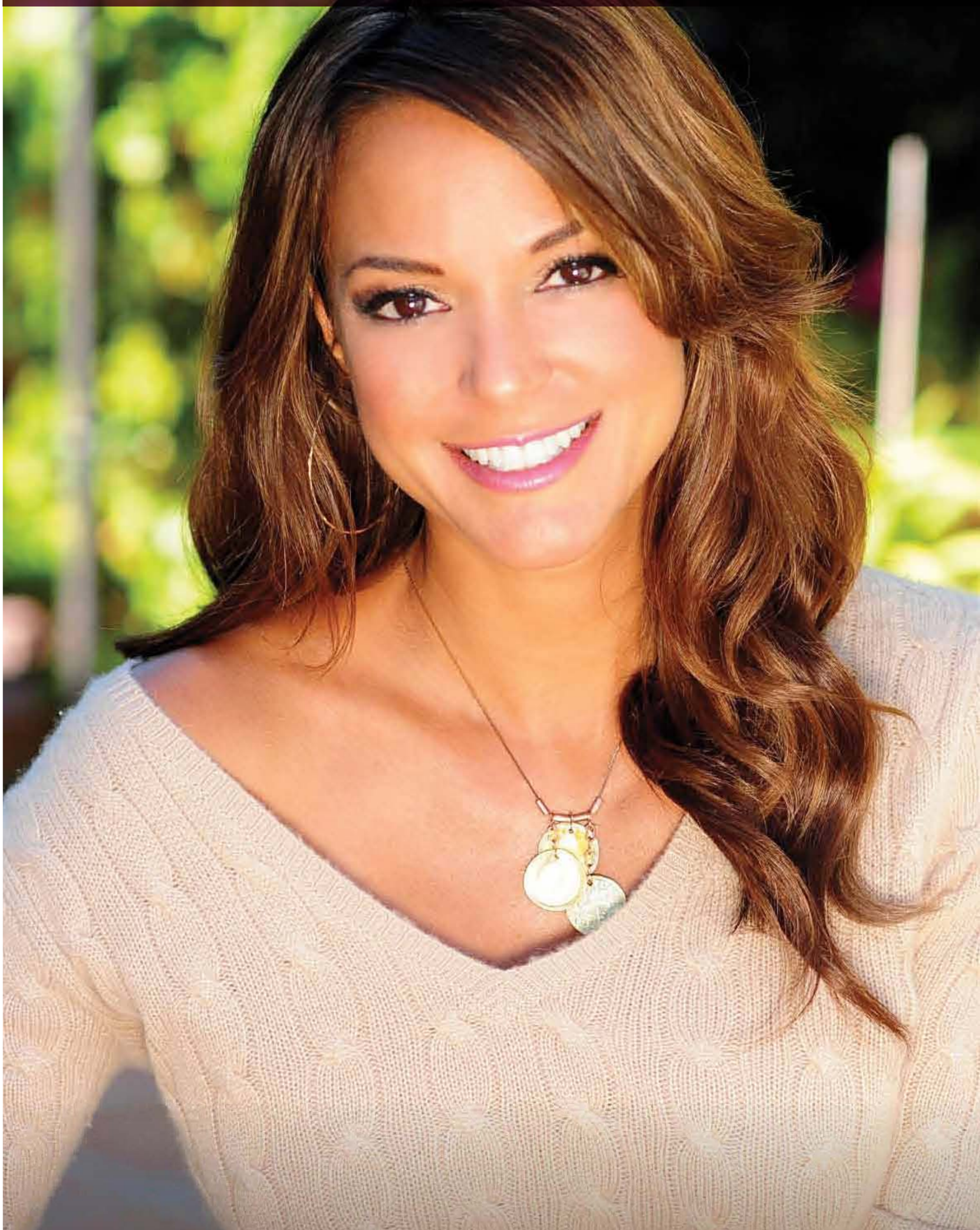


No.1/December 2010

HEALTHY INFANTS



BUILDING A HEALTHY, HAPPY FAMILY

PHOTO CREDIT: RUSSELL BAER

“CSI: Miami” star Eva La Rue reveals her secrets to enjoying motherhood



TO TAKING INFANCY
DAY BY DAY

Child passenger safety
What you may not know



Transitioning to solids
When is it the right time?



