


Executive Director Report

KAREN SCOTT
EXECUTIVE DIRECTOR



A Message from the ED



 Addressing an early childhood literacy crisis that affects our economy and reduces the competitiveness of our workforce, First 5 Commissions in Southern California, announced

the launch of their 4th annual "Read Early, Read Aloud" childhood literacy campaign for November.

Across Southern California, children from low-income communities are entering kindergarten without the basic early literacy skills needed for lifelong success. They enter the school system behind their more affluent peers and are unable to catch up, according to a Pearson Foundation survey.

"If we want to dramatically change children's prospects for success in school, research indicates that we must intervene earlier in life, when we can have a lifelong impact and a far

greater return on investment," said newly elected state Assemblyman Mike Gatto a supporter of the campaign and the father of a baby girl. "I credit who I am today to the fact that my parents started early with teaching me how to read and continued to encourage my reading development during my formative years."

Through their Read Early, Read Aloud campaign, First 5 Commissions in Los Angeles, Orange, San Bernardino, Riverside, an Diego, Santa Barbara, Ventura and Kern Counties want to narrow this early childhood literacy gap. Many people do not realize that reading to children as early as birth will provide long-term benefits for a child's academic achievement.

Linda McCorkel Clinard, who has a doctorate in education and is the author of Family Time Reading Fun, is a spokesperson for the Southern California campaign. "There is an overwhelming academic consensus that the

earliest years of life, from birth to age 5, is the time when a child's brain is undergoing the most growth and development," said Clinard, former literacy specialist with the California Reading and Literature Project, in the UCI Center for Educational Partnerships. "First 5 Commissions recognize the crucial need to provide reading experiences to young children and this campaign will encourage and assist parents and caregivers in creating early literacy opportunities."

continued on page 2

In this issue:

Updates	2
Staff Spotlight	2
All Aboard the Reading Railroad	3
Say No to Smoking Around Kids	4

November Edition

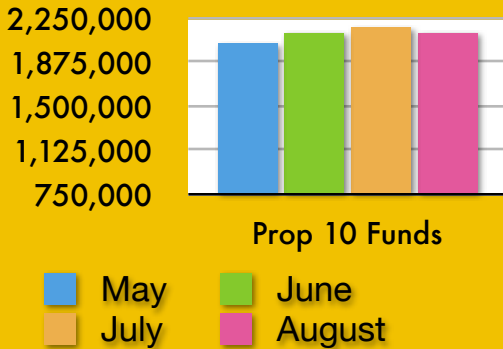


2010

Updates

Fiscal Update

F5SB received the monthly revenue from Prop 10 funds in the amount of \$2,131,045 for August, 2010. This revenue funds First 5 San Bernardino programs and services.



Children's Health

IEHP Coverage for October, 2010= 546 premiums paid by First 5 San Bernardino for a total of \$52,455.

State of First 5 Address

January 5, 2011
Save the date

Register now at

www.first5sanbernardino.org



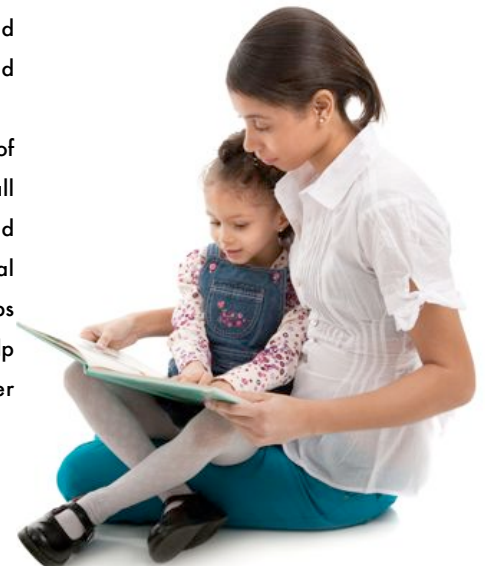
A Message from the ED

(continued from page 1)

The absence of early literary stimulation is the harbinger of on-going educational difficulties. Feelings of inadequacy and frustration cause children to grow to dread each new school year and frequently lead them to drop out of high school and experience chronic unemployment.

