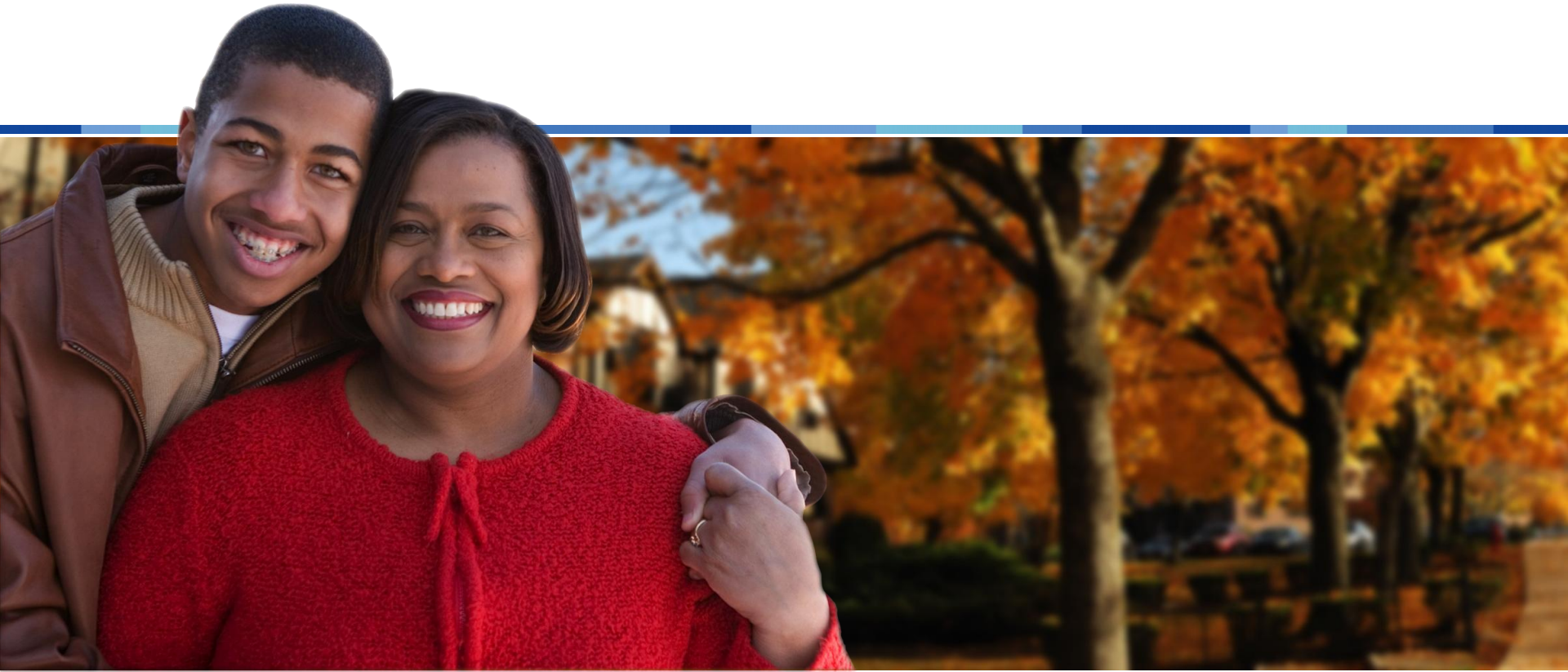


Engaged families, satisfied customers



Engage, educate, and motivate

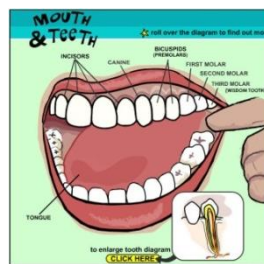
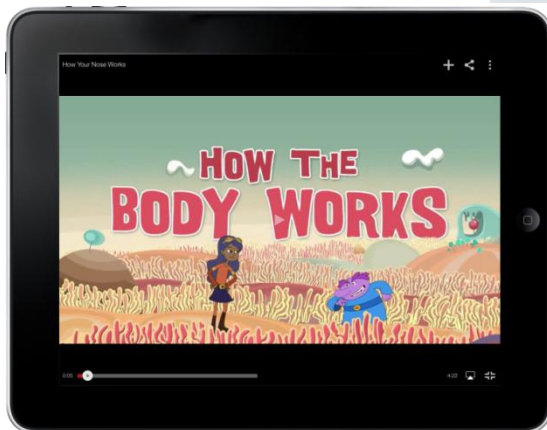
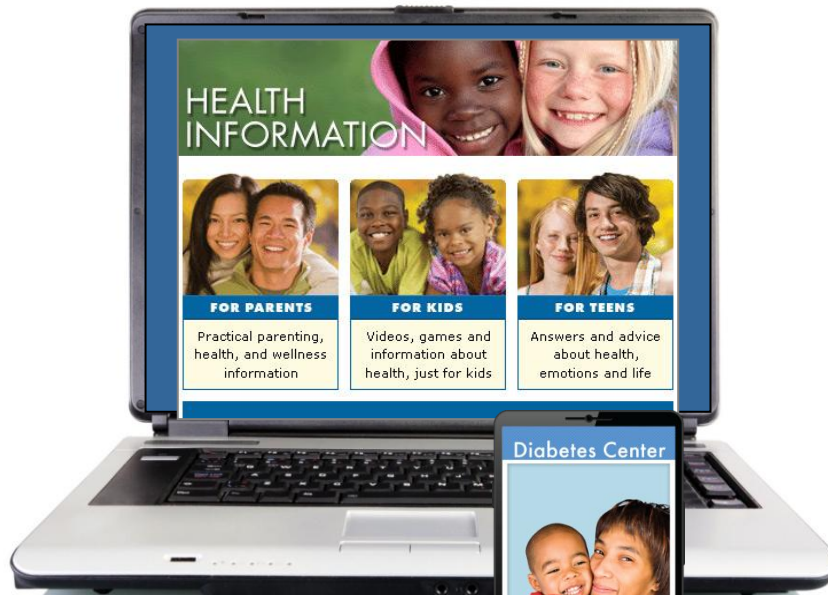
KidsHealth®



KidsHealth®

- Family-friendly content solutions for parents, kids, and teens
- Expert in *translating* complex medical information into practical information
- Medicaid-approved for literacy level
- From physician-led, nonprofit Nemours Center for Children's Health Media

KidsHealth: Engaging Health Media



Engage, educate, and motivate

KidsHealth

Why License KidsHealth Content?

Consistent education across all patient communications

