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Reach out to your community **effectively** and **affordably** — and secure your place above the competition.

Health Ink Communications is proud of our long-standing partnership with NACHRI in developing award-winning newsletters. Together we developed a child health newsletter that is available exclusively to NACHRI members.

The fully customizable newsletter allows you to create your own unique publication tailored to fit the specific needs of your hospital. It is designed to promote your hospital programs and specialists to the community. We work closely with you on article selection, design, layout and distribution.

Your name – Rename the publication and we'll design a custom masthead that is unique to your children's hospital or ties in with your existing branding.

Editorial space – Include custom articles to inform the community about new services, showcase special programs and services and highlight your child advocacy efforts in the community.

kidbits!
Published by Huntsville Hospital for Women & Children and Angels for Women & Children

Inside This Issue ...

- Home safety checkup Page 2
- Good and healthy pizza Page 3
- Protect teens with meningitis vaccine Page 6
- Know symptoms of sports-related concussions Page 7

Seven Steps to a Healthier School Year

It's almost back-to-school time — the perfect time to set up healthier school-day routines at home. Consider these your "New School Year Resolutions" for minimizing stress and maximizing well-being. Here are a few strategies to try:

- 1 Organize the night before.** A mad morning rush starts everyone's day off stressfully. Skip the drama by taking a few unhurried minutes in the evening to load backpacks and lay out school clothes and shoes. Are there forms to be signed? Do snacks or lunches need packing?
- 2 Set a bedtime and stick to it.** School children need nine to 11 hours of sleep. Kids who don't wake easily, often seem irritable and who lack daytime energy need more sleep. "Getting enough sleep is important for so many things, from overall growth to learning and concentration at school," says Amanda Haiman, M.D., a clinical instructor at Stanford University Medical Center. Help kids wind down before lights-out.
- 3 Make time for breakfast.** "If your child hasn't eaten since dinner the night before, there's no energy to draw from — the gas tank is empty," says Los Angeles Children's Hospital pediatrician Michele Roland, M.D. Kids learn better with food in their stomachs. What's

more, she says, "Breakfast eaters are leaner because they're not as likely to snack on high-calorie, low-nutrient foods later in the day."

- 4 Learn what's up.** Ask open-ended questions, such as "What were the best and the hardest parts about today?" or "What things stress you out?" Then listen to the answers. Kids are more apt to open up about problems if you show interest. When following up with a teacher or principal, take a problem-solving approach.
- 5 Teach safety.** Think through your child's day from the moment she leaves for school to the time she arrives back home. How can she stay safe — from wearing a bicycle helmet to avoiding conversation with strangers to keeping doors locked at home?
- 6 Spell out expectations.** Discuss classroom behavior, a homework policy, balancing social time and schoolwork, and realistic goals for grades. "Set the path for them, and they'll follow it," Dr. Roland says. "When signing kids up for sports or classes ask, 'Whose needs is this meeting — mine or the child's?'"
- 7 Practice relaxation.** "It's important for every body to have some downtime, even children," notes Dr. Haiman. Dr. Roland adds: "When signing kids up for sports or classes ask, 'Whose needs is this meeting — mine or the child's?'"

Challenge Course Teaches Kids Teamwork

Students from Peabody High School in Trenton, Tenn., have a fun and interactive way to learn about themselves. The ACES (Accomplishing Challenges Equals Success) Course Adventure, located on the Peabody High School campus, is an outdoor challenge course where students must maneuver through several obstacles. Rather than relying on their own strength, the students must learn to work as a team and trust their team members to help them finish the course.

"Groups of eight to 10 people have to make it from one tree to another without touching the ground," says Ben Dodd, a junior at Peabody High School.

He adds, "You have to let go of your fears and trust your team to get you across." Darlene Fairless, a lifetime wellness teacher at Peabody High School, says, "This is a favorite course of many of the students. They are hesitant at first, because it is challenging and it really affects their emotions." She adds, "The students learn problem-solving skills and conflict resolution since they can't successfully go through the course until they start working together. This course teaches them to build trust and depend on the group."

