



An Introduction to

KidsHealth®

Content for Families

KidsHealth: Engaging Health Media for Families



Trusted content provider for family-friendly, age-appropriate, health & wellness information



- Creators of **print, video & online** resources about children's health & development
- Physician-led, professional, award-winning editorial group
- Expert in communicating **comfort & knowledge** with the whole family in mind – **parents, kids & teens** – in both English & Spanish
- KidsHealth comes from **Nemours**, one of the largest nonprofit organizations devoted to children's health

About Nemours



Founded in 1936 by Alfred I. duPont, The Nemours Foundation is a leader in children's health, providing nationally recognized healthcare for children, research, advocacy, education, and prevention



Nemours is a founding member of the First Lady's **Partnership for a Healthier America** and creator of **Let's Move Childcare**



10 Reasons to Partner with KidsHealth

1. Age-appropriate content for **3 distinct audiences**: parents, kids, and teens
2. **Physician-led** group providing ongoing **medical review and re-review**
3. **Family-friendly**, warm, & comforting approach to health, **free of medical jargon**
4. **10,000+ pieces of content** including videos, quizzes, easy-to-understand definitions, goal-setting tools, disease management centers and more
5. **Cost-effective solution** to add complete libraries of medically-reviewed health & wellness information – in **English & Spanish**
6. **Seasonal and timely content** to keep your site and member communications fresh and up-to-date
7. *Features relevant to moms-on-the-go and the Medicaid population:* a **mobile version** of the content and **“listen” functionality** included
8. **Search functionality** and **hassle-free maintenance**
9. **Multi-channel license** includes KidsHealth's custom **print publications**
10. **Marketing support** provides the tools & know-how to maximize your license

KidsHealth Partnerships

KidsHealth is the # 1 licensor of online & inpatient health content to America's children's hospitals and a trusted partner to consumer products companies, corporations, insurers, media groups, and government agencies



U.S. Department of
Health and Human
Services' Office of
Women's Health



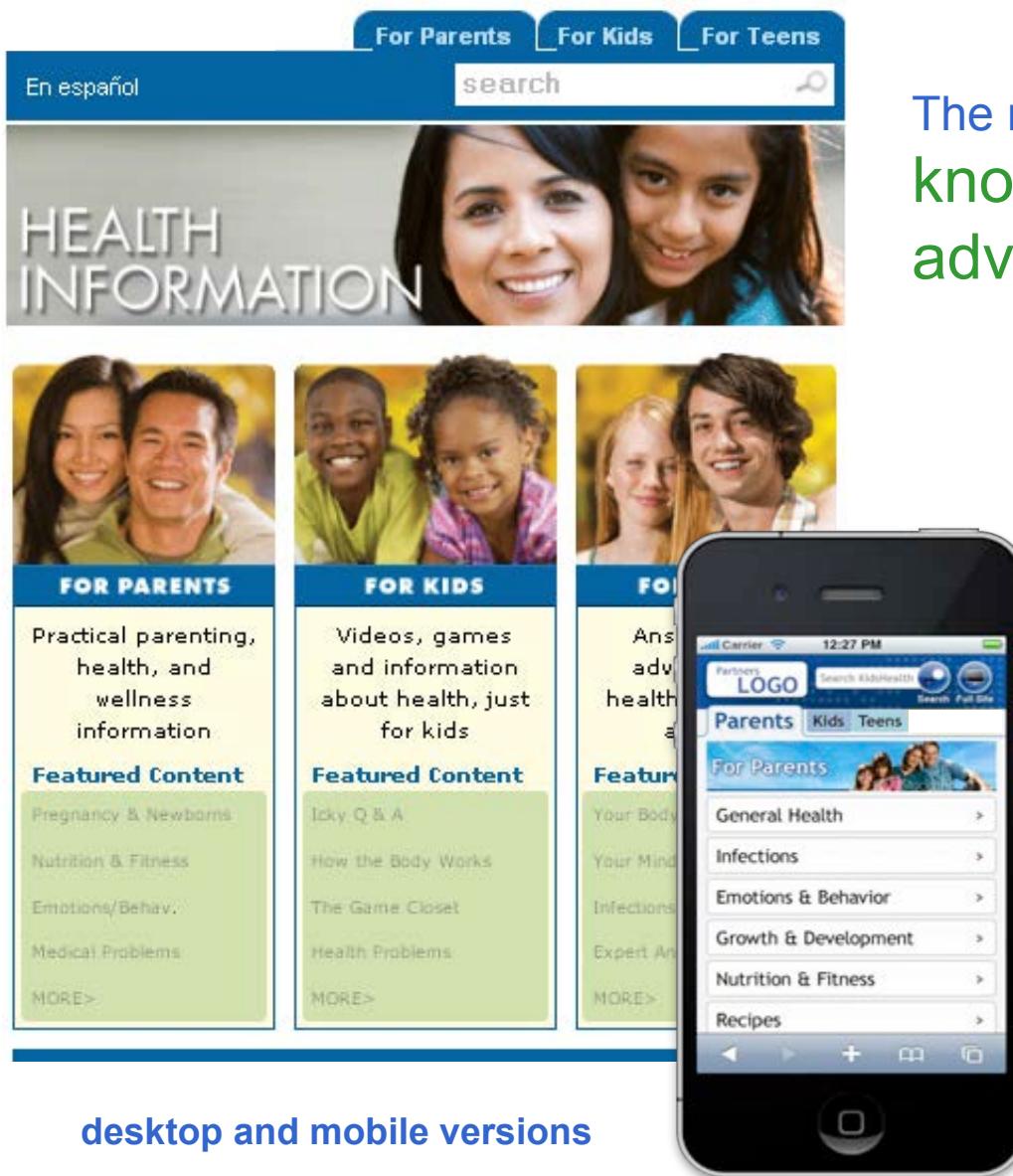
Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION



KidsHealth content is designed to drive utilization, engagement, and compliance in preventative and acute care and chronic disease management – to provide better health outcomes



Connecting with Families



The image shows a screenshot of the KidsHealth website. At the top, there is a blue header bar with three tabs: "For Parents", "For Kids", and "For Teens". Below the header, there is a "search" bar and a link "En español". The main content area features a large image of a woman and a child smiling, with the text "HEALTH INFORMATION" overlaid. Below this, there are three smaller images: one for parents, one for kids, and one for teens. The "FOR PARENTS" section contains text about practical parenting, health, and wellness information, along with a "Featured Content" box for pregnancy and newborns, nutrition, emotions, and medical problems. The "FOR KIDS" section contains text about videos, games, and information about health, along with a "Featured Content" box for "Icky Q & A", "How the Body Works", and "The Game Closet". The "FOR TEENS" section is partially visible. To the right of the website screenshot is a black smartphone displaying the mobile version of the KidsHealth app. The app's interface is similar to the website, with a "For Parents" tab selected and a list of categories including "Your Body", "General Health", "Infections", "Emotions & Behavior", "Growth & Development", "Nutrition & Fitness", and "Recipes".

desktop and mobile versions

The mission of KidsHealth is to provide knowledge, perspective, advice, and comfort

KidsHealth is expert at communicating with parents, kids, and teens through content and interactive features created *specifically for each audience*

Hallmarks of KidsHealth Content



Robust graphics

▼ **What's in this article?** (click to view)

- [When Diabetes Isn't Under Control](#)
- [The Benefits of Good Control](#)
- [How to Know if Diabetes Is Under Control](#)
- [Helping Your Child Control Diabetes](#)

“What’s in this article?” allows visitors to easily view and click to specific sections within the article

[Listen](#) 

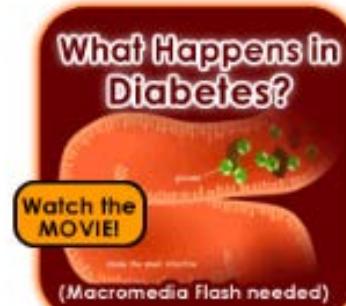
You've probably heard your child's doctor talk a lot about "diabetes control," which usually refers to how close the blood sugar, or glucose, is kept to the desired range. What does this mean and why is it important?