By focusing attention on the importance of early literacy as the foundation of all learning, the Read Early, Read Aloud campaign, through educational material with tips for parents, library partnerships and a variety of online activities, will help promote efforts for children to enter kindergarten prepared to succeed.

For more information go to www.ReadEarlyReadAloud.org.



All Aboard the Reading Railroad takes the Museum by Storm!

By Naima Ford, *Inland Empire Communities Newspapers*

Move over baby boomers and preteens, this weekend was all about the preschool generation.

First 5 San Bernardino hosted their annual "All Aboard the Reading Railroad" Literacy Fair at the County Museum on November 7. First 5 San Bernardino is an organization that supports families with children ages 0-5, including health, safety and education.

On Sunday it was all about those growing minds.

The Reading Railroad event is the organization's largest annual event. This year it experience its largest turnout of 4,500 people.

According to Bonnie Woodrome, Communications and Resource Specialist, that is double the amount they usually have.

"It was a huge success," said Woodrome.

She believes that this year was such a success thanks to the outreach efforts by local San Bernardino school Organization City of Readers and a partnership with the county's preschool services.

Many families were there to take advantage of a day that was a fun and age appropriate, as well as educational. The focus was literacy and for children under five that means being exposed to books by being read to. Catering to the preschool and kindergarten crowd that made it interactive as well.

When children arrived they received a passport. They took that passport to stations around the museum where volunteer story tellers were reading children's books aloud. After listening to a story the child would get their passport stamped and once their passport was full, they could receive a free backpack full of books and school supplies.

Due to the overwhelming number of people who came, the organization ran out of backpacks, 1,000 of them, before the event ended. That was the most backpacks they have ever prepared and first time they ran out.

However no child went away empty handed.

There were also other games for the children to play and literacy related giveaways at every booth.

"We want to promote a love of reading," said Woodrome.

It was not only educational for the children but also for the parents who learned about local resources for them and their children.

County and other local agencies were there representing their services for children and families.

Also, local non profit organizations were represented.

The local Kiwanis clubs offered fingerprinting for children. According to one member, they fingerprinted twice the amount of children they usually do.



Say 'No Butts' to Smoking Around Kids

Smoking around kids is harmful, and it's especially dangerous for babies and young children because their lungs are still developing. According to the Surgeon General, there is no safe level of exposure to tobacco smoke for kids. Research shows that contact with secondhand smoke increases a child's risk of ear infections, and can cause asthma, pneumonia and bronchitis. That's why California no longer allows smoking in most public places or in cars when a child is present. Unfortunately, the dangers of secondhand smoke don't disappear after someone finishes smoking a cigarette or cigar. In fact, the poisonous chemicals from tobacco smoke stay in the air and hidden in objects for a long time



– this is commonly referred to as “third-hand smoke.”

The American Cancer Society is urging people to quit smoking this November as part of its annual Great American Smokeout. In support of this effort, remember to take the following steps to protect your children from smoke:

- Keep your home smoke-free. If family or friends want to smoke, ask them to go outside. Opening a window in the house is not enough to let all the smoke out.
- Clean items exposed to smoke. Third-hand smoke stays on everything for a long time – including people's hair and clothes, and on curtains, furniture, carpets and toys. Wash objects that are exposed to smoke before letting your child touch them. If you are around someone who smokes, change your clothes before holding your child.
- Check your child care environment. Before deciding on child care or preschool,

ask providers about their smoking policy. As a parent, you want to make sure the location is a healthy and smoke-free place where your child can learn and grow.

- Don't smoke in a car with kids. California law bans adults from smoking in cars when kids are present because the secondhand smoke greatly affects air quality, making it very harmful for young children. So follow the law and don't light up!
- Be a role model. According to the American Academy of Pediatrics, parents who smoke increase the odds that their children will become smokers, too. If you are a smoker, the best way to protect your family's health and your own is to quit smoking.

You don't have to try to quit alone – there is free help. Double your chances of quitting by calling the California Smokers' Helpline at 1-800-NO-BUTTS and visiting www.tobaccofreeca.com.



For the latest parenting tips and trends, become a fan on www.facebook.com/first5sb



330 N. "D" STREET, STE. 500
SAN BERNARDINO, CA 92415
909-386-7706

Big Results

small hands