CHALLENGES



We all want our children to get the best start in life, and pediatricians share this goal. The American Academy of Pediatrics (AAP) was founded in 1930 to address the unique developmental and health needs of children. Today the AAP advocates for the health and well-being of infants, children, adolescents and young adults everywhere.

Growing up healthy

Over the past two decades the number of children who are obese has doubled—partly due to habits that develop in early childhood. The American Academy of Pediatrics (AAP) has teamed up with First Lady Michelle Obama in her Let's Move! campaign to encourage families to make healthier choices. Healthy nutrition starts with breastfeeding in infancy. Once your baby begins eating solid foods, introduce nutritious foods. Sometimes toddlers need to try a food 10 times before they actually accept and enjoy it. It is also important to encourage play time as soon as they start crawling and walking.

As your children grow, you can continue to help them live a healthy active lifestyle. Strive to reach these goals:

- **Five** fruits and vegetables a day

- **Two** hours or less of screen time per day

- **One** hour of physical activity a day

- **Zero** sugary drinks

While children today face new challenges, they also benefit greatly from medical advancements. We now have vaccines to protect against 16 infectious diseases—diseases that in the past sickened hundreds of thousands of infants and children, many of whom never recovered. Vaccinating your children is one of the most important ways you can keep them healthy. If you have questions about your baby's vaccines, talk with your pediatrician.

The health care reform bill

Another important development—the passage of the health care reform bill—will enable millions of children to get the health care they need. The AAP, with its 60,000 member pediatricians, wants all children to



O. Marion Burton, MD, FAAP
President, American Academy of Pediatrics

“Children who don't have adequate nutrition, shelter and medical care will not have the best start in life.”

have access to high-quality, affordable health care provided through a medical home. Under this new law, insurance plans will be required to fully cover well-child visits to the doctor—including all of the immunizations recommended by the CDC. As health reform continues to roll out in the coming years, the AAP will forcefully advocate so children and families can remain at the forefront.

Because we know parents will have questions about their children's health, the AAP has launched a consumer Web site, HealthyChildren.org, that offers trustworthy, up-to-date health advice backed by pediatricians. Parents can learn about seasonal health issues, read about the latest scientific research, or find a local pediatrician. I know that working together, pediatricians and parents can give all children the greatest chance of success in life.

Keeping baby safe and sound

Creating a safe environment for your baby is the best thing you can do to ensure the first years are happy and healthy. Raising your bundle of joy takes care and knowledge.

Being more aware of the products in and around your home is just another step in preparing for baby's arrival and as baby grows.

Babyproofing your home is the most important thing you can do to ensure baby's safety. Take care of all the obvious hazards such

as exposed electrical sockets and blind cords, but be on the lookout for those not-so-obvious items like empty dishwashers, hanging tablecloths that can be easily pulled down, and poisonous plants.

Consider child-proofing an ongoing process. Monitor your child's growth and development and always try to stay one step ahead.

There is a comprehensive list of specific room-by-room babyproofing guidelines that should be looked at carefully, but there are also a few basic facts to ALWAYS remember:

- **Adult supervision**—The only sure-fire way to keep your baby safe is direct supervision when juvenile products are in use.

- **Read instructions and warnings**—For the safest product use, be sure to always read and follow all manufacturers' instructions and warning labels.

- **Second-hand products**—It is recommended secondhand products should not be used for baby. However, if it is necessary to use older products, make sure all parts are available, the product is fully functional, not broken, and has not

been recalled.

- **Safest option**—Keep in mind that new products meeting current safety standards are the safest option.

- **Inspection during use**—Don't forget to frequently inspect products for missing hardware, loose threads and strings, and holes.

For room-by-room safety guidelines, visit the Juvenile Products Manufacturers Association's safety house online.

AMY CHEZEM
Communications Director, Juvenile Products Manufacturers Association



WE RECOMMEND



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Alison Rhodes
founded Safety Mom Solutions.

“Because of this beautiful boy I found my true path. I knew that I needed to help save other children's lives.”

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Eva La Rue learned mothers can never completely prevent accidents.

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Rethink that hand-me-down crib.

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INSPIRATION

Question: What's the greatest lesson "CSI: Miami" star Eva La Rue learned being a mother?

Answer: Shun "Mom guilt" while protecting and enjoying your child.

