



FOR IMMEDIATE RELEASE
May 10, 2007

Media Contact: Jill Blake
530.538.6464

FIRST 5 BUTTE COUNTY GIVES MOMS A BABY 'INSTRUCTION MANUAL' FOR MOTHER'S DAY

First 5 Offering Free 'Kit For New Parents' Worth \$75

Oroville, CA — Just in time for Mother's Day, First 5 Butte County Children and Families Commission has joined with First 5 California to launch the updated *Kit for New Parents*, a free comprehensive parenting resource that includes everything from practical advice on prenatal care to information on a child's first years. The free parenting resource, valued at \$75, is currently available in English and Spanish.

"Babies don't come with an instruction manual. If they did, it would look like the *Kit for New Parents*," said Jill Blake, Executive Director of First 5 Butte County. "What could be a better Mother's Day gift than a resource filled with all the advice and useful tips a new parent needs?"

Parents and caregivers can order a *Kit* by calling (800) KIDS-025 or First 5 Butte County at (530) 538-7964. First 5 Butte County is also partnering with breastfeeding support centers, clinics, medical and dental offices, county agencies, home visitation programs and parenting education classes to distribute the *Kit* across the county.

The new *Kit* has been completely revised and updated to include technological upgrades, user-friendly improvements, the latest early childhood development information, and a fresh look. Parents can refer to the English- or Spanish-language materials for information on nutrition, safety, quality child care, health, discipline and early learning.

A key component of the *Kit* is an educational DVD with parenting advice from prominent child development experts and celebrities, such as talk show host Cristina Saralegui, actors Rob Reiner, Phylicia Rashad, Jamie Lee Curtis, Andy Garcia, and singer Gloria Estefan.

The *Kit* also contains the easy-to-read books "Advice for New Parents," and "What To Do When Your Child Gets Sick," as well as "Puppy and Friends," an interactive book for parents and children to enjoy together. Other resources include brochures on topics ranging from oral health to obesity prevention, a poison control magnet, information on Paid Family Leave, and more.

Asian language versions of the updated *Kit* will be released later this year.

First 5 Butte County Children and Families Commission launched its groundbreaking parent education campaign in 2001 to provide important information on a child's health and development to parents and caregivers. Nearly 5,000 *Kits for New Parents* have been

First 5 XX County Launches Kit for New Parents - 2-2-2

distributed at no cost to parents and caregivers throughout Butte County since the program's inception.

For more information and photos of the *Kit*, please visit www.cafc.ca.gov/kit or <http://www.buttecounty.net/bccfc/html/links.htm>.

About First 5 Butte County Children and Families Commission

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, California voters passed Proposition 10 in 1998, adding a 50 cents-per-pack tax on cigarettes to support programs for expectant parents and children ages 0 to 5. Since 1999, First 5 Butte County has distributed approximately \$16 million in Prop. 10 revenues to programs and services that meet local needs.

#