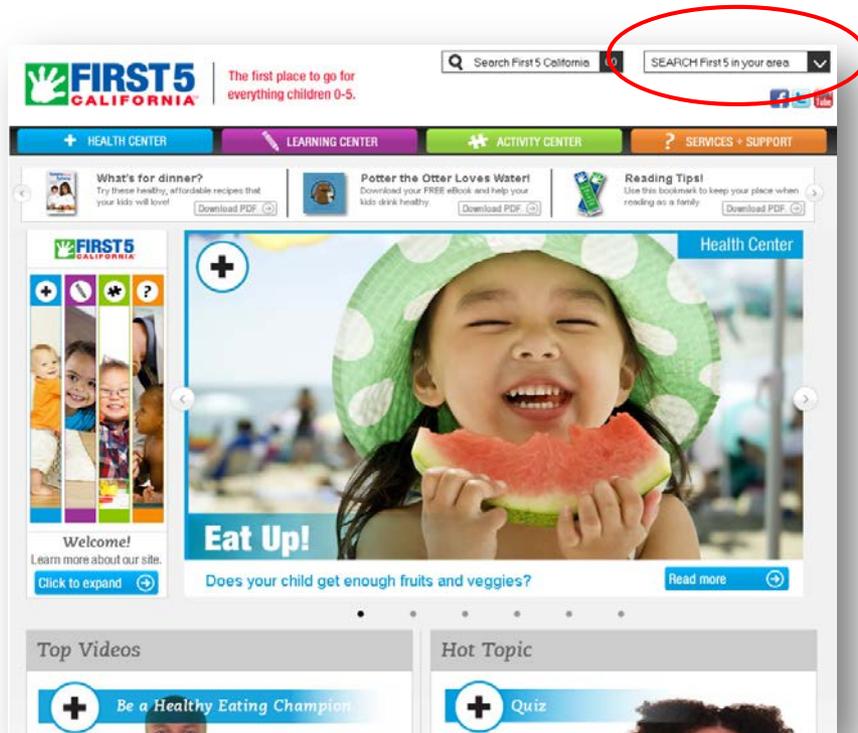
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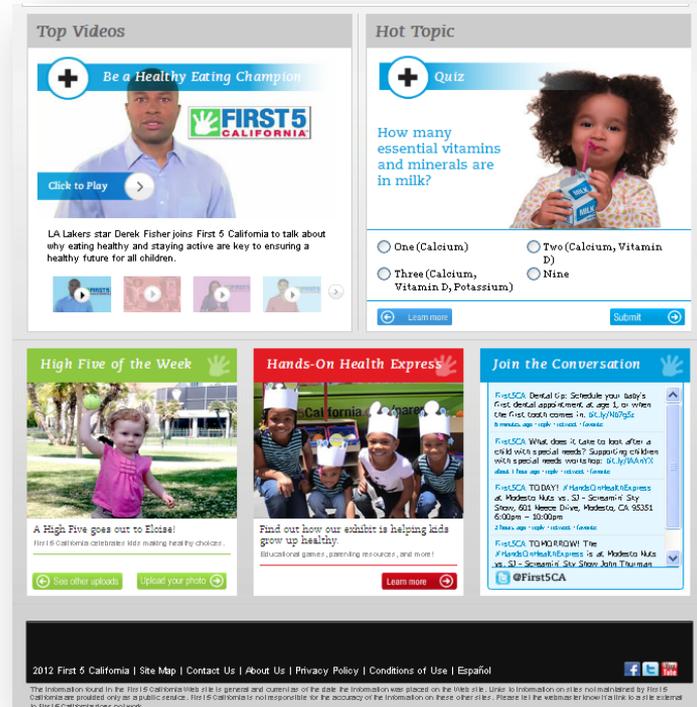
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# Call to Action

## Parents' Website – County Commission Connection

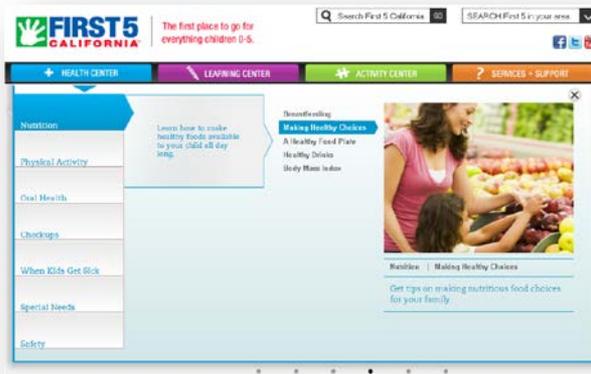


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# In-Depth Information Parents' Website



## + Health Center

### Nutrition

Healthy Bodies = Healthy Minds



Q. *True or False?* Kids hate vegetables.

A. **FALSE** Kids actually love veggies, fruits, and other healthy foods if they're served regularly. With one in three California children ages 2 to 5 being overweight or obese, it's important to give your child a healthy start to life by making nutritious foods available to them all day long.