When Diabetes Isn't Under Control

Too much or not enough sugar in the bloodstream can lead to short-term problems that must be treated right away, like [hypoglycemia](#), [hyperglycemia](#), or [diabetic ketoacidosis](#).

Lea este artículo
en Español 

Toggle between English & Spanish versions



Robust, in-article animations

Top of article

Hallmarks of KidsHealth Content



▼ What's in this article? (click to view)

- [When Diabetes Isn't Under Control](#)
- [The Benefits of Good Control](#)
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[Listen](#) 

You've probably heard your child's doctor talk a lot about "diabetes control," which usually refers to how close the blood sugar, or [glucose](#), is kept to the desired range. What does this mean and why is it important?

[Lea este artículo en Español](#) 

When Diabetes Isn't Under Control

Too much or not enough sugar in the bloodstream can lead to short-term problems that must be treated right away, like [hypoglycemia](#), [hyperglycemia](#), or [diabetic ketoacidosis](#).



Listen functionality helps facilitate learning for readers of all levels

► What's in this article? (click to view)

 9 | 103
[Settings](#) | [Download audio](#) 

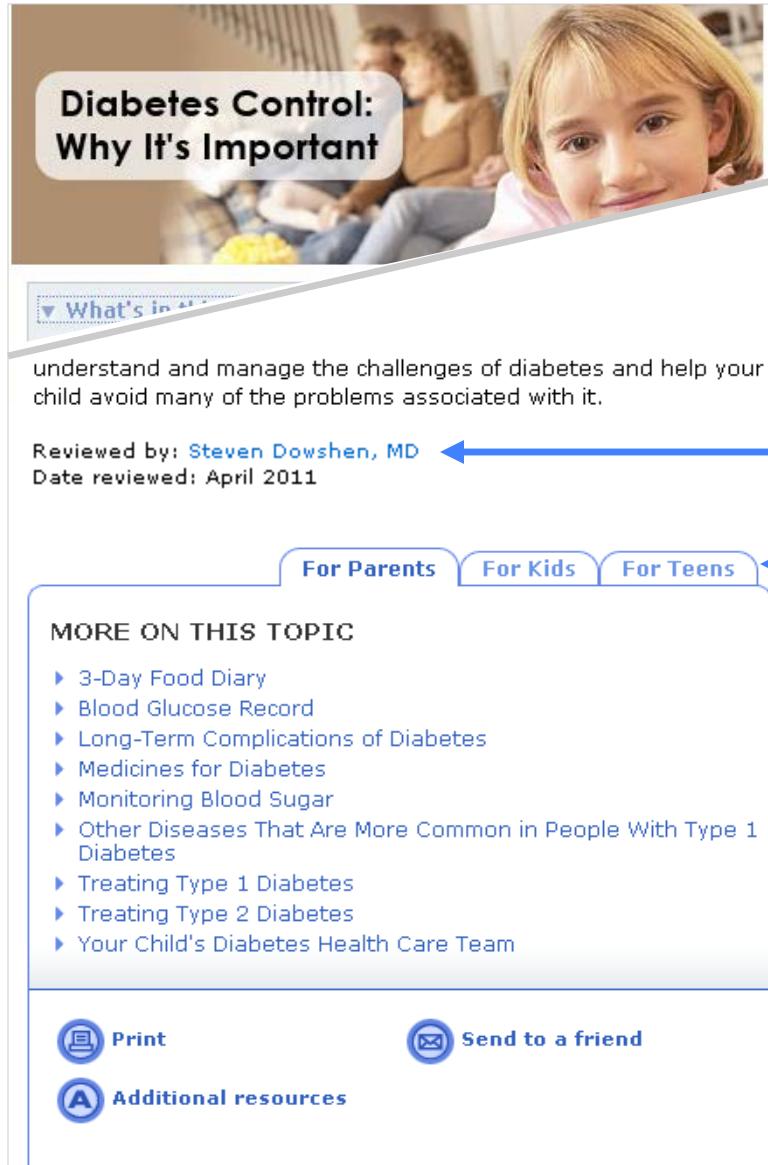
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[Lea este artículo en Español](#) 

Downloads as an audio file on mobile

KidsHealth

Hallmarks of KidsHealth Content



Diabetes Control: Why It's Important

understand and manage the challenges of diabetes and help your child avoid many of the problems associated with it.

Reviewed by: Steven Dowshen, MD
Date reviewed: April 2011

For Parents For Kids For Teens

MORE ON THIS TOPIC

- 3-Day Food Diary
- Blood Glucose Record
- Long-Term Complications of Diabetes
- Medicines for Diabetes
- Monitoring Blood Sugar
- Other Diseases That Are More Common in People With Type 1 Diabetes
- Treating Type 1 Diabetes
- Treating Type 2 Diabetes
- Your Child's Diabetes Health Care Team

Print **Send to a friend**

Additional resources

Current medical review

Related content for Parents, Kids, and Teens encourages a family dialogue and helps parents understand what their kid/teen is going through

Printer-friendly versions, additional resources & send to a friend.

Bottom of article

Printer-friendly Content

Engaging printables – perfect for health fairs, case management, and special events. Branded for your organization. Print, copy & distribute!



Emergency Contact Sheet

FOR EMERGENCY SERVICES: DIAL 911

The best time to prepare for an emergency is before it happens. Fill out this sheet and keep it near each phone. Update the sheet when necessary, and be sure to let family, babysitters, and others know that it is available.

EMERGENCY NUMBERS

Poison Control Center: 1-800-222-1222

Phone:

Hospital Name:

Phone:

Doctor's Name:

Phone:

Dentist's Name:

Phone:

Pharmacy Name:

Phone:

Health Insurance Plan:

Phone:

Policy #:

Phone:

FAMILY CONTACT NUMBERS

Parents' Names:

Phone:

Kids' Names:

Phone:

Address:

State:

Zip:

City:

Phone:

Home Phone:

Phone:

Mom Cell #:

Phone:

Dad Cell #:

Phone:

Emergency Contact 1

Name:

Relationship:

Phone:

Emergency Contact 2

Name:

Relationship:

Phone:

In an emergency, call 911 or your child's doctor. Before your child gets sick, speak with your doctor about the best way to handle an injury, illness, or emergency.



Asthma Flare-Ups

During an asthma flare-up or attack, the airways in a child's lungs become more irritated and swollen, making breathing more difficult. While some flare-ups are mild, others can be life threatening, so it's important to deal with them right away.

Signs and Symptoms

Signs of an asthma flare-up include:

- wheezing
- coughing
- shortness of breath
- tightness in the chest

Tick Bites

It's not uncommon to find a tick on a child. While most tick bites are harmless and don't require treatment, some ticks can carry diseases like Lyme disease.

Did You Know?

Lyme disease is carried by the deer tick or western black-legged tick. These ticks are harder to detect than other ticks because they're much smaller.

Bedtime BASICS

Kids need plenty of sleep to rest their growing bodies and minds. But for many parents, bedtime is no fun, and for many parents, getting kids to go to bed – and stay there – can be frustrating.

Quick Tips!

- Keep a consistent bedtime and soothing routine for getting to bed.
- Turn off the TV, video games, and computer at least 30 minutes before bedtime.
- Praise your child for staying in bed.