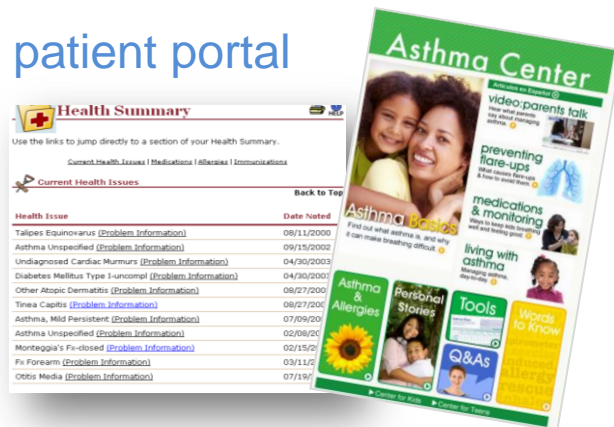
► website



► social media

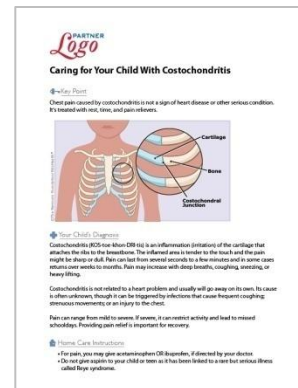


► patient portal



Meets Meaningful Use requirement
for Patient-Specific Education

► patient discharge



Meets Meaningful Use
requirement for *Electronic
Discharge Instructions*

Engage, educate, and motivate

KidsHealth



How kids influence
family health



Marketing support



Clinical Solutions

Online and mobile solutions

Hallmarks of KidsHealth Content

For Parents For Kids For Teens

PARENTS

search

Diabetes Control: Why It's Important

▼ 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](#)

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](#).

