

Background

- √ First 5 San Luis Obispo County was created in November 1998 by Prop 10.
- √ Prop 10 added a \$.50 additional tax on cigarettes and other tobacco products.
- √ Approximately 2 million dollars per year is allocated to SLO County and invested in early childhood development programs aimed at children prenatal to age 5.
- √ Commissioners are volunteers who serve four-year terms and are appointed by the San Luis Obispo County Board of Supervisors.

- √ The Commission’s intent is to provide a comprehensive and integrated system of prevention and early intervention services for children prenatal to age 5 and their families in order to help our county’s young children grow and develop to their maximum potential.



Why Is First 5 Important?

- √ At birth, a child’s brain has about 100 billion unconnected brain cells.
- √ By the time a child who has been stimulated, enriched and loved turns 3, a healthy brain has formed about 1000 trillion connections, more than all the stars in the universe.
- √ At certain times in an infant’s development, the brain is building about 250,000 connections every minute.
- √ Some of the connections will become permanent and others will disappear.
- √ The connections that are used in the child’s early years will become permanent.

Commissioners

K. H. “Katcho” Achadjian,
Chairperson,
 Supervisor, 4th District,
 County Board of Supervisors

Don Dennison,
Vice-Chairperson,
 Designated Representative,
 Children’s Services Network

Penny Borenstein, M.D.
 Designated Representative,
 Health Agency

Carol Capito
 Designated Representative
 Child Care Planning Council

Lee Collins
 Designated Representative,
 Director, Department of Social
 Services

Julian Crocker
 Designated Representative,
 County Superintendent of Schools

Michael Mc Nerney, M.D.
 Designated Representative,
 San Luis Obispo County
 Medical Association

Janet Murphy
 Representative at Large, Community
 Child Development Specialist

Rosalinda Rodriguez
 Representative at Large, Community
 District Director, Aspiranet

First 5 Result Areas

Improved Family Functioning (Parent Education)

Programs provide support and guidance in child rearing, emergency respite and drop-in services, and support parent and family literacy courses.

Improved Child Development (Child Care and Early Education)

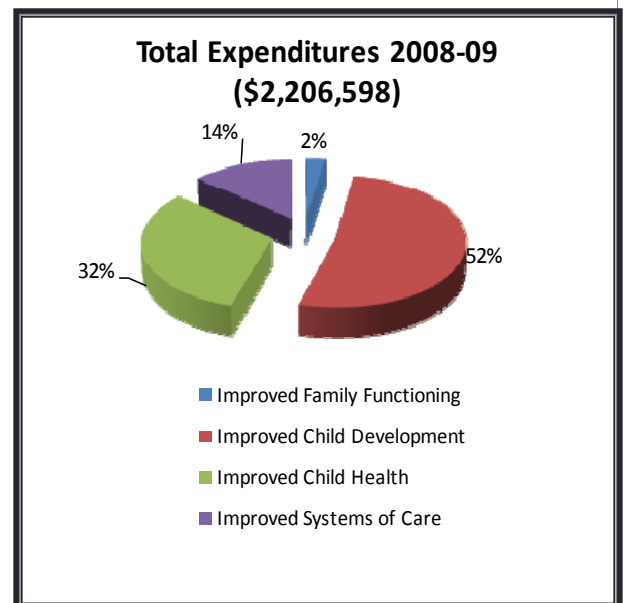
Programs support the expansion of family literacy programs, use community-based organizations and schools to increase referrals to WIC, Medi-Cal, Healthy Families, and Healthy Kids, support library-based parent/child programs, and improve the quality of child care services through training, compensation and retention.

Improved Child Health

Programs screen children prenatal to age 5 for vision problems, reduce the number of children prenatal to age 5 without health insurance coverage, increase the number of children prenatal to age 5 who have a primary source of ongoing healthcare, provide training to parents, caregivers and child care professionals on the dangers of secondhand smoke, including resources for smoking cessation.

Improved Systems of Care

This “Result Area” addresses the structural changes that facilitate effective efforts to meet the needs of children and families, such as community strengthening efforts (awareness and education events) and service outreach (planning, support and management).