Heading OFF Bedtime TROUBLES

Make sure your child has everything he or she needs to get a good night's sleep, including:

- a regular bedtime
- a reminder to start winding down, about 30 minutes ahead of bedtime
- a place to sleep with comfortable temperature, ventilation, and a nightlight
- a bedroom without a TV or video games
- a trip to the bathroom to use the toilet, wash up, and brush teeth
- a consistent bedtime routine that includes soothing activities, such as storytime
- a glass of water or any necessary medications
- a reminder to stay quiet and in bed, and a final goodnight from you
- praise the next morning for staying in bed



When your child won't stay in bed

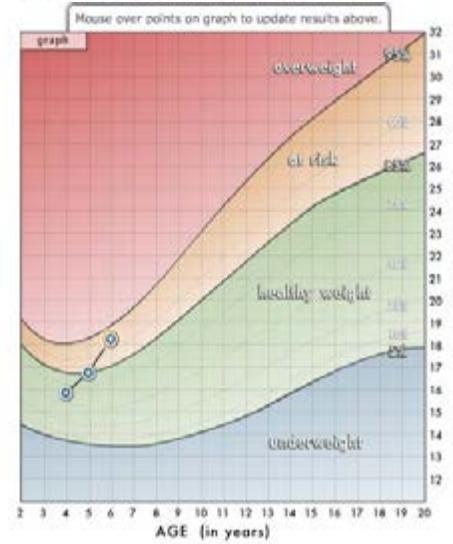
- Return your child to bed right away.
- If your child cries or protests, wait a few minutes, then go back to check on him or her.

Your Name Prints Here

Any copy you choose to print such as phone, URL, etc.

PARTNER
Logo

Body Mass Index (BMI) Charts



This growth chart shows BMI percentiles from the Centers for Disease Control and Prevention (CDC). Your BMI is shown as a point on the chart. If you entered more than one set of measurements, you will see one point for each measurement. Move your mouse over any point to see the BMI number and, on the percent bar above, the related percentile.

KidsHealth



Can the Weather Affect
My Child's Asthma?



Nutrition & Fitness Center

[MORE >](#)

 [Asthma Center >](#)

 [Diabetes Center >](#)

 [Cancer Center >](#)

 [Flu Center >](#)

 [More](#)

Recipes



Pregnancy & Newborns



Growth & Development



¡Lea Nuestros Artículos en Español!



KidsHealth for Parents

KidsHealth – For Parents provides medical, emotional, behavioral, and developmental information

Most-popular sections, include:

- Condition-Specific Wellness Centers
- Pregnancy & Newborns
- Medical Tests & Exams
- First Aid & Safety
- Positive Parenting
- En Español

Asthma Center

ASTHMA CENTER

KidsHealth > Parents > Asthma Center



ASTHMA BASICS

Was your child just diagnosed with asthma? Looking for a refresher on the basics?

Get the info you need here.

DID YOU KNOW?

Rainstorms, as well as cold and hot temperatures, can trigger asthma flare-ups.



TOOLS

Asthma Diary



Q&As



Words to Know

pirometers exercise induced allergies rescue inhaler

► Center for Kids

► Center for Teens

Artículos en Español

preventing flare-ups



Learn what causes flare-ups, or asthma attacks, and how to avoid them.

medications & monitoring



Help your child control asthma and manage symptoms.

asthma & allergies



Most kids with asthma have allergies. Learn how these conditions are related.

living with asthma



Having asthma doesn't mean kids can't do the things they love.

KidsHealth's Asthma Center includes an Asthma movie, interactive features, printables, and dictionary – with links to centers for kids and teens

For Kids

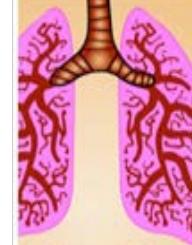
ASTHMA CENTER

Artículos en Español

what's asthma?

Find out how asthma affects the lungs and breathing.

medications & monitoring



Keep an eye on symptoms and breathe easier with medicine.

sports, school & more



Take care of your asthma so you can do what you used to do.

animals, allergies & other triggers



What causes asthma flare-ups and how to prevent them.

TRAVEL TIP:

When traveling, keep your inhaler with you. Don't check them with airplane baggage or leave them at the hotel.

Words to Know



DAILY ASTHMA CHART



KAT'S ASTHMA STORY



For Teens

ASTHMA CENTER

Artículos en Español

treatment & prevention



Advice on managing and living with asthma.

dealing with feelings



Advice and tips on emotional issues.

diagnostic tests



Information about common medical tests.

body basics



About the body systems that are linked to asthma.

Health Tip

Using inhalers regularly can reduce annual rates of hospitalizations 10 to 100 times.

Personal Stories



Q&A



Words to Know



Asthma Center Content



ASTHMA CENTER

asthma basics • prevent flare-ups • medications & monitoring • asthma & allergies • living with asthma

DID YOU KNOW?

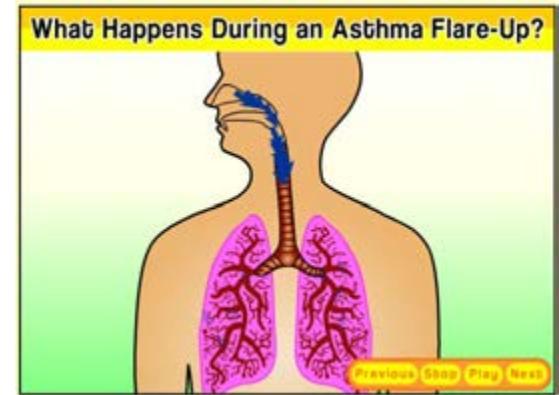
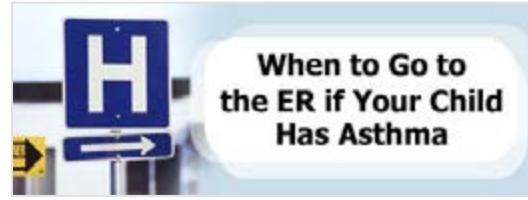
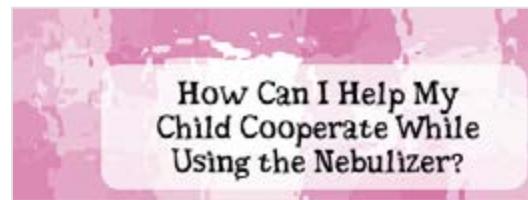
TOOLS

Q&As

Words to Know



What if My Child Doesn't Take His or Her Asthma Medication?



KidsHealth

ASTHMA: PARENTS TALK

00:00 03:48

PLAY MENU

Support HEDIS Measures

KidsHealth

Diabetes Center

DIABETES CENTER

KidsHealth > Parents > Diabetes Center



Artículos en Español

watch the movie
Learn about insulin, how your body uses it, and what happens in diabetes.



medications & monitoring
Help manage your child's diabetes.



diet & nutrition
A balanced diet helps kids with diabetes stay on the right track.



living with diabetes
Having diabetes doesn't mean kids can't do the things they love.



DID YOU KNOW?
Exercise is important for all kids – including those who have diabetes!



TOOLS
A hand holding a blood glucose meter.



Q&As

Words to Know
insulin type 2 type 1 islet cell pancreas

► Center for Kids ► Center for Teens

KidsHealth's Diabetes Center includes a Diabetes movie, food diary, blood glucose record, dictionary, recipes, and more

For Kids

DIABETES CENTER

Artículos en Español

what you don't know about nick jonas



what's diabetes
Get the basics on this disease and its treatment.



living with diabetes
Do what you can to stay healthy, and take care of yourself.



medications & monitoring
Keep an eye on blood sugar and adjust your diabetes medicine.



diabetes movie
Diabetes affects the way the body gets energy. Watch what happens.

EATING OUT TIP
Get a quick, blood-sugar-friendly snack that lists the calories, carbohydrates, and fats in common foods.



Words to Know
insulin



RECIPES
Get new ideas for healthy meals and snacks.



DIABETES & nutrition
Learn how to stay healthy.



