

F.A.N. F.A.Q.s



What is the *First 5 F.A.N. Club*?

The *First 5 F.A.N. Club* is a partnership between First 5 California, *Get Healthy California!* and corporations such as yours, created to educate the public about the importance of good nutrition and physical activity for children ages 0 to 5. Motivated by the fact childhood obesity rates have tripled in the last 25 years, this partnership offers a unique and flexible opportunity for you to become part of the solution to the growing childhood obesity issue. Due to our tailored partnership package approach, we can ensure your involvement in this mutually-beneficial partnership not only aligns your company with a worthy issue but also helps you meet your business goals.

What is First 5 California ?

Research shows that a child's brain develops most dramatically in the first five years and what parents and caregivers do during these years to support their child's growth will have a meaningful impact throughout life. Based on this research, First 5 California, also known as the California Children and Families Commission, was established after voters passed Proposition 10 in 1998, adding a 50 cents-per-pack tax on cigarettes to fund education, health, child care and other programs for expectant parents and children up to age 5.

What is *Get Healthy California!*?

California, like much of the rest of the country, is experiencing an obesity epidemic. That's why Governor Arnold Schwarzenegger stepped up to lead the shift toward a healthier California. His efforts kicked into high gear when he convened the *Get Healthy California!* Summit in September 2005 and acquired actionable and significant commitments from public and private leaders to address this pressing issue.

Why are the two organizations partners ?

First 5 California has an opportunity to join the Health and Human Resources Agency to build upon its *Get Healthy California!* initiative by developing an educational fitness and nutrition campaign that is meaningful to First 5 California's target audiences: parents and caregivers of children ages 0 to 5. We're striving to expand the breadth and depth of this initiative – and we can do so with your help.

(more)

Why does *First 5 F.A.N. Club* focus on the 0 to 5 year age range ?

Reaching children at the 0 to 5 year age range is important because it's easier to encourage healthy habits during initial behavior development than alter existing behavior later in life. By partnering with the *First 5 F.A.N. Club*, you will have the opportunity to reach and influence the parents and caregivers of these children to help them make more healthful choices and purchase items aligned with this mission. What's more, you'll be able to build relationships with these parents and caregivers at a time when they're forming new purchasing habits that can have lasting implications.

Why is obesity an important issue for children ages 0 to 5 ?

Thirteen percent of California's children are overweight or obese, according to the National Survey of Children's Health. In addition, nearly one in three children struggles with the issue of being overweight. This is an epidemic related to poor nutrition and inactivity, and it can cause serious health problems, including type 2 diabetes, heart disease, stroke and cancer, in the future if left unchecked. This issue is becoming increasingly important to parents and caregivers of California's youngest children...your consumers.

What is *First 5 F.A.N. Club's* mission ?

The mission is two-fold. First and foremost, *First 5 F.A.N. Club* is looking to secure mutually-beneficial partnerships with reputable companies such as yours within the community to target the 0 to 5 age range. Our goal is to encourage better feeding practices for infants and toddlers, teaching better food selections for preschoolers and increasing physical activity to reduce future obesity rates in young children and youth. Secondly, we're committed to educating Californians about living healthy lifestyles in such a way that our partners' business objectives are also met.

What will *First 5 F.A.N. Club* do for my company ?

With the power of our media relations experience and combined First 5 California and *Get Healthy California!* resources, the *First 5 F.A.N. Club* team has the expertise and ability to help you meet many of your company's objectives, such as building awareness about the importance of living a healthy lifestyle and reaching your marketing objectives. For more information, see "Key Offerings."

How much does it cost to partner with *First 5 F.A.N. Club* ?

We're committed to using your expertise and resources to help California's children. While there is no monetary contribution required, partners must demonstrate they can commit enough time and dedication to help inspire positive changes in this arena. Because this partnership structure is so focused on helping partners achieve their business objectives as well, we're confident your commitment to the *First 5 F.A.N. Club* will only accentuate your core focus of building your business.

Can I secure an industry exclusive partnership ?

Yes. Since *First 5 F.A.N. Club* is in the inception stage, companies are encouraged to take advantage of this unique opportunity to come on board now to secure the industry exclusive position.