Plus, healthy food is brain food. Learn more about how nutrition affects a child's [brain development](#).



[Breastfeeding](#)

[Making Healthy Choices](#)

[A Healthy Food Plate](#)

[Healthy Drinks](#)

[Body Mass Index](#)

# Special Features

## Parents' Website



**Learning Center**

### Brain Development

90% of a Child's Brain Develops in the First 5 Years of Life

A number of factors influence early brain development. These important factors include: daily experiences, parent responsiveness, nutrition, physical activity, genetics, and love.

See how everyday actions light up your child's brain.

Click to get started.

### Brain Development

90% of a Child's Brain Develops in the First 5 Years of Life

Previous Next

You can also navigate using the left and right keys on your keyboard.

Reading

It's never too early to start reading to your baby. When kids are read to, their brains build the neural connections that enable them to learn vocabulary. When adults and children read a favorite book again and again, connections in the child's brain become stronger and more complex.

**Brain Boosting Tip:**  
Talk about the story. When you talk together, even more new words are introduced and children start to learn the process of conversation.

### Brain Development

90% of a Child's Brain Develops in the First 5 Years of Life

Previous Next

You can also navigate using the left and right keys on your keyboard.

Playing

When children play, they develop a wide variety of skills, including gross motor skills (big movements of the arms, legs, and trunk), fine motor skills (small movements of the hands, fingers, mouth, and tongue), hand-eye coordination, visual tracking (following objects with both eyes), and cognitive skills like creative thinking, reasoning, problem solving, and listening.

**Brain Boosting Tip:**  
Offer your child new experiences and uninterrupted play time. Remember, toys do not need to be expensive. Look for safe objects around the house, like empty Tupperware, wooden spoons, or tennis balls and make up games together.

# Special Features

## Parents' Website



### Activity Center

Babies   **Toddlers**   Preschoolers

Babies change more in the first year of life than at any other time. Use the following activities to help develop your baby's motor skills, muscle strength, social and emotional growth, and more.

#### Sensational Scarves



**About**

Movement and bright colors fascinate babies. And that's especially true when they see scarves or ribbons twirling in the air. You'll know your child's having fun when those legs start kicking in excitement!

**How To**

**Benefits**

### Activity Center

Babies   **Toddlers**   Preschoolers

Toddlers enjoy using their senses and enhanced motor skills to explore the world around them. Use the following activities to help your toddler express his creativity, develop language skills, learn how to problem solve, and more.

#### Play Make Believe



**About**

At this age, toddlers are starting to explore their imaginations and understand the idea of make-believe. Providing a variety of hats, scarves, dress-up clothes, and toys will help your toddler express his creativity, while having fun and staying active.

**How To**

**Benefits**

### Activity Center

Babies   Toddlers   **Preschoolers**

Preschoolers can better control their physical abilities to achieve more challenging tasks, like cutting paper. Use the following activities to further nurture your child's motor skills, improve memory and communication skills, and more.

#### The Guessing Game



**About**

A preschooler's brain thrives on imagination - and that's what makes this activity so much fun. By hiding an object in a bag or sock, kids need to think creatively when figuring out what's inside!

**How To**

**Benefits**

# Hands-On Health Express



- Since the tour launched March 2, the Express has:
  - Visited 60 events in 32 counties
  - Engaged in one-on-one interaction with 20,080 people
  - Distributed nearly 17,600 resources
- We are on track to hit **100 events** in **all 58 counties** by end of November



# Hands-On Health Express



- Free bilingual resources available:
  - *Kit for New Parents*
  - “Yummy for Your Tummy” cookbooks
  - “Potter the Otter” reading books
  - Nutrition activity cards
  - Healthy Habits incentives calendar
  - Healthy message stickers and tattoos
  - CalFresh brochures
  - And much more
- Coming Soon!
  - “Lola Loves Stories” English and Spanish storybooks

