



Peer Learning Update

FIRST  **5**
ASSOCIATION OF CALIFORNIA

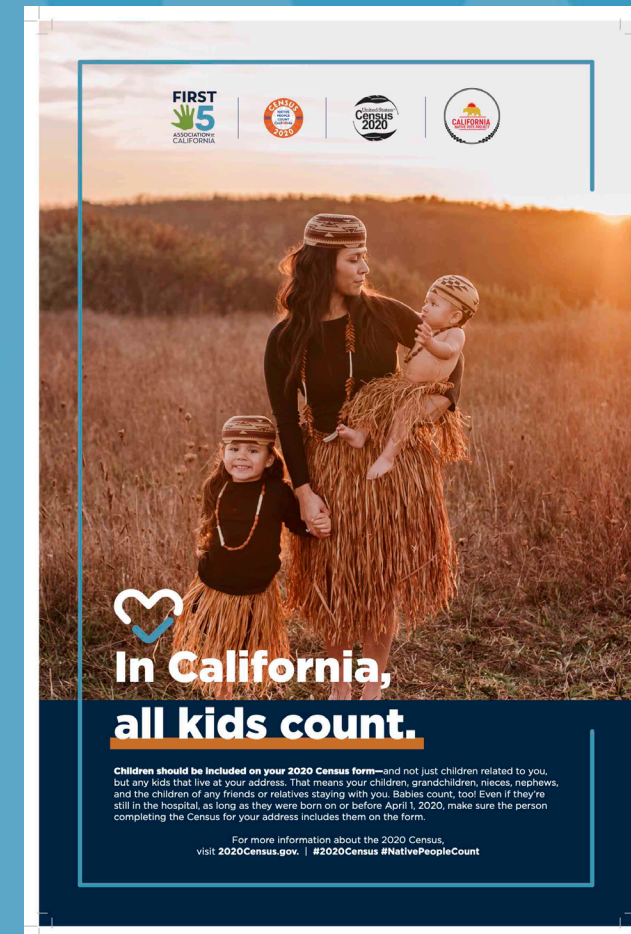
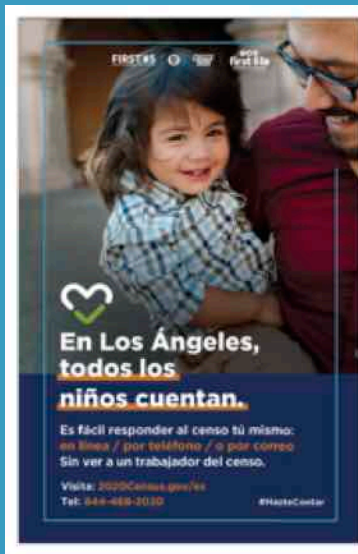
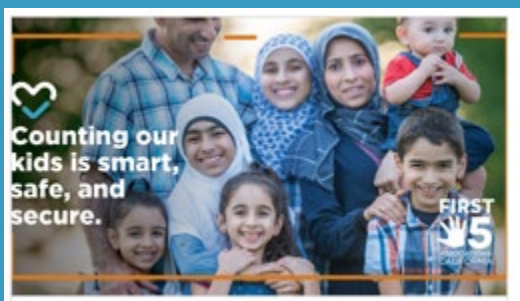
First 5's 0-5 Effort