For Teens

DIABETES CENTER

Artículos en Español

treatment & prevention
Advice on managing and living with diabetes.



dealing with feelings
Articles and tips on emotional issues.



diagnostic tests
Information about common medical tests.



body basics
About the body systems that are linked to diabetes.



DIABETES BASICS
A guide for learning about diabetes, including the different types of diabetes, how diabetes can affect the body, and some common myths about the disease.

Health Tip
Sticking to your diabetes plan, even when you feel well, helps prevent future problems.



Personal Stories



Diabetes & Nutrition



Words to Know
insulin type 2 type 1 islet cell pancreas

Diabetes Center Content

DIABETES CENTER

Articles en Español

watch the movie

medications & monitoring

diet & nutrition

living with diabetes

DID YOU KNOW?

TOOLS

Q&As

Words to Know

Diabetes Basics

Diabetes Control: Why It's Important

How to Give an Insulin Injection

Diabetes: When to Call the Doctor

Diabetes: Dealing With Feelings

Your Child's Diabetes Health Care Team

A Recipe for Kids With Diabetes

Club Wrap

3-Day FOOD DIARY

RECORD

Ketones (Cetones)

Glucose (a type of sugar) is the body's main energy source. But when the body can't use glucose for energy, it uses fat instead. When **fats** are broken down for energy, chemicals called ketones appear in the **blood** and urine. This can occur when not enough food has been eaten to provide glucose for energy, or it can occur in diabetes, when the body can't use glucose normally.

Diabetes Center Content

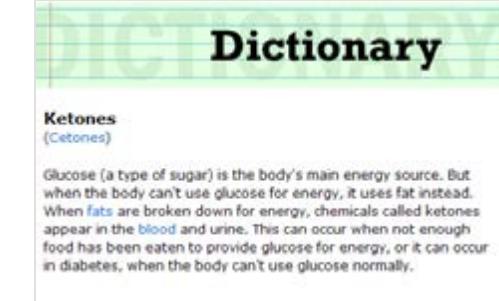
Center for Kids Center for Teens



Dictionary

Ketones
(Cetones)

Glucose (a type of sugar) is the body's main energy source. But when the body can't use glucose for energy, it uses fat instead. When **fats** are broken down for energy, chemicals called ketones appear in the **blood** and urine. This can occur when not enough food has been eaten to provide glucose for energy, or it can occur in diabetes, when the body can't use glucose normally.



KidsHealth

Pregnancy & Newborns Center

Pregnancy & Newborn Center



Artículos en Español

preparing for parenthood
All you need to get ready for your new arrival.

childbirth
Learn what to expect on the big day and hear from moms who've been through it.

newborn care
Breastfeeding questions? Crankiness or colic? Get answers to all your concerns.

newborn health conditions
Learn what's no big deal and when your baby might need to see the doctor.

Did You Know?
Babies can recognize the sound of their mother's voice soon after birth.

Pregnancy Calendar

Q&As

Pregnant or Breast-feeding? Recipes for you

Pregnancy & Newborn Center provides tools and resources to help educate members on the importance of medical care before and after childbirth including week-by-week pregnancy calendar, baby basics, recipes, and more



Prenatal Tests

A Primer on Preemies

Medical Care During Pregnancy

Baby Basics
Diapering Your Baby

Finding a Doctor for Your New Baby

Feeding Your Newborn

A Guide for First-Time Parents

Baby Basics
Trimming Your Baby's Nails

Ve el Calendario de Embarazo de KidsHealth

Una guía sobre los cambios que ocurren con tu bebe y contigo semana a semana durante el embarazo ►



Customizable area: add graphic and link to other content on your site

Other KidsHealth Centers for Parents

Nutrition & Fitness Center



Healthy Eating & Your Family
Learn how to give your kids the nutrients they need at every stage of life, from newborns to teens and beyond.

Did You Know?
Not all fats are bad. Unsaturated fats, in plants and fish, are a good replacement for saturated fats.

Healthy Recipes


Q&A


Is It Really an Emergency?
Find out what type of illnesses or injuries require a trip to the ER.

Center for Kids **Center for Parents**

Flu Center



all about flu
Get the facts on the flu, including prevention and treatment.

First Aid & Safety Center



home sweet home
Get childproofing tips, safety checklists, & more.

the great outdoors
Keep 'em safe at the playground or by the campfire.

play it safe
Minimize your child's risk of injury.

emergencies
Know what steps to take in a crisis.

CANCER CENTER



treatment & prevention
Find out about different cancer treatments and therapies.

dealing with feelings
Articles and tips on dealing with emotional issues.

diagnostic tests
Information about common medical tests.

body basics
All about basic human anatomy.

Sports Medicine Center



sports psychology
Discover how the mind affects the body.

training & performance
Help your kids play their best season ever!

sports injuries
Find out how to deal with injuries.

sports safety
Tips for minimizing your child's risk of injury.

Q&As


Words to Know


Parents' Printables: Guides for treating common illnesses.

Stock your first-aid kit! Use these tips.

Home Safety Checklists

Tick Removal: A Step-by-Step Guide

Center for Kids

Snacks
Choose whole grains and complex carbohydrates instead of sweets so your young athlete gets lasting energy.

Body Basics


Q&As


Sports Words to Know


Ages & Life Stages



Encourage Well Visits

Your Child's Checkups

What to expect at each recommended well-visit

YOUR CHILD'S CHECKUP: 4 Months

What to Expect During This Visit

Your doctor and/or nurse will probably:

- 1 Check your baby's weight, length, and head circumference and plot the measurements on the growth charts.
- 2 Address any concerns and offer advice on taking care of your baby.
Questions for Your Doctor:

- 3 Ask questions about how your baby is:

Feeding. Breast milk or formula is all an infant needs for the first 6 months, but some doctors recommend introducing iron-fortified rice cereal between 4-6 months. Talk with your doctor before starting any solids.

Peeing and pooping. Babies this age should have several wet diapers a day and regular bowel movements. Some may poop every day; others may poop every few days. This is normal as long as stools are soft. Let your doctor know if they become hard, dry, or difficult to pass.

Sleeping. At this age, babies average about 15 hours of sleep, with 2 or 3 daytime naps. Most babies "sleep through the night" with a stretch of at least 6 hours of sleep. Some infants, particularly *breastfed*, may still wake at night but most no longer need a middle of the night feeding.

Developing (milestones). By 4 months, it's common for many babies to:

- Smile, laugh, and squeal
- Coo in response to your coos
- Bring hands together in front of chest
- Swipe and reach for objects
- Bring toy to mouth
- Have good head control when sitting
- Hold up head and chest, supporting themselves on arms, while on tummy
- Possibly roll from front to back

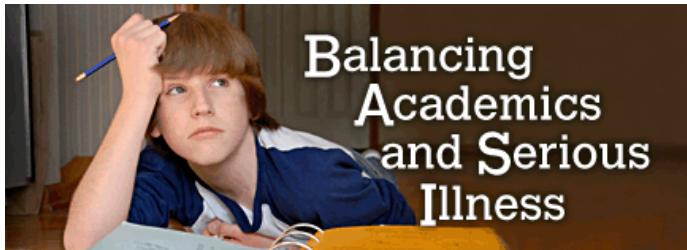
There's a wide range of normal and children develop at different rates. Talk to your doctor if you're concerned about your child's development.

- 4 Perform a physical exam with your baby undressed.

5 Update Immunizations. Immunizations can protect infants from serious childhood illnesses, so it's important that your baby receive them on time. Immunization schedules can vary from office to office, so talk to your doctor about what to expect.