The Coordinated School Health program of Trenton and Gibson County manages the ropes course at Peabody High School. The Coordinated School Health program is committed to promoting healthier lifestyles among children of all ages in an effort to develop healthier communities. The course is available for groups to rent. For more information, contact Amy McLean at 731-855-3616. ♦

The Fatherhood Program Gives Dads a Helping Hand

Saint David's Center for Children and Parents offers training just for dads in The Fatherhood Program. This program was designed for fathers who are seeking custody of their children, at risk of losing custody, or simply possess the desire to become a better father. The 12- to 16-week program includes individual counseling and weekly group meetings.

Denise Baker, MD, fatherhood counselor, says, "Our goal is to prevent child abuse and neglect by educating fathers. All of us want to be better dads, but it is often difficult to know exactly how to do this."

Here are some helpful tips and advice for becoming a better father:

- Listen.** This sounds simple, but is actually much more difficult than it seems. Take the time to actually listen to what your children say.
- "Children are impressed when grownups show a genuine concern toward their hobbies and friends."** —Denise Baker, MD
- Provide clear boundaries.** Children need clear and understood rules that will cut down on confusion. If they know what the rules are and the consequences for breaking those rules, discipline becomes less of a mystery.

Cover option – Use a full-bleed photograph in place of the standard cover if you prefer a magazine-style cover.

Kids Care
A PUBLICATION OF THE HUNTSVILLE HOSPITAL FOR WOMEN & CHILDREN

Center for Prenatal Pediatrics
Children's Hospital of New York-Presbyterian
The Mount Sinai Hospital of Children and Adolescents

Your quotes – Substitute your doctors' quotes and names for the quotes obtained from renowned sources.

Your input – Revise articles to support your objectives.

Is It Time For Contacts?
Maturity, Not Age, Should Be Your Focus

What's the right age for contact lenses? That's a "trick" question — there is no "right" age," experts say. Your children are ready for contacts when they're emotionally mature enough to handle them.

"When parents ask if their child is ready for contact lenses, I tell them that they are usually the ones who will have to answer that question," says Natalie C. Kerr, M.D., Division Consultant for Pediatric Ophthalmology at Le Bonheur Children's Medical Center. She notes that some children may have eye problems that preclude safe contact lens wear — amblyopia or blindness in one eye, certain types of crossed eyes that require bifocals to correct, or eye surface problems such as dry eyes or blepharitis. Dr. Kerr adds, "For everyone else, the most important factors determining successful contact lens use are the child's maturity and motivation."

The American Optometric Association estimates that 2.5 million Americans under age 16 wear contacts. They're often concerned about their appearance or feel glasses interfere with sports. With today's disposable contacts, the doctor can teach your kids proper lens care and send them home with a pair to see how they handle the responsibility. If your child abuses the lenses, it's no great loss to pull the plug. "The child must keep up with the lens care prescribed by the ophthalmologist or optometrist and alert a parent when there is a problem such as red eyes, pain or irritation," advises Dr. Kerr. ♦

Safety Tips

- When wearing contact lenses, visit a reputable eye-care professional for an examination at least once a year.
- Use only FDA-approved lenses prescribed by a licensed practitioner.
- Never swap lenses with another person.
- Don't wear lenses longer than prescribed, or when sleeping.
- If eyes become red or irritated, remove lenses immediately and consult your doctor.
- Replace contacts regularly. Toss disposable lenses after the recommended period.
- Don't use saliva, non-sterile home-made saline, distilled water or tap water for lens care.
- Disinfect your lenses after removal before wearing them again.
- Wash and rinse your hands with non-perfumed hand soap before handling lenses.
- Use doctor-recommended solutions. Not all can be mixed or used for all lenses.
- To avoid contamination, don't let your solution's bottle-tip touch any surface, including your contacts.
- Clean, rinse and air-dry your lens case each time lenses are removed.

Tell them how much you love them. Again, this is easier said than done, because men often have difficulty expressing their emotions. If you're already doing this, do it more often.