TIP

1

KNOW THAT YOU CAN'T PREVENT EVERY ACCIDENT

Solving the mysteries of motherhood

LEADER TO LEADER

Even before birth, Eva La Rue's now nine-year-old daughter Kaya became a symbol of hope. La Rue, who was working in New York, had reservations on September 11, 2001 to fly home for her baby shower. After the tragic events, she thought they should skip the party. Family and friends convinced her otherwise.

"My family pretty much rallied and said, 'We all need to have hope. We need to have a party for a baby being born,'" she recalled. "Everyone was so ready for something joyous."

That reminder of renewal during tragedy is now an active nine year old who constantly amazes La Rue while she juggles motherhood and a Hollywood career.

Safety in an uncertain world

La Rue wonders if the tragedy nine years ago left parents feeling a bit more protective.

"We're almost so overly protective now, I wonder how this generation is going to grow up being so overly coddled," she mused. "They don't get to figure out how to dust themselves off and get themselves home with their bike and their knee all trashed. All the things that happened to us at eight or nine ... these kids aren't going to have that."

Because of this, she relishes times when she can get Kaya out of the congested traffic and mom-chauffeured and screened play dates of L.A. to visit cousins outside the city.

"She's got family all on the same street," she said. "She can cruise up and down the street and do what she wants. She loves that freedom—loves it!"

Under a watchful eye

Even with supervision, La Rue learned mothers can never completely prevent accidents. She recalled a poignant incident while visiting friend Kelly Ripa

"I think the thing other Moms don't tell you and the thing that you need to learn to embrace immediately is the guilt."

Eva La Rue, actress, "CSI: Miami"

when Kaya was three. The mothers watched while Kaya and Ripa's daughter frolicked in a low pond.

"They were playing in shallow water and Kelly and I were watching," she said. "All of the sudden, we see Kaya flapping around in the water and Lola's standing next to her with water only up to her knees. When we realized she wasn't just playing, we both made a dash for it."

Kaya had stepped off of an underwater ledge instantly dropping to a depth of more than three feet. La Rue and Ripa's quick action saved her, but La Rue was so startled, she cancelled an afternoon audition for her role on "CSI: Miami."

"It's shocking when you realize your kid could drown while you're watching them," she said.

The "Mom guilt"

La Rue came to terms with the desire to be a perfect parent and protector,

accepting parenting isn't an exact science.

"I think the thing other Moms don't tell you and the thing that you need to learn to embrace immediately is the guilt," she said.

La Rue noted that mothers constantly worry if they are spending too much time away or enough attention without household distractions.

"It's just a total guilt frenzy that you have to navigate, and I think once women know that everybody else is feeling it, maybe we don't feel so alone," she said.

So what makes the guilt and worrying worth it for La Rue?

"It's that laugh," she said. "That kid just owns me when she laughs. There's just nothing sweeter."

WENDY TAYLOR

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INSPIRATION



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 Left to right: Joe Cappuccio,
 Kaya Callahan, and Eva La Rue.
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NEWS

DON'T MISS

Finding her true path

There was nothing extraordinary about my son Connor's birth. I enjoyed my pregnancy and, even though labor took quite some time, to me it was easy. As much as you pour over books and magazines, I don't think you're ever ready when they first place that amazing little person in your arms. It changes everything.

I knew that as much as I was madly in love with my son, I wanted to return to my career. I returned to work on June 17th and quickly got into a groove. I was enjoying my time back and the stimulation it provided. I had it all.

The morning of August 5th seemed ordinary. As I dropped Connor off at daycare he gave me the most beautiful smile. The call came at 10:25 AM. It was Jenny the daycare provider. "There's a problem with Connor, he's not breathing." I began to scream. People ran into my office. I fumbled to call my pediatrician. My boss called me a car service, and the entire ride I was making deals with God—take me in a car accident now, just let my baby live. My cousin met me at the emergency room entrance. I should have been suspect when she mouthed to the attendant, "It's the mother," but I wasn't. I found it odd, as they ushered me into the room, that there was no hospital bed but I assumed Connor was somewhere else. All I could see was my husband. And all I could hear were his four words—"He's with God now." The doctors told me they assumed it was Sudden Infant Death Syndrome. They took me to a small room with a rocking chair and placed my beautiful boy in my arms one last time. He was three months and 24 days old.

