

# Children & Families Commission Community Education

September 5, 2012

Annual Planning Meeting



Children & Families  
Commission of Orange County

# Community Education Approach

- Majority of Commission's Community Education Relies on Service Providers
  - Examples: Healthy Smiles and HomeAid Orange County
- Limited Commission-led, Countywide Campaigns
  - Examples: Immunization and Early Literacy
  - After 2009/10, Community Education funding was redirected to direct services





## OC Fair

The Commission exhibit for the 2003 and 2004 OC Fair focused on dental health. The exhibit was developed in partnership with **Healthy Smiles**, and the exhibit kiosks are now located at Healthy Smiles.

# Dental Health Prevention Campaign

Partnership with **Angels Baseball** and **Healthy Smiles** to provide dental kits including toothbrushes and magnetic stickers in low-income communities.

October 2004 – distributed 100,000 toothbrush kits

January 2007 – distributed 25,000 toothbrush kits

A message from Angels Baseball:

**The Team!**  
ANGELS  
BASEBALL

**Don't Rush When You Brush!**

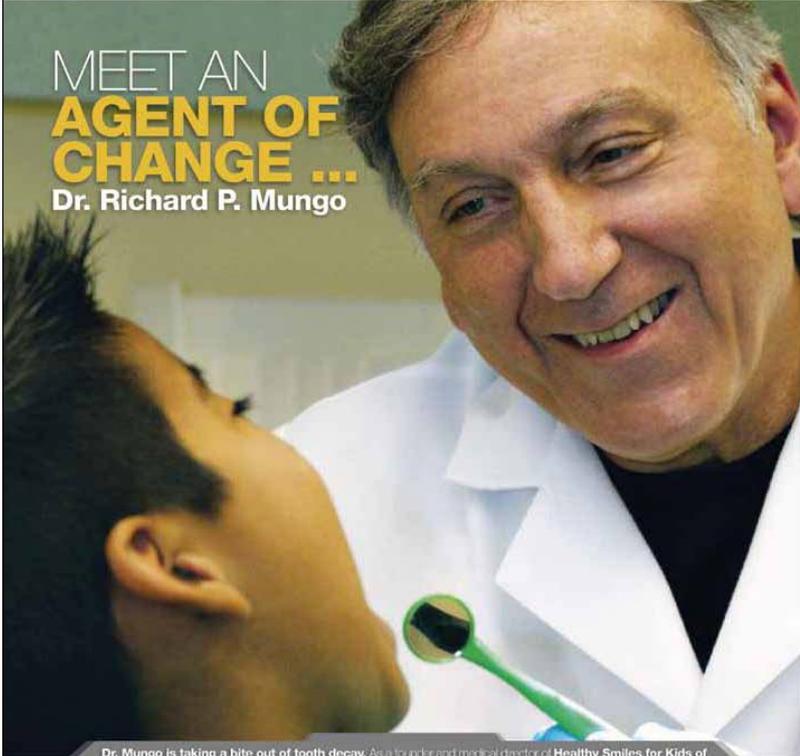
For dental care information or a referral call 714-480-0030

Children & Families Communities of Orange County  
Healthy Smiles

# 10 People Making A Difference

Dr. Richard Mungo was featured as one of the 10 people making a difference for young children in Orange County.

Ad In OC Family Magazine promoted awareness of children's dental health and linked to **Healthy Smiles**.



MEET AN  
**AGENT OF CHANGE ...**  
Dr. Richard P. Mungo

Dr. Mungo is taking a bite out of tooth decay. As a founder and medical director of Healthy Smiles for Kids of Orange County, he is committed to preventing and treating decay in children's primary teeth. In Orange County, one out of every three children suffers from untreated dental decay, the most common chronic childhood disease.

Healthy Smiles has given kids with no access to dental care, or who need specialty care, the help they need to put a smile on their face!

To learn more about Dr. Richard P. Mungo and Healthy Smiles for Kids of Orange County visit [www.ocfamily.com/agentsofchange](http://www.ocfamily.com/agentsofchange).