Be a father, not a buddy. Your children can make friends at school, church in the neighborhood. They don't need another playmate (although play with your kids is a highly rewarding experience); they need a father. ♦

Denise Baker, MD, is a pediatrician with Saint David's Physician Network.

Students from Peabody High School work together to complete the course.

***NACHRI endorsed content** – The editorial content is overseen by NACHRI and reviewed by an editorial board nominated by participating member hospitals. NACHRI also provides an article on a national children's health issue for each quarterly publication.*

Why producing newsletters “in-house” can actually cost you more.

Many hospitals think it will be easier — and cheaper — to create a publication in-house. But before you make that decision, consider these important issues:

Editorial considerations:

- > **Who will create the editorial lineup?** Assign articles and draft a production schedule? How much time will this take — and how much will you pay for these services?
- > **Who will write your articles?** There is an expense in both time and money, whether staff or freelance writers are used.
- > **Who will copyedit and fact-check** your articles — and at what cost?

Production considerations:

- > **Who will design the newsletter?** Do they have the necessary software and design skills? And what is the cost?
- > **Where will you find photos and illustrations?** How much can you spend for them?
- > **Who will coordinate schedules and materials** with the printer, and assure the best prices and quality?
- > **Who will handle mailing and distribution,** keeping up with changing addresses and postal rules?

Make a smart choice — partner with Health Ink Communications
Create efficiency and add impact to your marketing message by partnering with the experts in health care journalism. Health Ink offers an unmatched blend of credible content, print experience and first-rate service. That means you can focus on creating your strategic message — and we'll support it with editorial expertise and content resources, and deliver it in a way that gets results.

Here's what makes us different:

- > **Simplicity.** We offer a flexible, all-in-one solution.
- > **Quality.** Our award-winning publications ensure a quality product you can trust — and that meets your own high standards.
- > **Flexibility.** Choose the level of customization that fits your plans.
- > **Reliability.** Extensive medical review by NACHRI member hospitals ensures content is current, accurate and pertinent.
- > **Experience.** Our deep experience helps us meet complex versioning requirements.
- > **Resources.** Our affiliation with our sister companies in the Staywell family allow access to a comprehensive range of health content options.

Extending Value: Use your newsletter to support other marketing objectives and clinical programs.



Maximize marketing dollars by using your newsletter as a delivery vehicle for other printed materials designed to connect you to your community.

Support online activities:

Make the print-online connections and deliver a full range of integrated health messages that connect with your audience and support your objectives:

- > **E-newsletters**
- > **Targeted newsletters for specific service lines**
- > **No-cost online surveys**
- > **Print vehicles that promote your website**

Add impact with customized supplements:

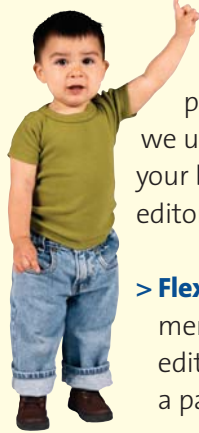
We help our clients create more than 200 different ancillary pieces per year. Choose predesigned materials in a variety of formats: inserts, cover wraps, polybagging or standalone items such as our popular Wellness Calendar or Healthy Cookbook. Or we can help you develop a completely custom bind-in, with services including planning, design, editorial, printing and binding.

- > **Use an insert** to highlight special programs, new services or facility updates.
- > **Include a reply card** or "tear out and save" list of hospital phone numbers printed on card stock or a magnet.
- > **Bind in foundation donation envelopes.**
- > **Survey readers** about their health care needs.



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> **Flexible editorial calendar.** Choose from a menu of article topics and design your own editorial calendar. We'll even help you create a page map for each issue.

- > **Fully customizable content.** In addition to new articles developed for each issue, we offer an extensive database of content at no extra cost.
- > **Writing options.** Provide articles to us, or we'll write them for you. Or customize our existing articles.
- > **Ancillary expertise.** Take customization to the next level by adding inserts or cover wraps.
- > **Translation services.** Content can be translated into any language.
- > **Fulfillment services.** We offer complete mailing and list-management services, included with your per-copy price.