# Hands-On Health Express

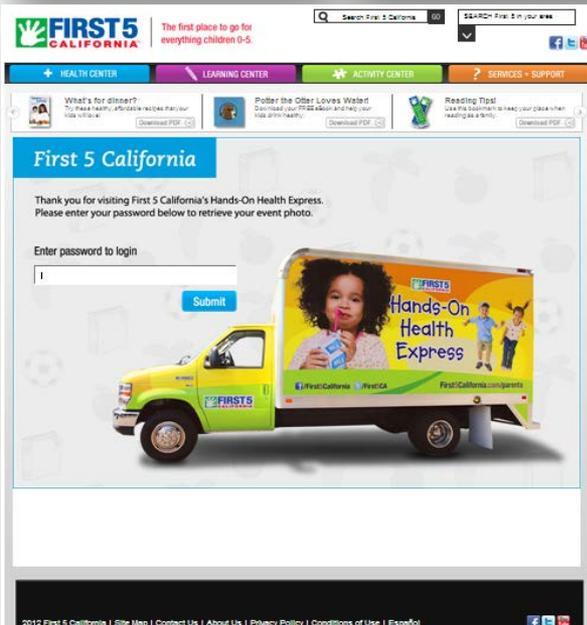


1.



- Introduced iPad app photo feature:
  - Takes photos of kids
  - Offers picture frame options
  - Uploads photos to password-protected gallery on the Parents' website
  - Encourages parents to share via Facebook

2.



3.

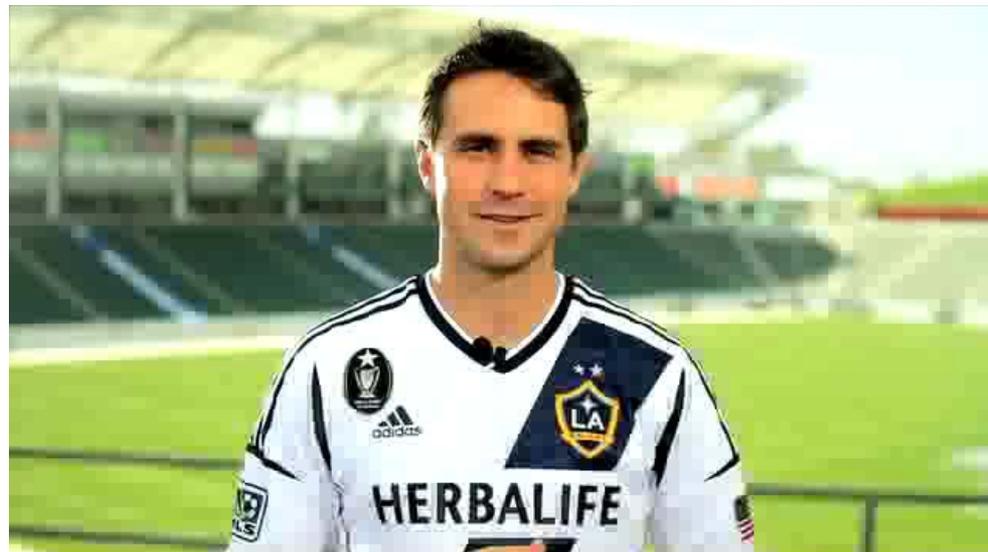


# Strategic Partnership

## Physical Activity



- Partnered with AEG, a leading sports and entertainment company, which allowed us to reach large numbers of families in a setting where they were primed to receive **physical activity** messages
- Targeted diverse, low- to mid-income audiences at soccer and hockey games in **Los Angeles**
- Integrated ***Hands-On Health Express*** and **paid media** for maximum impact
- Generated more than **4.8 million** impressions



# Strategic Partnership

## LA Galaxy



- PSA on jumbotron and PA announcements
- On-field LED billboards
- Healthy portions plate giveaway for young kids
- Hands-On Health Express activation
- Physical Activity Half-Time Show
- Participation in pregame ceremonies
- And much more



# Strategic Partnership

## LA Kings



- Hands-On Health Express activation outside and inside arena at Kids Zone
- PSA on jumbotron
- In-arena LED billboards
- Social Media engagement with team and mascot
- And much more

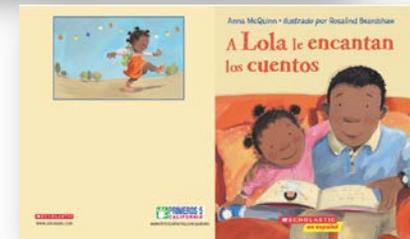
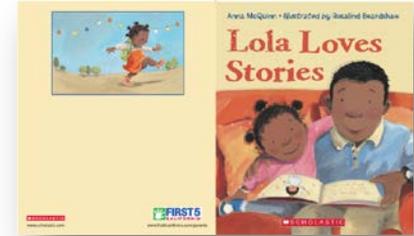