Note: All information is for educational purposes only. For specific medical advice, diagnoses, and treatment, consult a doctor.
Reviewed by: Mary L. Gavin, MD **Date reviewed:** August 2006

Managing Life with Special Needs Children



Wellness Centers: BMI Calculator

Step 1: Enter multiple data points to track BMI over time

US Standard (lb/in) Metric (kg/cm)

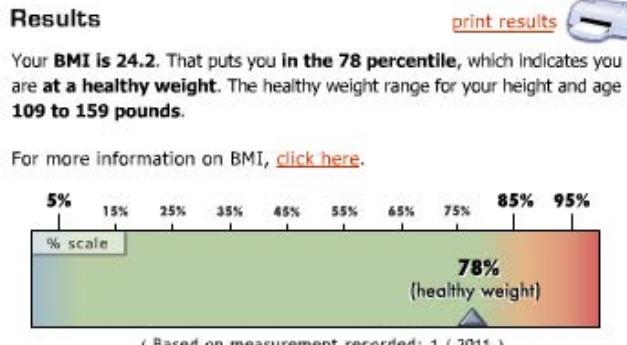
Step 1:
Gender: Male Female Birth Date: Jan / 1993

Step 2:
(Options) Add Entry Reset Data

Date of Measurements	Height	Weight
Jan / 2011	5 ft 6 in (66 in)	150 lbs
Feb / 2010	5 ft 5 in (65 in)	145 lbs
Apr / 2007	5 ft 4 in (64 in)	110 lbs

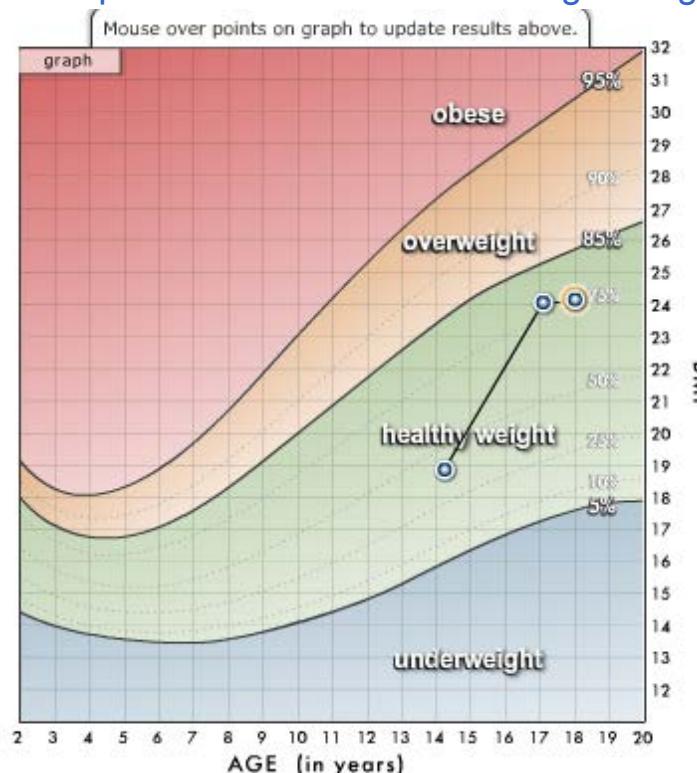
Step 3: BMI calculated - see results below
Calculate BMI Reset All

Step 2: Results include BMI score, percentile, and healthy weight range

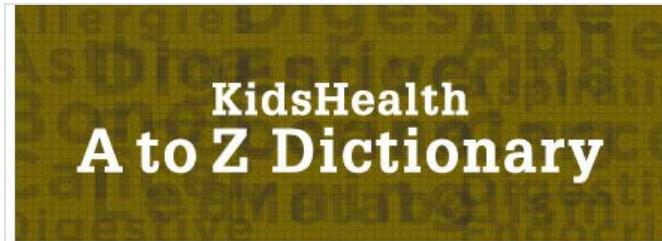


Supports HEDIS measure for Commercial & Medicaid: "Weight Assessment and Counseling for Nutrition and Physical Activity for Children/ Adolescents"

Step 3: Color-coded growth charts provide clear representation of BMI and weight range



NEW: A to Z Dictionary



NEW A to Z Dictionary

- Quick overviews of approximately 800 topics
- Medically encoded for easy indexing
- Perfect for “*My Child Has...*” and similar quick look-up features
- Entries link to more detailed information in your KidsHealth Content
- Entries in the *A to Z Dictionary* are being added weekly. Dictionary will be complete by end of 2013

KidsHealth En Español

KidsHealth En Español includes 2,500+ articles, disease-management tools & resources, movies, interactive features, videos, and more

Información Para Padres

Para Adolescentes Para Niños



El embarazo y recién nacido

Las preguntas y las respuestas 

Los problemas médicos 

Paternidad y maternidad positiva: ser mejores padres 

Una guía que contiene información detallada sobre los cambios que experimentarán su bebé... ¡y usted!

Las emociones y las conductas 

Seguridad y primeros auxilios 

El crecimiento y el desarrollo 

Las infecciones 

La nutrición y la salud 

Gripe 

▶ Para niños ▶ Para adolescentes

Información Para Niños



Mi cuerpo

Cómo tus oídos oyen, cuánto pesa tu cerebro, cuántos huesos tienes, y mucho más.

Las preguntas y las respuestas 

Diabetes: aspectos fundamentales 

Asma: aspectos fundamentales 

Juego: ¿Hora de ir a la cama? 

Las enfermedades 

Los sentimientos 

Exámenes médicos: que esperar Mira estos videos 

La salud sexual 

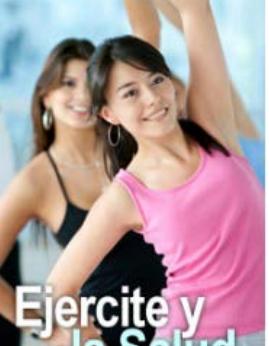
Exámenes médicos: que esperar Mira estos videos 

Información Para Adolescentes

Las preguntas y las respuestas 

Las enfermedades 

Las infecciones 

Ejercite y la Salud 

¿Cuál es el peso correcto para tu estatura? Deberías ponerte a dieta. Obtén las respuestas.

La escuela y los trabajos 

Exámenes médicos: que esperar Mira estos videos 

La salud sexual 

Exámenes médicos: que esperar Mira estos videos 

La salud sexual 

Exámenes médicos: que esperar Mira estos videos 

A photograph of a teenage boy with dark, curly hair, wearing a purple t-shirt, standing in a gym. He is looking towards the right. In the background, another person is working out on a machine. The gym is well-lit with blue and yellow equipment.

For TEENS

*Provide answers, advice, and
reassurance that they are not alone*

The screenshot shows the TeensHealth for Teens website. At the top, there is a blue header with the word "TEENS" on the left and a search bar with a magnifying glass icon on the right. Below the header is a banner featuring two young women smiling and a "Stop Smoking" button with the text "Your Personal Plan". The main content area includes a large image of a young man running on the left, and several sections on the right: "Expert Answers" (with a sub-section about lifting weights and coffee), "Your Body" (with a sub-section about acne and sleep), "Your Mind" (with a sub-section about relationships and emotions), "Infections" (with a sub-section about colds, flu, and athlete's foot), and a "Read Our Articles in Spanish!" section. At the bottom, there are four large buttons: "DRUGS & ALCOHOL" (with an image of alcohol bottles), "SCHOOL & JOBS" (with an image of red lockers), "SEXUAL HEALTH" (with an image of male and female symbols), and "¡Lea Nuestros Artículos en Español!" (with an image of a computer monitor).

TeensHealth for Teens

TeensHealth includes articles, Q&As, interactive features and more, written in a tone and style appropriate for teens

Most-popular sections, include:

- Wellness Centers
- Your Body
- Your Mind
- Sexual Health
- Drugs & Alcohol
- En Español

For Teens: Wellness Centers

ASTHMA CENTER

Articles on English treatment & prevention Advice on managing and living with asthma.

dealing with feelings Articles and tips on emotional issues.

diagnostic tests Information about common medical tests.