- 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

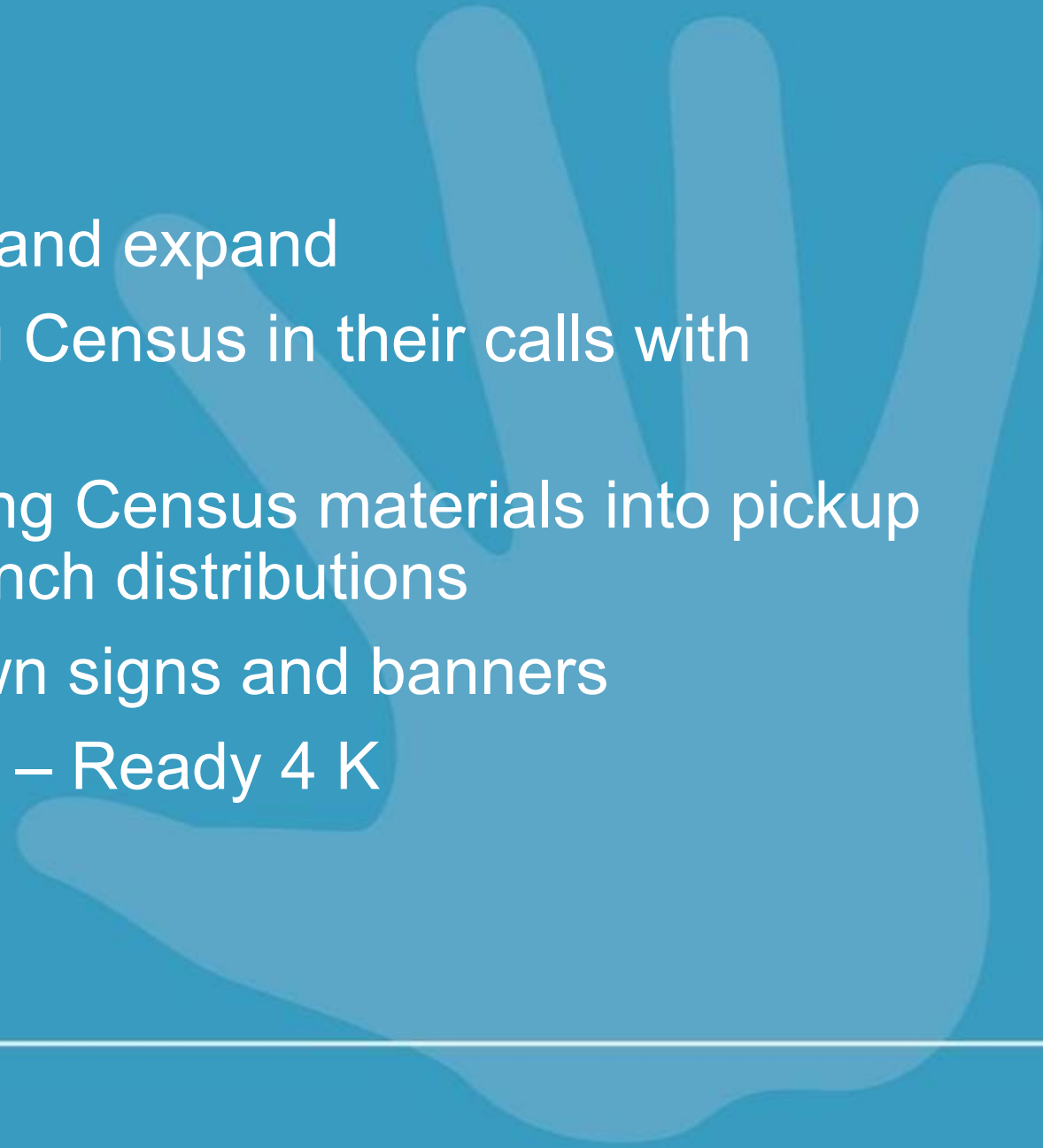


Social Media and Printables

<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
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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](https://www.facebook.com/first5association)

FIRST 5
ASSOCIATION OF CALIFORNIA

California
STATE LIBRARY

FIRST 5
CALIFORNIA



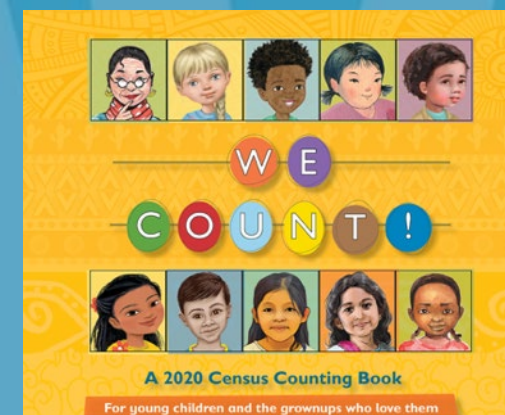
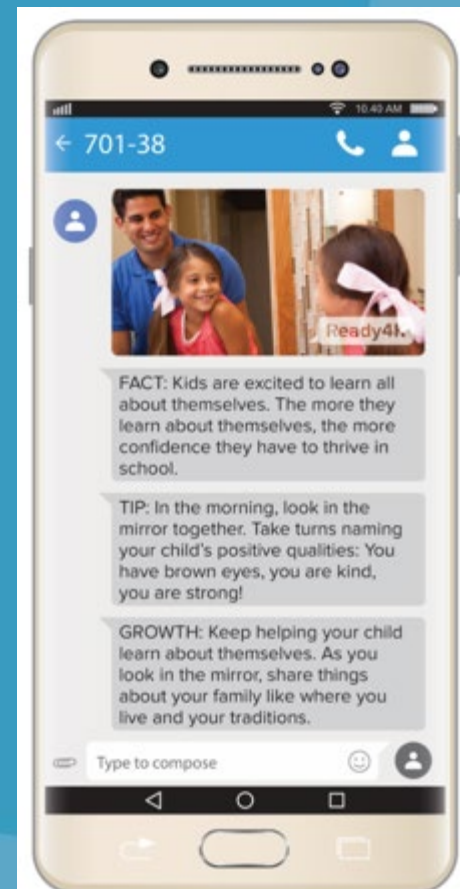
Count everyone living
at your address on
your Census form —
kids & babies too.