# Strategic Partnership

## Language Development



- Building upon the success of the 2011 program, this partnership launches in September.
- **14,000 targeted preschool and kindergarten teachers** in CA schools that have a household income of \$50K or less, *and* 50% or higher Hispanic enrollment
  - Features “**Lola Loves Stories**” book (English and Spanish editions) with the below components per classroom:
    - 2 copies of book per kit (English and Spanish)
    - Poster teaching guide
    - Dual language family take-home
    - Co-branded microsite
    - Geo-targeted email blasts to teachers
  - *Hands-on Health Express* partnership kick-off event
- Will reach **1 million** teachers, parents, and children

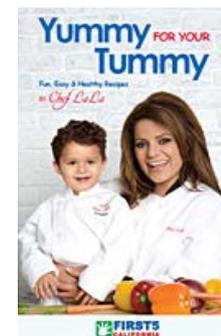


# Strategic Partnership

## Nutrition



- Partnering with La Opinión, the nation's #1 Spanish-language newspaper, will allow distribution of nutrition assets to the Latino community in a unique and impactful way
- In August, the ***Yummy for Your Tummy*** cookbook will be distributed as an **insert** in 85,000 copies of La Opinión and 159,386 copies of Vida en el Valle newspapers
- Targets diverse, low- to mid-income Latino audiences throughout CA with emphasis in Los Angeles, Inland Empire, Fresno, Merced, Modesto, Stockton and Sacramento
- Will generate close to **2 million** impressions



# Convenience Store Posters

## Healthy Beverage



**Skip juice and soda. Milk and water are the healthiest drinks.**

Sugary drinks can cause obesity.



 [First5California.com/parents](http://First5California.com/parents)  
Doing the little things means everything.



**Evita el jugo y las sodas. La leche y el agua son las bebidas más saludables.**

Las bebidas azucaradas pueden causar obesidad.



 [First5California.com/parents](http://First5California.com/parents)  
Hacer las cosas pequeñas también es importante.



# Bus Shelters and Bus Cards



**Doing the little things means everything.**

Learn how counting and colors can shape your child's future.



  
[First5California.com/parents](http://First5California.com/parents)  
Visit our website for FREE parenting tips and tools.



**Doing the little things means everything.**

Learn how storytime can shape your child's future.



  
[First5California.com/parents](http://First5California.com/parents)  
Visit our website for FREE parenting tips and tools.



**Doing the little things means everything.**

Learn how play can shape your child's future.

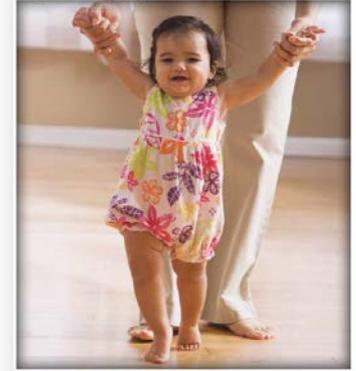


  
[First5California.com/parents](http://First5California.com/parents)  
Visit our website for FREE parenting tips and tools.



**Hacer las cosas pequeñas también es importante.**

Juega con tu hijo para que su futuro tome forma.



  
[First5California.com/parents](http://First5California.com/parents)  
Visita nuestro website para consejos y herramientas de educación gratuita.



# Billboards



- **Latino Radio**
  - Latino Radio buy targets hard-to-reach populations, including Oaxacans, Mixtecs and Zapotecs
- **Latino Television**
  - Latino TV is the #1 source for information and news for Latina Women 18-34
  - High profile “showcase opportunity” above and beyond the regular TV schedule slated for Fall 2012

RadioBilingüe

La NETWORK  
CAMPESINA



## Physical Activity Message



# Grocery Videos



## English & Spanish Healthy Nutrition Messages



# Earned Media

## Monthly “First 5’s Top 5” Segment on KCRA



# Doctor's Offices Poster and Double-sided Takeaway



Poster

1,500 participating  
offices statewide

Get this **FREE Kit for New Parents** filled with colorful and informative books, a DVD, and more.



Order your **FREEKIT** now.  
Orders to Manual **GRATUITO** vs.  
English: 1-800-KIDS-025  
Español: 1-800-50-NIÑOS  
Chinese: 1-800-597-9368  
Mandarin: 1-800-597-9368  
Korean: 1-800-597-9611  
Vietnamese: 1-800-597-9555

Obtén **GRATIS** un **Manual para Nuevos Padres** con libros entretenidos, un dvd y mucho más.