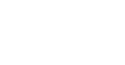
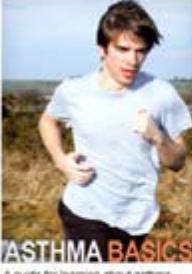
ASTHMA BASICS
A guide for learning about asthma, including what can trigger it, what happens during a flare-up, and tips on coping.

Health Tip
Using inhalers regularly can reduce your chances of needing to go to the hospital.

Personal Stories

Q & A

Words to Know



DIABETES CENTER

Articles on English treatment & prevention Advice on managing and living with diabetes.

dealing with feelings Articles and tips on emotional issues.

diagnostic tests Information about common medical tests.

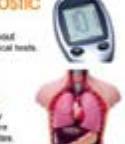
DIABETES BASICS
A guide for learning about diabetes, including the different types of diabetes, how diabetes can affect the body, and some common myths about the disease.

Health Tip
Sticking to your diabetes plan, even when you feel tired, helps you avoid future problems.

Personal Stories

Q & A

Words to Know



Sports Center

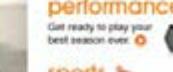
The Basics
Get tips on everything from finding the best sport for you to handling sports pressure and competition.

Snacks
Choose whole grains, fruits, and carbohydrates instead of sweets so you get lasting energy.

Personal Stories

Q & A

Sports Words to Know



Stress & Coping Center

ALL ABOUT STRESS

stressful situations
From cliques to family troubles, learn how to cope.

stressful feelings
Advice on managing difficult emotions.

when stress is serious
Coping with mental health conditions.

getting (and giving) help
Where to turn for help – and how to support a friend.

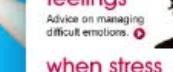
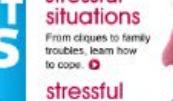
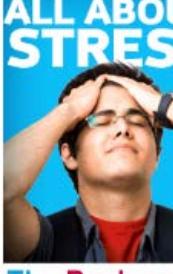
The Basics
Why do we feel stress? How does it show up in our bodies? And can stress ever be good? Find out here.

Build Resilience
Try to see challenges as opportunities, and think of problems as temporary and solvable.

Relax and De-Stress

Q & A

Quizzes and Notebooks



Wellness Centers provide practical advice to help teens understand their condition, personal stories to help them to not feel alone, and resources to manage the daily ups and downs

For Teens: Nutrition & Fitness

NUTRITION CENTER

KidsHealth > Teens > Nutrition Center



GET HEALTHY... STAY HEALTHY

Information that explains the basics of nutrition and fitness, with easy-to-follow tips on how to eat right and stay fit.

Health Tip
Always start your healthy day with a good breakfast.



Recipes
A variety of healthy meal options.



Q&A
Answers to common questions about nutrition and fitness.



Healthy Living Toolkit
Tools and resources for healthy living.



Artículos en Español

food & nutrition
Easy-to-follow advice on healthy eating.



exercise & fitness
Why exercise is wise – and how to get enough.



sports
Tips for getting – and staying – in the game.



overweight
How extra weight can affect the body – and what to do.



Center includes 250+ articles for teens providing practical tips and tools including recipes, pediatric-specific BMI calculator, lunch planner, personal plan, and more



Healthy Breakfast Options

People who eat breakfast

- Eat about 30% more fiber than those who don't eat breakfast
- Eat about 30% more calcium than those who don't eat breakfast
- Eat about 30% more protein than those who don't eat breakfast
- Eat about 30% more fiber than those who don't eat breakfast

Important things to remember about breakfast

- Any meal is a meal, so eat breakfast
- Make it a habit to eat breakfast
- Make breakfast a meal you can eat on the go
- Include protein and fiber in your power breakfast
- Stay away from sugary choices

If you are having trouble deciding what to eat, take a look at this easy plan. Choose one item from each row to make food that will get the most out of your breakfast.

My...	Dairy...	Grain...	Protein...
1 apple	1 cup skim or 1% milk	1/2 cup whole-grain cereal with 2 grams fiber or more	1/2 cup egg substitute or 1 egg
1 orange	1/2 cup or 1 slice low-fat yogurt	1 slice whole-grain bread	1/2 cup lean ham or turkey
1 small banana	6-8 oz. low-fat fruit yogurt	1/2 whole-grain bagel with peanut butter	2 tablespoons peanut butter
1 cup berries	Low-fat string cheese	1/2 cup brown rice	1/2 cup dried beans, cooked
1 cup melon	1/2 cup yogurt with fiber	1/2 whole-grain bread or 1/2 cup whole-grain cereal with 2 grams fiber	2 tiny tortillas
1/2 cup unsweetened applesauce	1/2 cup low-fat cottage cheese	1/2 cup lean meat, whole-grain pita	1/2 cup of tofu
1/2 cup canned peaches or pears, in own juice or the juice removed	1/2 cup low-fat yogurt or pancakes	1/2 cup cereal	
15 grapes	1/2 cup dried fruit	1/2 cup whole-grain cereal	

My Breakfast Plan



For Teens: Managing Your Medical Care

Managing Your Medical Care

How to Take Charge of Your Health



Getting Medical Care

Tips on everything from taking care of your body to choosing the right health care providers.

Doctors recommend that teens get actively involved in their own medical care.

Wellness Centers

Asthma Center



Q&As



Health Management Tools

Healthy Weight



quiz

How much do you know about managing your health?

health records & insurance

How to pay for and get involved in your care.



medications & treatments

What to know about various medical treatments.

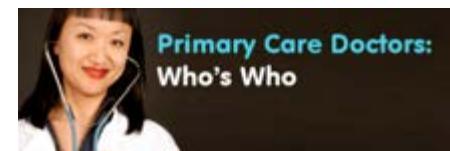


special health needs

Advice on living with a long-term health condition.



Center includes 100+ articles, tools, and resources to help teens take charge of their own health care



Health Care

What Do You Know?

True or False? Your parents can see your medical records.

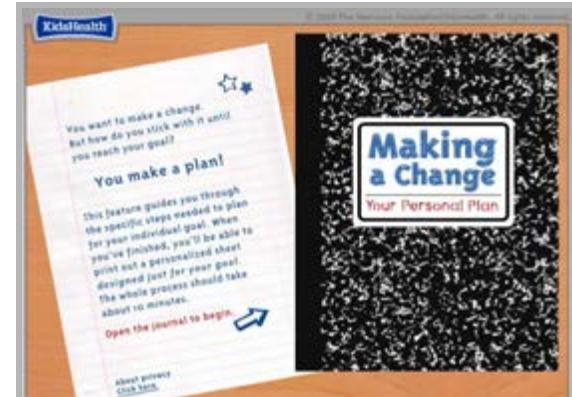


Answer: False. Parents don't always have access to their kids' medical records.

Engaging Teens

TeensHealth's popular features keep the content engaging and relevant

“...this site has been very useful in many ways. The only downside I can find to this site is that I get distracted by it easily because it's so informing AND entertaining... thanx!!! ☺”





For KIDS

ENTERTAIN & EDUCATE

KidsHealth connects with kids by tapping into their innate curiosity and sense for fun

KidsHealth®

**Diabetes Center**[MORE >](#) [Asthma Center >](#) [Relax & Unwind Center >](#) [Nutrition & Fitness Center >](#) [Flu Center >](#) [More](#)**DEALING With FEELINGS****ILLNESSES & INJURIES****Kids Dictionary of MEDICAL WORDS****¡Lea Nuestros Artículos en Español!****Brain Buzz**

When you sneeze, how fast do particles fly out of your mouth and nose?