**10 YEARS**  
Children & Families  
Commission of Orange County

This ad is donated by OC Family, a proud supporter of The Children & Families Commission of Orange County.

# Sesame Street – Healthy Teeth

Commission provided 14,000 Healthy Teeth kits to **Healthy Smiles** to distribute through their community channels such as health fairs, and screenings at school districts.





# Children learn better when they have a home.

## Other Community Partnerships:

It's never too early to learn – the Commission works with hospitals and community-based organizations in Orange County to reach the parents of more than 40,000 newborns and help promote early preventative care and future school success.

Children need to be ready for school, schools need to be ready for children – the Commission is working with all elementary school districts to expand school nursing and develop early learning opportunities for children even before they enter school.

Healthy children are better students – through efforts with community health centers, the Commission is expanding health access for young children, as well as addressing the major issue of children's dental care in Orange County.

*The Children and Families Commission of Orange County is proud to be the Presenting Sponsor of HomeAid's Annual Project Playhouse for the fifth consecutive year.*

*The Commission's dedication to young children led to the natural partnership with HomeAid, and the opportunity to positively impact the lives of children and families in Orange County. Together, HomeAid and the Commission continue to support services and shelters for homeless children and families in Orange County.*

*The Children and Families Commission of Orange County oversees the distribution and local implementation of Proposition 10, the 50-cent tax on tobacco products that support comprehensive health and early education programs for children ages 0-5 and their families.*

*The Commission's support of HomeAid Orange County is one of several community partnerships we have initiated to achieve our vision that all children are healthy and ready to succeed when they enter school.*



[www.occhildrenandfamilies.com](http://www.occhildrenandfamilies.com)

## Project Playhouse

Participated with **HomeAid** from 2003 to 2007, promoting public awareness through the center spread ad for the auction book.

# Essentials for Young Lives

Annual Outreach  
tied to Mother's  
Day, beginning 2009  
– 2010

Donation drives  
held in Orange  
County and at State  
Capitol

Partners include  
**HomeAid, UPS,  
Vons Grocery**



5th annual  
donation drive

## ESSENTIALS NEEDED

Diapers      Baby  
wipes      Baby  
food      Baby hygiene  
products

**DONATE ITEMS HERE  
MAY 4-11, 2012**



"The men and women of the Orange County Sheriff's Department know how important transitional housing is to so many families. By joining with HomeAid and the Children and Families Commission of Orange County, we can help make what is usually a very challenging time more manageable."

Sheriff Sandra Hutchens,  
2012 Essentials For Young Lives  
Honorary Chair



Children & Families  
Commission of Orange County



HomeAid Orange County • 1744 Sky Park Circle, Suite 170, Irvine, CA 92614 • [www.essentialsforyounglives.org](http://www.essentialsforyounglives.org)  
HomeAid Orange County is a 501(c)(3) corporation. Federal EIN: 94-1508079

# Immunization Campaign

2006 advertising campaign endorsed by the **Orange County American Academy of Pediatrics.**

Posters featured at bus stop sites throughout Orange County. Ads placed in local English and Spanish language newspapers.

Flyers printed and distributed in English, Spanish and Vietnamese.



**Start Smart: Immunize**

It is important that children get their "shots" to protect them from serious diseases. Immunizations are very safe. The first shots should be given when the child is still a baby. More need to be given by ages 2 and 3. Children must have them to go to school. Protect your children by getting all their shots on time.

