

P R E S S R E L E A S E

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NVCSS AWARDED \$18,000 FOR TEEN PARENT PROJECT

Brings 2008 Special Opportunity Awards to \$80,000

REDDING-----Teenagers in Shasta County who are pregnant or parenting young children can find support and positive parenting guidance through Northern Valley Catholic Social Service’s “TAPP” program. To support a media outreach project aimed at increasing awareness about Teenage Pregnancy and Parenting (TAPP) services, First 5 Shasta has made an \$18,000 Special Opportunity funding award to Northern Valley Catholic Social Service (NVCSS). Teen focus groups will help NVCSS with the selection of materials and development of advertising that will resonate with their peers.

The TAPP media project award brings First 5 Shasta’s 2008 Special Opportunity investment to a total of \$80,000. This amount was awarded across ten projects. The complete roster of award recipients is as follows:

Northern Valley Catholic Social Service.....	\$18,000
<u>Project:</u> Teenage Pregnancy and Parenting (TAPP) Media Project Purchase of materials and development/placement of advertising to increase awareness of the TAPP program.	
City of Redding Aquatic Center.....	\$ 7,085
<u>Project:</u> Learn to Swim Support early swimming education and water safety for young children with purchase of equipment (pool platforms and barbell floats) for swim lessons.	
Happy Valley Union Elementary School District.....	\$ 5,000
<u>Project:</u> Kindergarten Transition Program Purchase educational materials to prepare young children for kindergarten.	

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Learning in Motion Preschool	
<u>Project:</u> Sensory Integration Preschool Equipment	\$ 5,000
Purchase indoor preschool play equipment that encourages climbing, jumping, and balance.	
Manzanita Elementary School Parent Boosters (Redding School District)	
<u>Project:</u> Show Me How	\$ 5,000
Purchase educational materials for use in teaching pre-kindergarten children to use the school library.	
Mary’s In Home Child Care	
<u>Project:</u> Trikes and Helmets	\$ 1,700
Purchase tricycles and helmets appropriate for use by toddlers and preschool-age children.	
New Directions to Hope	
<u>Project:</u> Pre-Therapy Waiting Areas	\$ 6,000
Convert waiting rooms to child friendly pre-therapy environments with purchase of furnishings, small play equipment, and books.	
Shasta County Public Health, Maternal Child and Adolescent Health	
<u>Project:</u> “No Safe Amount of Alcohol During Pregnancy” community education campaign.	\$18,000
Sycamore Preschool (Redding School District)	
<u>Project:</u> Sensory Integration Preschool Playground	\$ 6,800
Purchase of preschool-age sensory integration playground equipment.	
Visions of the Cross	
<u>Project:</u> Kidz Vision Too! Child Care	\$ 7,415
Purchase furnishings, books, supplies, and playground equipment to support establishment of on site child care center at transitional housing for women with their children.	

To date, First 5 Shasta has invested over \$12 million in projects and programs that benefit young children and families in Shasta County.

First 5 Shasta, the Shasta Children and Families First Commission, was established after voters passed Proposition 10 in November 1998, adding a 50 cent-per-pack tax on cigarettes to fund education, health, child care and other programs promoting early childhood development for expectant parents and children up to age five.