Peer Learning Update
First 5’s 0-5 Effort

• Three core partners: 58 First 5 commissions, Head Start California, CA WIC Association

• Four funders: First 5, Heising Simons Foundation, J.D. Bechtel Jr. Foundation, CA Complete Counts

• Approach
  • Training of trusted messengers (home visitors, preschool staff
  • Community events coordinated with First 5 CA (Talk, Read, Sing campaign)
  • We Count book distribution
  • QACs at WIC sites statewide
Social Media and Printables
https://thesocialpresskit.com/first5-2020census
COVID-19 Adaptations

• Social media efforts continue and expand
• Head Start agencies including Census in their calls with families - not PDI
• First 5s and Head Starts adding Census materials into pickup at food pantries and school lunch distributions
• Promoting and distributing lawn signs and banners
• Exploring texting partnerships – Ready 4 K
Día de los Libros Celebration

STORY-TIME

with First Partner
Jennifer Siebel Newsom
Reading “We Count”

A Facebook Live Event on
Thursday, April 30 at 10:00am to 10:30am
To join go to Facebook.com/First5Association

FACT: Kids are excited to learn all about themselves. The more they learn about themselves, the more confidence they have to thrive in school.

TIP: In the morning, look in the mirror together. Take turns naming your child’s positive qualities. You have brown eyes, you are kind, you are strong!

GROWTH: Keep helping your child learn about themselves. As you look in the mirror, share things about your family like where you live and your traditions.

Count everyone living at your address on your Census form — kids & babies too.

Fill out your Census today at: my2020census.gov

In California, all kids count.
New Challenges

• First 5s and Head Starts fully engaged in pandemic response – both direct services work and budget planning

• Some agencies may not be available after June 1\textsuperscript{st}

• Current materials designed to be shared with families as activities, may not have enough information as is
Looking Ahead – Back to School

- Can we leverage the existing back-to-school efforts of First 5s and Head Starts for a late July-August Census 2020 push?
- First 5s, United Ways, Rotary Groups, and others support kindergarten backpack programs
- Exploring adapting current materials for a school-themed Census push
- Looking for partners across the state to co-brand and support this effort