**Immunize your child today.**  
Call 211 for FREE immunizations at a location near you.

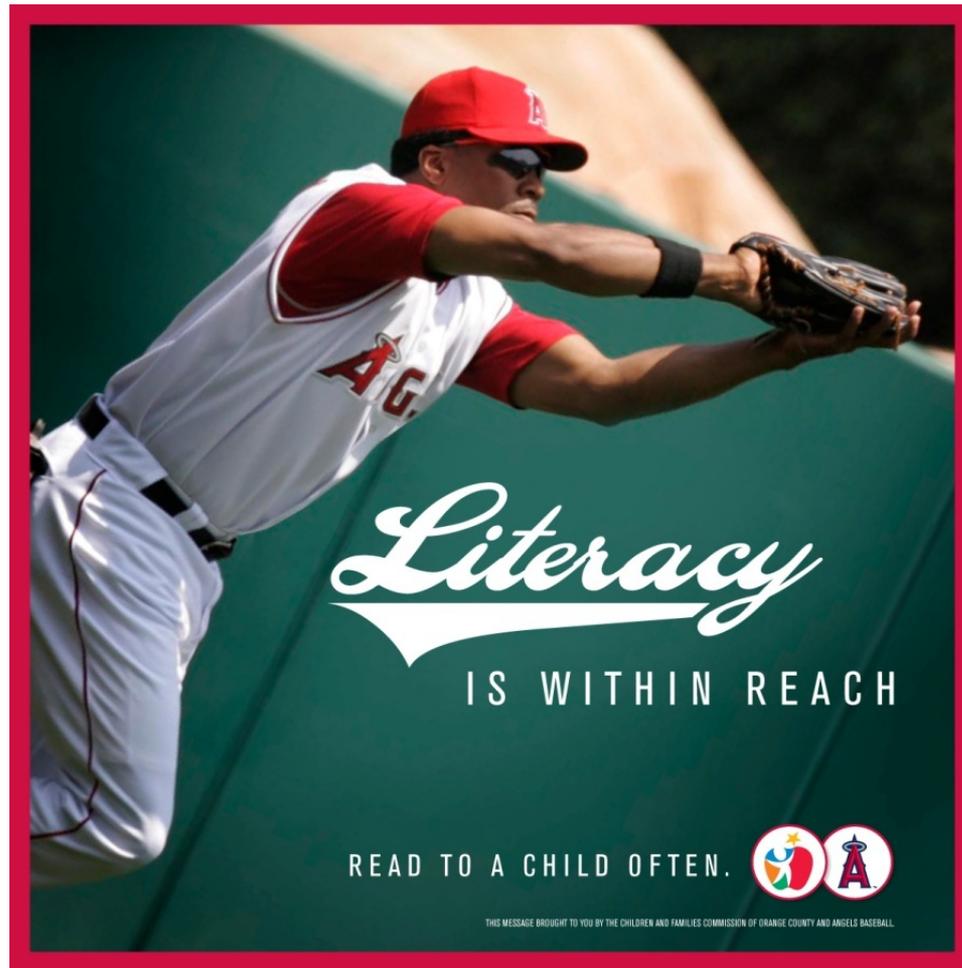
   
American Academy of Pediatrics  
ENDORSED BY THE BOARD OF AL, CALIFORNIA  
California Chapter 1

# Early Literacy Campaign

Partnership with **Angels Baseball** featuring Garret Anderson

Posters promoting early literacy distributed at community events and school districts.

Billboard-sized poster featured in the outfield section of the stadium concourse throughout the 2007 baseball season.





## OC Fair

From 2008-2010 the Commission promoted the importance of early literacy at the Orange County Fair, with volunteers reading to thousands of children over the 21-day event.

Read Early,  
Read Aloud

[www.occhildrenandfamilies.org](http://www.occhildrenandfamilies.org)



Children & Families  
Commission of Orange County

Helping Children  
Grow Up  
Great!

FIRST 5  
LA

Champions For Our Children



Healthy Kids  
are Happy  
Kids

[www.first5la.org](http://www.first5la.org)



## Governor's Conference for Women

In 2006 & 2007 the Commission partnered with First 5 LA to promote the importance of immunizing children and early literacy to mostly professional women attending the annual Governor's Conference for Women in Long Beach

# Upcoming Community Education Events

- South County Children and Youth Summit, October 2012
- Read for the Record, October 2012
- Essential for Young Lives, May 2013
- Ongoing electronic outreach: website, e-newsletter, Facebook

