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**First 5 San Diego and UC San Diego Medical Center's Regional Perinatal System
Announces Launch of Asian-Language *Kit for New Parents***

San Diego, Calif. — (February 18, 2009) — First 5 San Diego and UC San Diego Medical Center's Regional Perinatal System's Welcome Baby Program announced the availability of the popular *First 5 Kit for New Parents* in four Asian languages — Mandarin, Vietnamese, Cantonese and Korean. The free kit, valued at \$75, has been adapted from the original English-language version to be linguistically and culturally appropriate for Asian American parents and caregivers. It includes everything from practical advice on prenatal care to information about a child's first five years. The kit is also available in English and Spanish.

"Babies don't come with instruction manuals. That's why First 5 San Diego offers new and expecting parents in San Diego the *Kit for New Parents*," said First 5 San Diego Commission Chair Dianne Jacob, "The kit contains parenting information, advice and practical tips that parents can use for the joys and challenges that lie ahead."

Highlights of the kit include:

- "Parents Guide" — An easy-to-navigate reference guide for new parents with tips and up-to-date information on topics such as child development, health and safety, finding quality child care and getting children ready for school.
- "What to Do When Your Child Gets Sick" — An easy-to-read book that answers questions parents may ask about common childhood illnesses and injuries.
- "Puppy and Friends" — An interactive children's book filled with stimulating colors and textures that encourages brain development as babies touch and feel a puppy's fur, nose and toys.

- Other resources including poison control information, brochures on topics ranging from oral health to the "Smoke-free Cars with Minors" law, and information on programs such as Paid Family Leave and Healthy Families.

"This past year more than 64,000 Kits were distributed to local families through Regional Perinatal System's Welcome Baby program," said Laura Spiegel, Executive Director, First 5 San Diego. "*The Kit for New Parents* in four Asian languages is a welcome addition to the First 5's network of services."

For more information or to receive a *Kit for New Parents*, call 1-888-5 FIRST 5 (1-888-534-7785) or go to first5sandiego.org.

For photos of the event please visit –

www.mjemarketing.com/media/First5/Asian%20Kits/new%20kit%20photo-Asian.JPG

www.mjemarketing.com/media/First5/Asian%20Kits/First%205%20Asian%20Kits%20005.JPG

www.mjemarketing.com/media/First5/Asian%20Kits/Event%203.JPG

Caption: (From left to right - Laura Spiegel, Executive Director of First 5 San Diego, Tabia Richardson, MPH, Director, UC San Diego Medical Center Regional Perinatal System and Kelly Green, RN, BSN, MBA Nurse Manager)

About the First 5 Commission of San Diego County

The first five years of life are critical to a child's development. These years shape a child's success in school and in life. First 5 San Diego helps parents and others help children during these early years. The Commission is committed to the vision that all San Diego children will enter kindergarten "Ready to Succeed." To achieve its vision, the Commission funds programs and services, advocates for policies that support early childhood development, helps to coordinate resources and builds community capacity to support long-term improvements in the lives of San Diego County's children and families. Learn more at first5sandiego.org.

About Regional Perinatal System

The Regional Perinatal System (RPS) is part of the Regional Perinatal Programs of California. RPS originated in 1984 as a collaborative project of Children's Hospital, Sharp

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HealthCare, and UCSD Healthcare. It serves as a nonpartisan liaison, consultant, and resource for all perinatal providers in San Diego and Imperial Counties. Regional Perinatal System's mission is to improve the quality and delivery of perinatal health care for all women and newborns in San Diego and Imperial Counties. Thus in accord with its mission, RPS houses such programs as the San Diego Welcome Baby Program: *Kit for New Parents*, the California Diabetes & Pregnancy Program (CDAPP)/Sweet Success Program and the California Diabetes & Pregnancy Program (CDAPP) Resource Center.

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