[GET THE ANSWER!](#)**ICKY Q&A****HOW THE BODY WORKS**[MOVIES, QUIZZES, and MORE!](#)**VIDEOS AND GAMES**

KidsHealth for Kids

KidsHealth for Kids includes articles, interactive features, games, recipes, videos, experiments, and more to make learning about health fun & engaging

Top favorites with kids include:

- How the Body Works
- Icky Q&A
- Videos & Games
- Personal Stories
- Staying Healthy

For Kids: Wellness Centers

The image displays four separate Wellness Center pages, each with a distinct color scheme and layout, designed to provide information and resources for children with specific health conditions.

- Asthma Center (Pink):** Features a diagram of the lungs and bronchial tubes. Sections include "asthma movie" (a video player icon), "travel tip" (a suitcase icon), "words to know" (a notepad icon), and "KAT'S ASTHMA STORY" (a photo of a girl).
- Diabetes Center (Orange):** Features a diagram of the digestive system. Sections include "diabetes movie" (a video player icon), "travel tip" (a suitcase icon), "words to know" (a notepad icon), and "KAT'S ASTHMA STORY" (a photo of a girl).
- Nutrition & Fitness Center (Red):** Features a large cartoon apple. Sections include "Mission Nutrition" (a scale icon), "fitness tip" (a person running icon), "staying fit" (a person walking dog icon), "exercise and sports safety" (a football player icon), and "eat like a pro" (a football helmet icon).
- Cancer Center (Purple):** Features a photo of a young girl. Sections include "cancer basics" (a heart icon), "treatment & prevention" (a doctor icon), "dealing with feelings" (a person icon), "diagnostic tests" (a heart icon), and "how the body works" (a human skeleton icon).

Wellness Centers include peer stories, tools, and practical advice to help kids understand and manage their condition from initial diagnosis through their daily challenges as they grow up

For Kids: Movies, Games, Q&As, and More

HOW THE BODY WORKS



NAILS NOSE STOMACH TEETH TONGUE

MOVIE ARTICLES QUIZ WORD FIND ACTIVITIES

WHERE IS IT?

HEALTHY TIP: To strengthen your heart, get aerobic exercise - the kind that gets you huffing and puffing.

HOW THE BODY WORKS

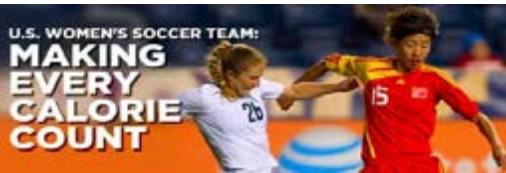
Watch the MOVIE!

Inside the small intestine

TONY GONZALEZ: FUELING UP WITH HEALTHY FOOD



U.S. WOMEN'S SOCCER TEAM: MAKING EVERY CALORIE COUNT



What "Being Overweight" Means



Getting Your Period at School



What Should I Do if My Family Fights?



HELPING A PARENT WHO SMOKES



PUMPKIN-O-METER

DRAG CANDY ONTO THE PUMPKIN



BIG CANDY BAR REGULAR CANDY BAR FRUIT CANDY

TOTAL CALORIES: 0 0% FINISHED

Please adjust your volume to hear the messages

Kids' Medical Dictionary

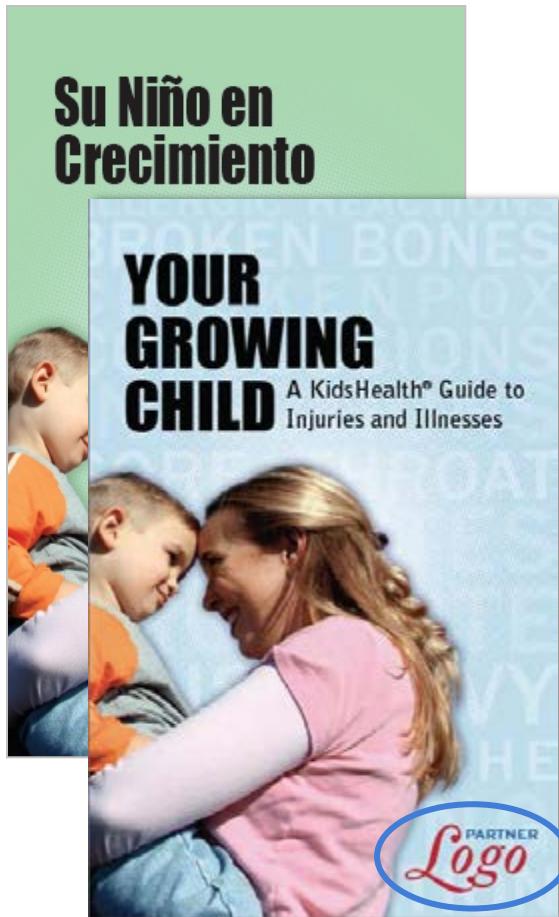
Allergy-Triggered Asthma

(En español: Asma causada por alergias)

Say: ah-lur-jee trih-gurd az-muh

Most kids who have asthma also have some kind of allergy, too. With allergy-triggered asthma, someone's asthma symptoms (like coughing and trouble breathing) occur when the person comes in contact with an **allergen**. But not all asthma is caused by allergies, and not all allergies cause symptoms of asthma.

Customizable Print Publications



Sometimes print is the best option

KidsHealth offers a variety of cost-effective, customizable print education



Value-added Marketing Support



Welcome to the KidsHealth Partner Resource Center - a suite of tools and resources developed to help maximize the value of your KidsHealth partnership. New items are added regularly - so bookmark this page and check back anytime you're looking for great marketing ideas.

KidsHealth PARTNER EXPRESS
Are you receiving KidsHealth Partner Express? If not, please contact us to make sure we have your current email address on file, and click here to see what you missed!

Need image from Marc

KidsHealth has created a series of pediatric patient educational videos specifically designed for parents, kids, and teens. Contact us for more information about licensing opportunities!



Wellness Tips Rack Cards
Add your logo and URL and print!

A close-up photograph of a woman and a young girl smiling. The woman, on the left, has dark hair and is wearing a blue and green patterned top. The young girl, on the right, has dark hair and is wearing a light green top. They are both smiling broadly, with their heads close together.

SPECIALIZED SERVICES

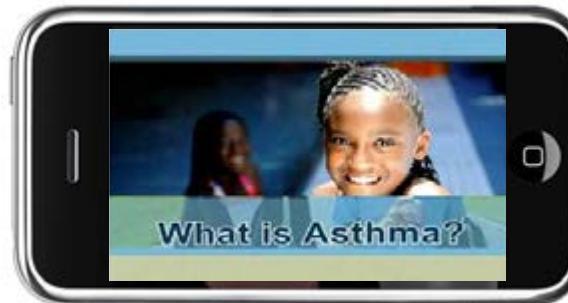
- *DM & Condition-specific Video Library*
- *Email & Social Media*
- *Patient Instructions*

** Additional fees apply*

Video Library: Online & Mobile



The screenshot shows the KidsHealth Video Library interface. At the top, there's a navigation bar with links to G-Tube, Medical Tests, NG-Tube, The NICU, Orthopedics, PICC Lines, RSV, Scoliosis, Sickle Cell Disease, Trachs, and Weight Loss. The main content area features a video player with a thumbnail of a man and a woman. The video title is "SICKLE CELL DISEASE: ROUTINE CARE". Below the video player is a progress bar showing 00:08 / 04:14. To the right of the video player is a sidebar titled "Video Library" containing five video thumbnails with titles: "Sickle Cell Disease: The Bas...", "Sickle Cell Disease: Routine ...", "Sickle Cell Disease: Trouble...", "Sickle Cell Disease: Handling...", and "Sickle Cell Disease: Mike's S...". A "PLAY" button is visible at the bottom of the video player, and a "Vealo en español" button is at the bottom right of the sidebar.