[First5California.com/parents](http://First5California.com/parents)  
Doing the little things means everything.



## Double-sided Takeaway

**First 5 California has the tips and tools every new parent needs.**

We have lots of ways to help your child grow up healthy, happy, and successful in school. We have already helped millions of California families, now we would like to help you.



Find free advice and resources at [First5California.com/parents](http://First5California.com/parents). Everything from nutrition, health, and learning to language development, physical activities, and more.

Our **FREE Kit for New Parents** is filled with valuable resources for new parents and their kids. Call 1-800-KIDS-025.



/First5California /First5CA

Don't miss our daily Facebook and Twitter posts. We offer valuable parenting information, tips, advice, and much more.

[First5California.com/parents](http://First5California.com/parents)  
Doing the little things means everything.



**Primeros 5 California tiene los consejos y herramientas que los padres primerizos necesitan.**

Tenemos muchas maneras de ayudarte a criar niños sanos, felices y exitosos en los estudios. Ya hemos ayudado a millones de familias en California, ahora nos gustaría ayudarte a ti.



Encuentra consejos gratuitos y recursos variados en [First5California.com/parents](http://First5California.com/parents). Desde nutrición y salud hasta aprendizaje y desarrollo verbal, actividades físicas y mucho más.

Nuestro paquete **GRATUITO Manual para Nuevos Padres** está lleno de recursos muy valiosos para padres y niños. Llama ya al 1-800-50-NIÑOS.



/First5California /First5CA

No te pierdas nuestros informes diarios en Facebook y Twitter, donde ofrecemos información valiosa, consejos y mucho más.

[First5California.com/parents](http://First5California.com/parents)  
Hacer las cosas pequeñas también es importante.



Front (English)

Back (Spanish)

# Print

## Asian and African American Newspapers



### Asian Newspapers



**少喝果汁和汽水。牛奶和水才是最健康的飲料。**  
 過多飲用含糖飲料會增加您的孩子患上肥胖症、2型糖尿病、和蛀牙的風險。

First5California.com/parents  
 小童最好，一切最好。

Chinese



**쥬스나 탄산음료는 삼가하세요. 물과 우유가 건강에 가장 좋습니다.**  
 심함이 첨가된 음료는 아이들의 비만, 2형 당뇨병과 충치를 유발할 위험이 높습니다.

First5California.com/parents  
 아이는 당면한 것보다 예방이 중요합니다.

Korean



**Khởi cần nước ép trái cây và nước ngọt. Sữa và nước uống là thức uống tốt cho sức khỏe nhất.**  
 Thức uống có đường làm tăng nguy cơ béo phì, tiểu đường loại 2, và sẽ làm sâu răng cho con cái của quý vị.

First5California.com/parents  
 Làm chuyện nhỏ mà có ý nghĩa lớn lao.

Vietnamese

### African American Newspapers – Paid and Editorial



**It's never too early. Start reading to your kids on day one.**

Even a trip to the grocery store is a chance to learn. Read food labels, shopping lists, and store signs to your child. It all helps.

First5California.com/parents  
 Doing the little things means everything.



**Skip juice and soda. Milk and water are the healthiest drinks.**

Sugary drinks increase your child's risk of obesity, Type 2 diabetes, and tooth decay.

First5California.com/parents  
 Doing the little things means everything.

**The Post News Group**

HOME OAKLAND BERKELEY RICHMOND SAN FRANCISCO SOUTH COUNTY VALLEJO MARIN SECTORS

Monday, July 16, 2012

**How to Raise a Reader**

By Kris Perry, Executive Director of First 5 California



Make that learning that the moment they're born, in fact, 90 percent of their brain develops in the first five years.

When parents read and talk to their child, the child learns that with words, sounds, and emotions that help make the brain cells grow stronger. This will help a young child go on to learn to read and write.

Reading is an exciting shared activity. Involve everyone in your home.

Here are some tips from First 5 California:

Start with 10 minutes each day about how what a book is all about. It's all right to read to your child every day, even for just a few minutes.

Choose brightly colored board books that have pictures of familiar objects and things you can see. Reading picture books and board books to you and the words, pictures and stories increase the joy of your baby's first learning experiences.