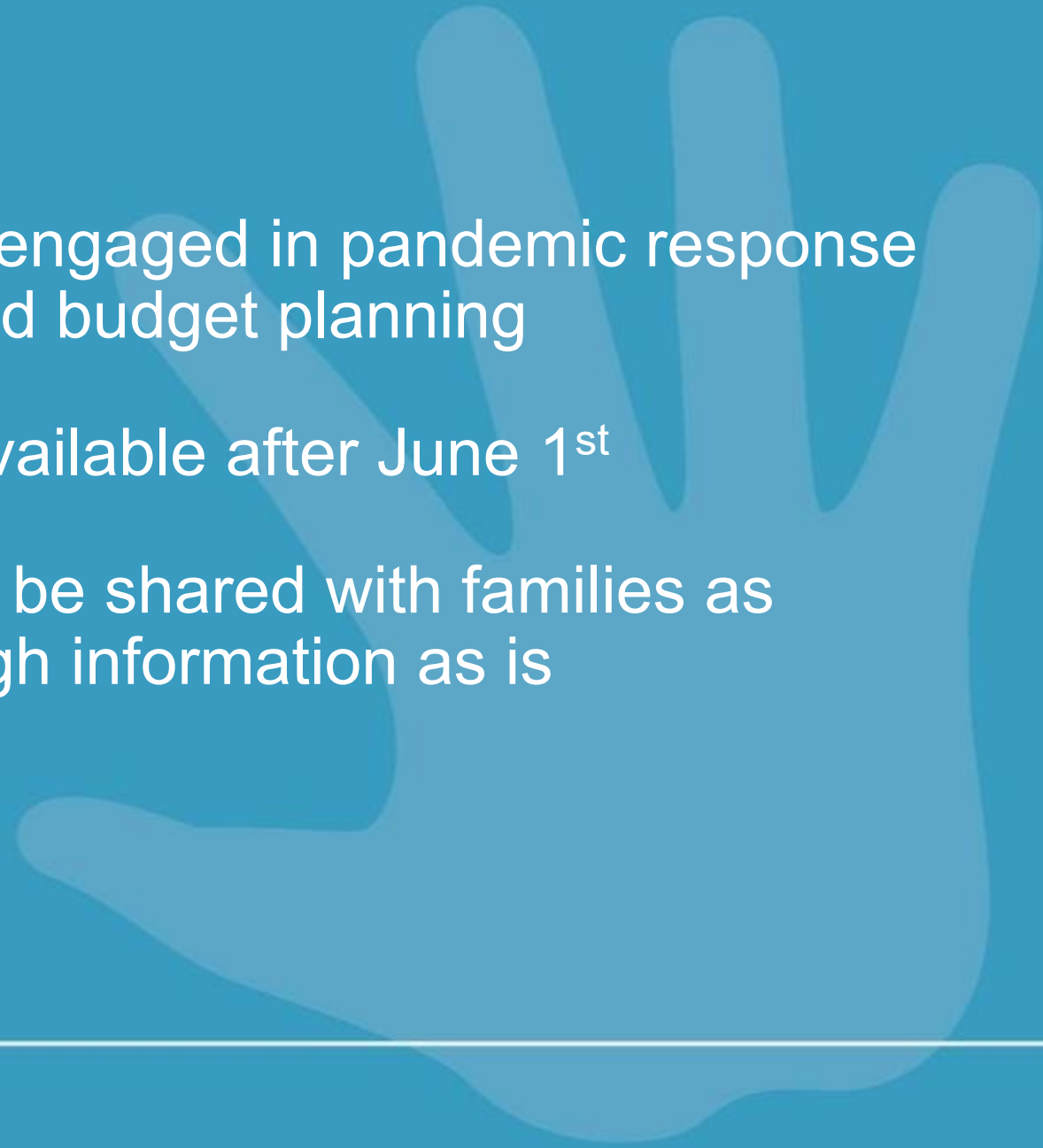
Fill out your
Census today at:
my2020census.gov



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 1st
 - Current materials designed to be shared with families as activities, may not have enough information as is
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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