KidsHealth's Video Library features condition-specific series (200+ total videos in English & Spanish) that provide knowledge and comfort on topics including:

- *Asthma*
- *Diabetes*
- *Cancer*
- *NICU*
- *Post-Procedural Care:*
 - *Trachs*
 - *G-Tubes & NG-Tubes*
 - *PICC & Central Lines*
- *Sickle Cell Disease*
- *Scoliosis*
- *Casts & Braces*
- *Cardiology (coming 2013)*

Email & Social Media

Growing Up Healthy

Welcome to Medicare's parenting e-newsletter. This informative guide is full of tips for parents of children 0-18.

August 4, 2012

Don't Miss...

- Visit Medicare
- Children's
- Health Literacy
- Find a Medicare Doctor
- Classes and Events at Medicare

Elementary Schoolers

Get Involved at Your Child's School

Whether your child is a newcomer to school, an older pre- or somewhere in between, there are many great reasons and opportunities for you to volunteer at school.

Helping Your Child's School with Homework

Homework is your child's responsibility, so who should stay out of the way, right? Not necessarily, with a little support from you, homework can be a positive experience for your child.

Athletic

Facebook

Search

Akron Children's Hospital

Doctor Hospital Akron, OH

Wall

Share Post Photo Like Status

Write something...

Akron Children's Hospital

100+ Posts 112 Second Positive Parenting

video YouTube

Brain experts provide a fun and age-appropriate introduction to how children's brains work, how they grow, and other valuable brain know-how. To help...

Like Comment Share 1 hours ago

43 people like this

Write a comment...

Akron Children's Hospital

When we research, simple steps for women of childbearing age to follow to help ensure the health of their newborns. It's our National Birth Defects Prevention Month. Did you know that many birth defects are treatable today?

About Birth Defects

Women can ensure that birth defects are detected or treated as early as possible, often before a woman even knows she's pregnant - and sometimes even before the baby is born.

Like Comment Share 1 hours ago

43 people like this

Build strong relationships with parents via email & social media

Monthly eNewsletter Content

- “**Ages & Stages**” approach includes links to your relevant KidsHealth articles & features:

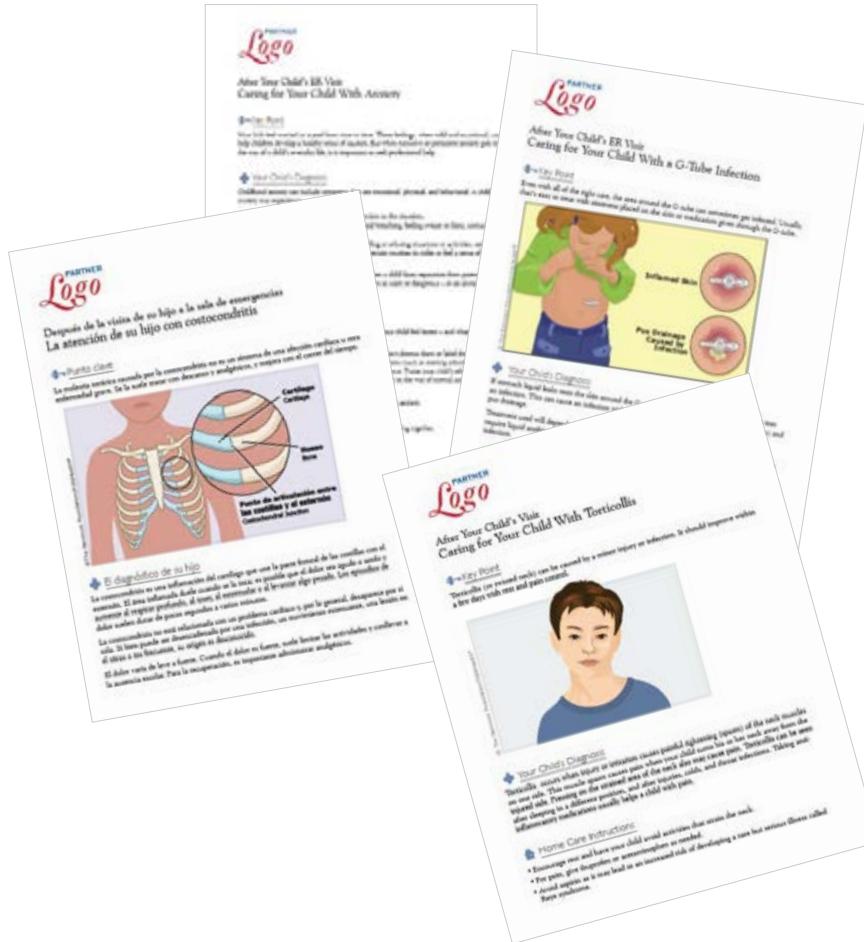
- Pregnancy, Baby (0-1)
- Toddler (2-3)
- Preschooler (4-5)
- Big Kid (6-12)
- Teen (13-19)

- **100% customizable** (content, design, vendor)

Companion Social Media Messaging

Seasonal and practical copy formatted to use in social media (with links to your related KidsHealth content) gives you compelling information to be engage parents on Facebook, Twitter, etc.

Pediatric Patient Instructions



- Patient instructions created exclusively for pediatrics
- Hundreds of topics
- Parent-friendly KidsHealth style addresses emotional & medical issues
- Informative illustrations
- In English & Spanish
- Medically coded to index and link to
- Can be edited & customized by your case managers

Improve family understanding and compliance

Pediatric Patient Instructions

**PARTNER
Logo**

Caring for Your Child With a G-Tube Infection

Key Point

Even with all of the right care, the site around the G-tube can sometimes get infected. Usually that's when a tiny little germ gets placed on the skin or medication goes through the G-tube.



Your Child's Diagnosis

If stomach liquid leaks onto the skin around the G-tube, it can cause irritation that can turn into an infection. This can cause an infection with inflammation (redness, warmth, and/or pain) and pus drainage.

Treatment used will depend on whether the infection requires liquid antibiotics (clamshell) or oral antibiotics.

and consider using a bandage to your child's nose:

- Apply a small amount of petroleum jelly to the nose twice a day with a cotton swab to avoid getting it into the nose.

If another nosebleed happens, follow these instructions:

- Get calm and comfort your child.
- Have your child sit up and tilt the head slightly forward to keep blood from running down the back of the throat.
- Place your child's nose, the thumb and index finger to pinch the soft part of the nose together and hold it for 10 minutes. Be sure that the soft part of the nose is pinched against the bony ridge at the bridge of the nose. If the bleeding hasn't stopped after 10 minutes, pinch the nose for another 10 minutes.

Call Your Doctor if...

- Blood is still going down the back of your child's throat even with his or her head tilted forward. This may indicate a nose infection, has common condition called a posterior (back of the nose) nosebleed that requires a doctor's care.
- Your child has repeated nosebleeds.
- Your child gets a nosebleed that occurs with the start of a new medication.
- Your child has nosebleeds along with bleeding of the skin.

Return to the ER if...

- You are unable to stop your child's bleeding after pinching the nose for a total of 20 minutes.
- Your child is bleeding heavily or has lost a large amount of blood (more than a cupful).
- A new nosebleed is the result of an injury or blow to the hand or face.
- Your child feels weak or faint.

Learn More Online

For more information on nosebleeds (epistaxis), go to <https://kidshealth.org/parent/medical/nose/nosebleeds.html>.



Easy-to-Follow Icons Divide Sections *Aids comprehension*

Key Point

Your Child's Diagnosis

Home Care Instructions

Call Your Doctor if...

Go to the ER if...

Learn More Online

Customized URLs and QR codes refer patients for more information (optional)

A young African American boy is smiling and sitting on his father's shoulders. Both are looking towards the right. The background is a bright, slightly overexposed outdoor scene.

For more information contact

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KidsHealth®