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www.first5slo.org

Commission Staff
Susan K. Hughes, Executive Director
Jason Wells, Program Officer
Anne Tognazzini, Administrative Officer

Commission Initiatives

- ♥ **The School Readiness Initiative** integrates services at Oceano Elementary School in Oceano and Georgia Brown Elementary in Paso Robles with the goal of making children healthy and ready to enter kindergarten. In 2004 – 05 the Commission invested \$1,000,000 to buy property to accommodate a future Paso Robles First 5 Family Center.
- ♥ **The Children's Health Initiative** assists uninsured families with children prenatal to age 5 in securing health insurance.
- ♥ **The Perinatal Outreach Initiative** (Beginnings) educates the community about the harmful effects of using tobacco, alcohol and other drugs during pregnancy, in addition to screening and intervention activities. In 2006 the Commission granted funding for the Early Childhood Assessment and Treatment Center (Martha's Place); a multidisciplinary facility to ensure a systematic approach to identifying children, prenatal to age 5, who are at risk for developmental and mental health problems.
- ♥ **The Children's Oral Health Initiative** is the Commission's newest endeavor. Between 2007 and 2011, First 5 San Luis Obispo County has dedicated over \$1,000,000 to develop a coordinated system and fund programs that will improve children's oral health.

Commission Programs Support:



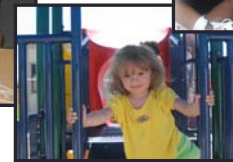
Future Artists



Future Engineers



Future Authors



Future Athletes

2007-09 Direct Service Programs

- ♥ **Parents Helping Parents and Pediatric Children Services** provide referrals for behavioral and developmental assessments of children. Interventions include parent education and referral.
- ♥ **WIC Oral Health** provides brief education, assessment and referral of children identified as having oral health intervention needs.
- ♥ **BABES Breastfeeding** increases duration of breastfeeding.
- ♥ **Baby's First Breath** provides stop smoking services and education regarding the harmful effects of tobacco and secondhand smoke to pregnant mothers, parents of young children and child care providers.
- ♥ **Children and Families Monthly Update** provides a multimedia marketing campaign that disseminates information to the community regarding First 5 funded programs and other programs of interest to families with young children.
- ♥ **State Preschool and Head Start** provide preschool programs that include promotion of cognitive, emotional, and physical development, staff training, parent education and support, screening of children, and referrals to other services.
- ♥ **Vision Screening** facilitates identification of undiagnosed visual disorders in preschool age children.
- ♥ **SLO Child Abuse Prevention** provides emergency identification of post partum depression, treatment and referral.



Children and Families Monthly Update cable programs reach up to 60,000 homes annually.

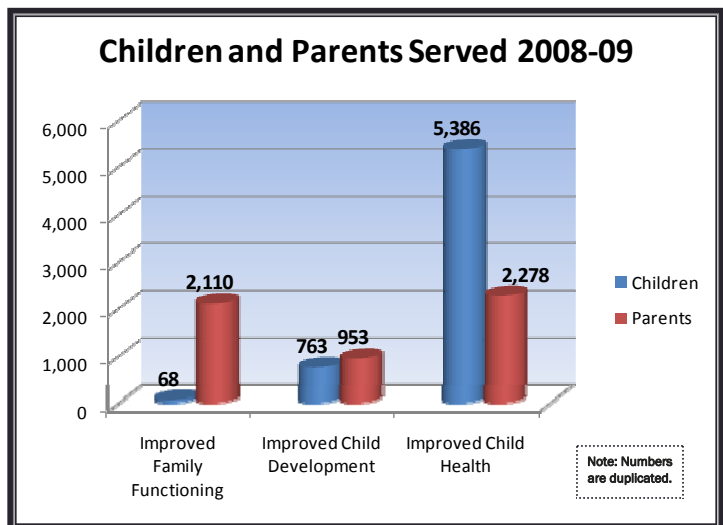
Free

NEW PARENT KITS

Over 1600 Kits were distributed to parents of newborns in San Luis Obispo County during 2008-09.

Kits are available in six languages and include an educational DVD for parents, resource and guide books, a children's book and other essential information for new parents.

For more information call 781-4058.



Unless the investment in children is made, all of humanity's most fundamental long-term problems will remain fundamental long-term problems.

The State of the World's Children, UNICEF, 1995