The first few days were agony. I remember my anguish as my milk kept coming and my baby wasn't there to drink it. I slept with his blanket and PJ's so I wouldn't forget his smell. . . It seemed as if all the color had been drained from the world and everything was shrouded in dull grays.

Eventually I came to realize that no matter how we try to control our life, life sometimes controls us. . . But you determine how you will carry on after a tragedy. I became involved in the SIDS community and took a seat on the national board of First Candle/SIDS Alliance. My gift had always been communication and I became a spokesperson for the organization.

Because of this beautiful boy I found my true path. I knew that I needed to help save other children's lives. I founded Safety Mom Solutions (www.safetymomsolutions.com), a local baby proofing company in the New York, Connecticut and New Jersey area. I have also gone on to become a national family safety expert and TV personality, The Safety Mom. My life will never be the same but it is incredibly rewarding. I now have three beautiful children, all of whom know about their little guardian angel Connor.

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PHOTO: DOREL JUVENILE GROUP

TIP

2

UNDERSTAND WHAT YOU ARE BUYING

The safest way to ride

Question: Is your child's vehicle safety seat installed properly for travel?

Answer: For three out of four parents, the answer is no.

According to latest estimates by the National Center for Health Statistics, motor vehicle crashes caused more deaths of children aged three to 14 than any other cause. The group estimates proper use of safety seats reduces risk of fatal injury by 71 percent in infants and 54 percent for toddlers.

As seat regulations vary from state-to-state, it's always best to check with local departments of public safety when traveling. Drivers are responsible for following regulations of each state where they travel, not simply requirements of their state of residence.

Going for a test ride

Parents or caregivers should consider several items when selecting a car

seat from the numerous options. Using product specifications, consumers can narrow down choices by the age and size of the child, as well as the best fit for their individual vehicle.

Experts encourage those purchasing a safety seat to test it in their automobile. Ask the retailer if you can check the fit either before purchase, or if they will accept a return should the car seat not meet your needs.

Once a parent or caregiver selects the correct model for their child and vehicle, installation is key. An estimated 80 percent of child safety seats are installed incorrectly. Reading all instructions may solve this dilemma, but other options are available.

Certified safety seat inspectors can help you with installation or fit issues. Vehicle dealerships or even your local firehouse may offer this service. The National Highway

Many parents don't realize there is an expiration date on a child's safety seat.

Traffic Safety Administration offers a free locator service. To find an inspector in your area, visit nhtsa.gov/cps/cpsfitting, or call 866-SEAT-CHECK. The service provides assistance in English and Spanish.

Not a time to share

While modern seats are structurally sound and follow strict federally regulated guidelines, the integ-

ity of the seat can break down after repeated use or exposure to environmental factors such as extreme heat or cold.

Many parents don't realize there is an expiration date on a child's safety seat. Most expiration dates stamped on seats fall between six to eight years after the manufactured date.

Even a seat within its recommended timeframe may hold hidden dangers. Parents should avoid saving a few bucks by using a hand-me-down or garage sale seat. The seat may not fit appropriately for your child or vehicle. As well, any seat that has undergone an accident should not be reused. Whether a child is in the seat or not, even a small fender-bender can cause structural damage to the seat limiting its ability to protect a child.

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It's time to switch to solids

Question: When is it the right time to introduce your baby to solid foods?

Answer: Babies give clues when they are ready, but six months is a great time to experiment. Good news—there are more options, including organics, on the market than ever before.

Aniela Brownell is only three months old, but her mom Sarah is already wondering when she'll switch to solid foods and what foods will be best.

The American Academy of Pediatrics recommends waiting until

six months, but some parents start slightly earlier, taking the cues from their offspring. If a child's weight has doubled since birth and the baby can sit with support and control his or her head, it could be time to take the plunge.

If your baby is reaching and grabbing adult food, it could also be time to make the transition. Another telltale sign is if the baby can draw in the bottom lip, suggesting food can be retrieved from a spoon.

Just remember, said Susan Tiller, a registered dietician in

the Boston area, there's no race and starting too early could be challenging to babies' developing digestive systems. "So don't feel pressure just because your neighbor has moved her baby to cereal," she said.

When the time is right, the next question is what to choose. Like many moms, Amanda Bailey started out with baby cereals and then added pureed vegetables. She introduced new foods slowly and asked her pediatrician advice on what is safe and what is not.

