



**Contact:** Lisa Contreras  
First 5 San Diego  
619.230.6487  
[Lisa.contreras@sdcounty.ca.gov](mailto:Lisa.contreras@sdcounty.ca.gov)

### **First 5 San Diego Wants to Know About You and Your Young Children**

**SAN DIEGO – (March 5, 2009)** – The First 5 Commission of San Diego is developing a new five-year strategic plan and asking parents in the community for input. First 5 San Diego is conducting a Web survey, available in English and Spanish, to give parents the opportunity to voice their opinions about what is most important to their children and families. Expectant parents, parents and caregivers of children ages 0 through 5 can participate in the survey by going to the First 5 San Diego Web site at [www.first5sandiego.org](http://www.first5sandiego.org) and following the links under the “Spotlight” section. A separate survey for service providers of children ages 0 through 5 is also available. The survey process continues until March 12, 2009.

“The First 5 Commission of San Diego wants to hear directly from the community about how we can best serve and support San Diego’s youngest children and their families,” said Dianne Jacob, chairwoman of the First 5 Commission of San Diego.

While many young children and families are suffering from one of the worst economic downturns since the Great Depression, First 5 San Diego is continuing to provide support and resources for healthy development and early childhood education. In San Diego low income families with young children were assisted with obtaining health insurance and access to vaccinations, doctor visits, developmental screenings and quality preschool through First 5 San Diego programs. First 5 also provides funding for routine dental screenings and treatment through its Oral Health Initiative. Last year alone, more than 16,000 pregnant women and children ages 0 through 5 obtained routine dental checkups.

The Web surveys are important since their results will help shape the new 2010-2015 strategic plan which will guide First 5’s future strategies and programs. “The Commission is eager to hear the voices of the parents and learn what is most important to them in promoting the healthy development of their young children,” said Laura Spiegel,

M.S.W., executive director of First 5 San Diego. “This valuable information will guide us during our strategic planning process and help us continue to offer an effective and comprehensive system of service and support for young children and their families in San Diego County.”

The direct link to the First 5 Commission of San Diego’s strategic planning Web site can be found at: <http://www.first5sandiego-strategicplan.org>.

### **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](http://first5sandiego.org) or call toll-free 1 (888) 5 FIRST 5.

# # #