Be patient with toddlers. It can be challenging to get an active, exploring toddler to sit still when you read a book. That's okay. A toddler's attention span gets longer, especially once they reach 2-3 years. Their vocabulary and your child's interest, even if it's the same one, will increase. This repetition is helping your child make connections between words and pictures.

Choose rhyming words. Add "what," "where," "when" and "how" questions to develop auditory and thinking skills. For example, "What is your favorite character?" or "Where do the kangaroos live?" Make your finger point to the words you read and encourage your child to sound out simple words or phrases with you.

Create a "Book Reading" routine. Fill the bottom shelves of a bookshelf with board books and coloring pages. Place word books on an end table or coffee table. Encourage baby reading habits with a routine bedtime. Make sure the child is in a quiet, calm state. Make reading a part of your child's everyday life by reading the words around them. Check off items on your grocery list together and read the instructions on everything from soap suds to cereal boxes when you're shopping.

For more reading tips, visit [first5california.com/parents](http://first5california.com/parents)

# Social Media



**facebook**

First 5 California added 15 photos to the album 2012 Hands-On Health Express Tour.  
June 20

Like · Comment · Share 27

415 people like this.

View all 16 comments

7,379 people saw this post

**facebook**

First 5 California shared LunchBots's photo.  
July 12

A little creativity can go a long way to get kids to eat their veggies.

This is too cute!

Like · Comment · Share 620

1,392 people like this.

View all 52 comments

Write a comment...

28,524 people saw this post

**twitter**

**kate** @k8imgreen Follow

Today's great work is brought to you by the letter F- and @First5CA...emphasizing the importance of a child's first 5 years of life!

Reply Retweet Favorite

**twitter**

**First 5 California** @First5CA 21 Jun

Just like learning to read, learning to write is a developmental process. Children go through stages as they learn to write.

Expand

**Kathryn Starke** @KathrynStarke 21 Jun

@First5CA That is true and more often children's reading process clicks earlier than their writing process.

Hide conversation Reply Retweet Favorite

1:04 PM - 21 Jun 12 via Twitter for BlackBerry® · Details

**twitter**

**Ricky Y. Choi, MD** @rychoiMD Follow

@First5CA As a Commissioner in Alameda County F5, I love seeing your great ideas on engaging children tweets!

Reply Retweet Favorite

9:25 AM - 7 Jul 12 via web · Embed this Tweet

# Online Ads



First 5 California

Parenting Tip



CLICK for FREE tips →

First 5 California

Parenting Tip



CLICK for FREE tips →

First 5 California

Parenting Tip



Doing the little things means everything.



Doing the little things means everything.



Doing the little things means everything.

# Mobile Ads



# Online Videos

## English



“Physical Activity”



“Healthy Beverage”



“Early Literacy”

# Online Videos

## Spanish



**“Healthy Alternatives to Traditional Meals”**



**“Healthy Snack Ideas”**



**“Eating Healthy on a Budget”**

# 2012 First 5 California Messaging per Channel



	Parents' Website	Nutrition	Healthy Beverage	Physical Activity	Language Development	Numeracy	Social/Emotional skills	Kit for New Parents
<b>Strategic Partnerships</b>								
La Opinión		Dark Blue	Light Blue					
AEG				Dark Red				
Scholastic					Purple			
<b>Out of Home</b>								
Convenience Store Posters			Light Blue					
Bus Shelters	Red							
Bus Cards	Red							
Hands-On Health Express	Red	Dark Blue		Dark Red	Purple	Light Green	Pink	Yellow
Dr Offices: Posters								Yellow
Dr Offices: Takeaways								Yellow
Billboards	Red							
<b>Broadcast</b>								
Spanish TV	Red		Light Blue		Purple			
Spanish Radio			Light Blue		Purple			
Radio Bilingüe/Radio Campesina			Light Blue		Purple			
Hmong TV				Dark Red				
Grocery Videos		Dark Blue	Light Blue					
Earned Media - KCRA-TV	Red	Dark Blue	Light Blue	Dark Red	Purple	Light Green	Pink	
<b>Print</b>								
African American			Light Blue		Purple			
Asian				Dark Red				
<b>Online</b>								
Parents' Website	Red	Dark Blue	Light Blue	Dark Red	Purple	Light Green	Pink	Yellow
Social Media	Red	Dark Blue	Light Blue	Dark Red	Purple	Light Green	Pink	Yellow
English Videos	Red		Light Blue	Dark Red	Purple			
Spanish Videos	Red	Dark Blue						
Standard Flash	Red		Light Blue		Purple			
Custom Units	Red		Light Blue		Purple			

# QUESTIONS?