Brownell is currently studying

up on organic choices for her daughter, especially since she prefers to eat whole grains and organic foods. She's enthused about the wide-variety of organic choices available at her natural food store, as well as at the local grocery chain. "I want healthy, pesticide-free foods and I'm so happy to see I won't have to give up convenience or make my own food to make sure I feed her right," she said.

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Ingredients

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Directions

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Cooking time: 40 min. Yield approx 3 cups.

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INSIGHT

Hear it from the expert: Safety for the future

What are some recommendations that you would give to parents to prevent injury or illness?

When preparing for the birth of a child or the milestones in his or her life, it is easy to overlook some situations that relate to safety. According to industry statistics, the number one killer of children ages one to four is unintentional injury, claiming more lives than disease and violence combined. The good news is that 90 percent of these incidents are avoidable. The best protection is prevention so be proactive and childproof your home. Every child is different and every parent perceives risk differently. We recommend parents and caregivers assess their own situation closely and address those risks that relate to their own situations. Safety 1st is a great resource for childproofing devices and www.safety1st.com has a comprehensive childproof checklist to help get you started. There are a lot of hidden hazards that parents don't often think about like flat screen TVs and front load laundry machines, both of which can be potentially dangerous appliances. When childproofing your home, make sure to get on your hands and knees so you have the same vantage point as your child.

How has your industry developed to continuously support the health and safety of infants?

For generations of parents and children, Dorel Juvenile Group has set the standard in safety, innova-



Julie Vallese
Regulatory Affairs and Consumer Safety Expert, Dorel Juvenile Group

tion and design, offering award-winning car seats, strollers, play yards, high chairs, infant health and home safety products and more. As technology changes and evolves, so does our thinking as it relates to child safety. For example, five years ago there was no need for a flat screen TV lock, but as televisions have gotten thinner they have also gotten easier for children to topple over. Dorel Juvenile Group currently holds more than 750 patents for design innovation and this number continues to grow.

In addition, over the years Dorel has committed millions of dollars in new product donations as well as monetary donations to organizations working on behalf of children and families to help provide every child a safe start. Dorel currently supports three non-profit organizations: The Make-a-Wish Foundation, which grants the wishes of children with life-threatening medical conditions; Room to Grow, which provides new, needed products, from high chairs to strollers, to mothers of children 0-3 living in poverty; and Cradles to Crayons, which provides children ages 0-12 with many of the basics they need, free of charge.

Since the very beginning, Dorel Juvenile Group has also invested

in education to help parents, especially new ones, to create safer environments for children, whether at home or traveling. We work closely with organizations such as AAA and Safe Kids to educate parents and arm them with the tools and information necessary to keep their children safe.

In your opinion, what is the most important step a parent can take when thinking about their infant's future?

Embrace the possibilities. Each child's needs are different and their growth is always at that child's own pace. As parents we should recognize the possibilities for our own children rather than comparing them to other children of their own age.

It is also important for parents and caregivers to realize children are not just small adults and that the world that we live in has been built and molded for adults, not children. One of the most important steps for parents is to assess how their child can interact and thrive in an environment that can be altered to address a child's needs. Parents must realize that what we need as adults in any environment is not the same as children. As parents, we're consumed with providing the "best" for our children, but the definition of what's best varies across situations. For a child to be equipped for a bright future, it's important to ensure their environment is safe and provide them with unconditional love and support.

TIP
3
RETHINK THAT HAND-ME-DOWN

MAKE EVERY NIGHT A SAFE NIGHT



In these tough economic times, parents are pinching pennies anywhere they can. A new nursery can cost as little or as much as you are willing to spend.

Whether by choice or necessity, parents are increasingly buying second hand products. From garage sales, auctions, thrift stores or friends and family, parents are finding ways to cut costs on baby gear.

Cribs and bassinets are a popular hand-me-down product because they often carry sentimental value if they're passed down through generations. There have been great advancements in crib safety over the past 10, 20 and even 30 years. With the risk of hurting anyone's feelings, it is important to check that the crib or bassinet meets current safety standards such as crib slat width and corner post height, just to name a few. A hand-me-down crib or bassinet has a greater

chance of missing parts since it has most likely been reassembled numerous times and traveled.

Newer is safer

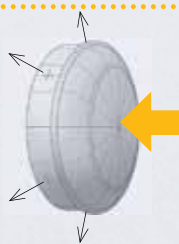
If you are on a tight budget, buying second hand is a good alternative, however new products meeting current safety standards are the safest option. If it is imperative to use older products, make sure they have not been recalled, meet current safety standards and have all the manufacturer instructions and labeling requirements.

Most importantly, err on the side of caution and safety and use your best judgment. If you are unsure of the safety of any used baby product, it's better to buy new or seek an alternative.

For more information on how you can create a safe sleep environment, visit www.cribsafety.org.

AMY CHEZEM
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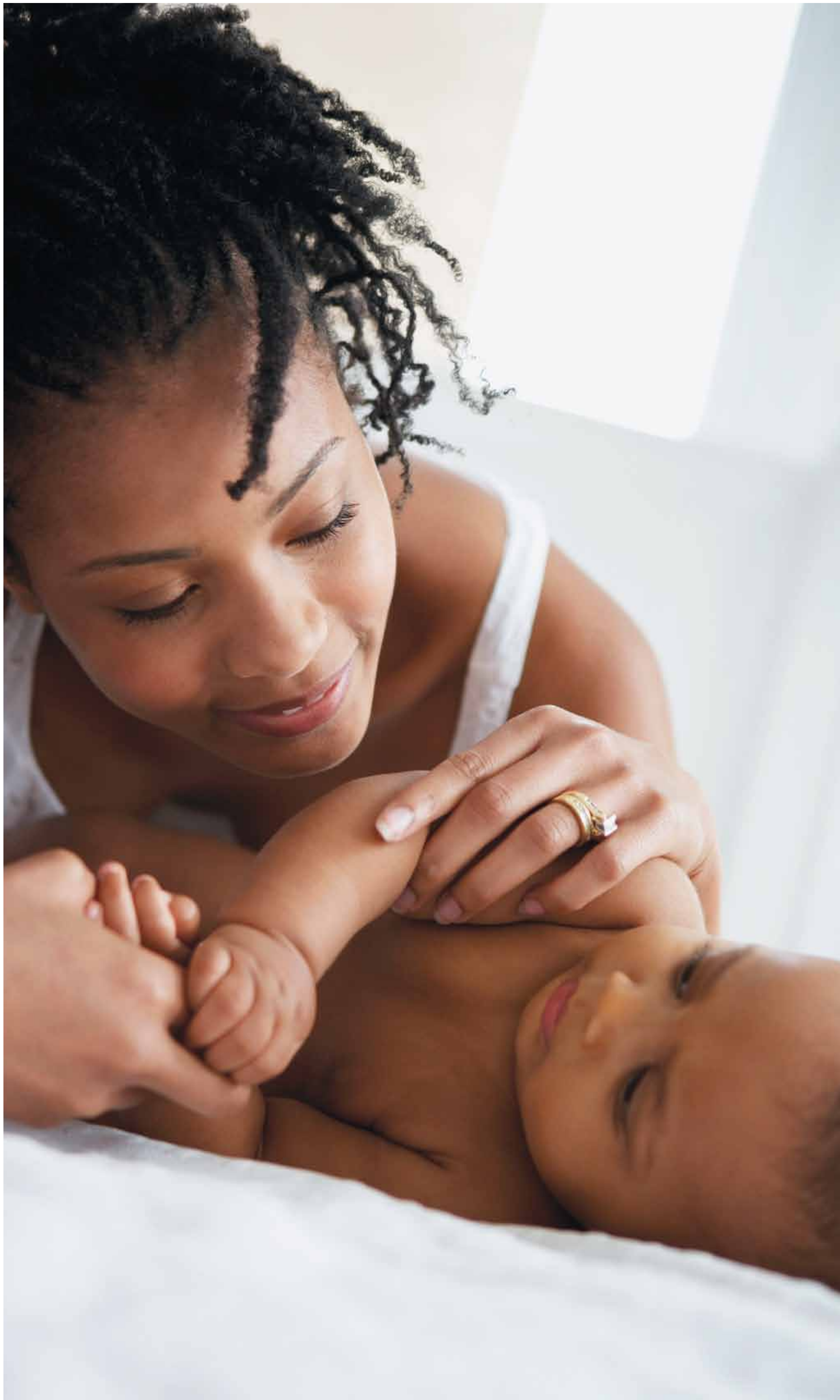
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