Too much sugar in the bloodstream also can cause long-term damage to body

What Happens in Diabetes?

Watch the MOVIE!

Top of article

Engaging graphics

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

Toggle between English & Spanish versions

In-article animations explain the basics

Hallmarks of KidsHealth Content

[For Parents](#) [For Kids](#) [For Teens](#)


PARENTS



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Listen functionality helps facilitate learning for readers of all levels



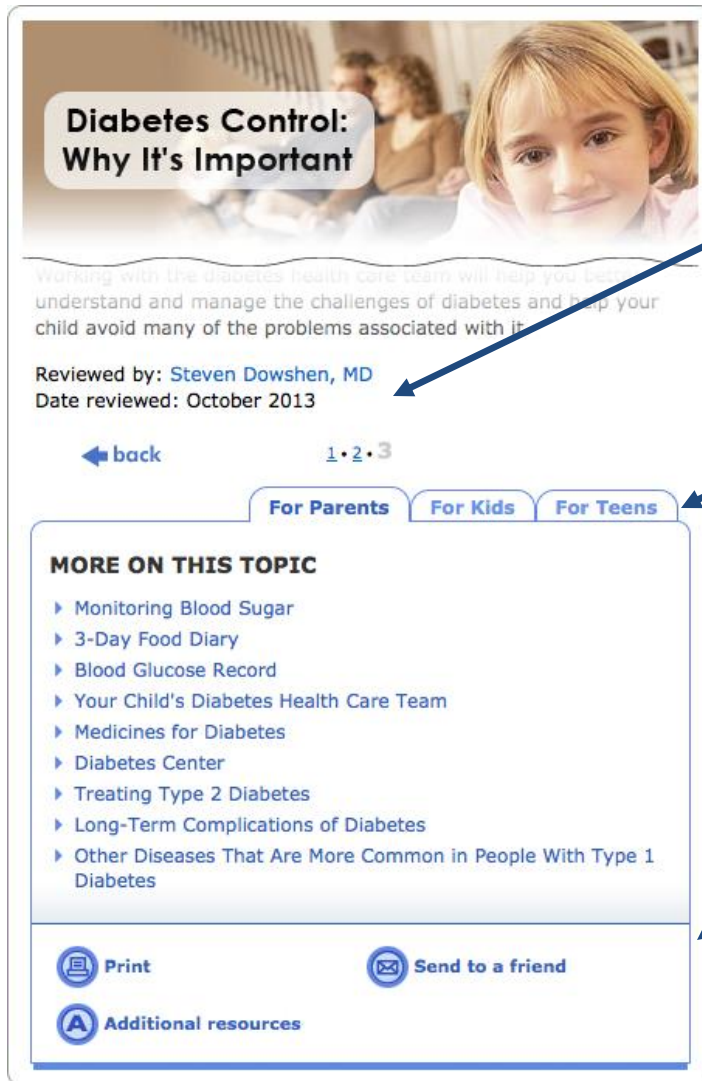
[Settings](#) | [Download audio](#)

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 

Downloads as an audio file on mobile and is only available to "standard" HTML partners

Hallmarks of KidsHealth Content



Bottom of article

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

KidsHealth: Content for 3 Distinct Audiences



Each section is written in an engaging and age-appropriate style



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



Drive families to relevant content and features on your site

- Find a doctor
- Patient stories
- Special programs you offer
- Online donations

Pregnancy & Newborn Center



Your Pregnancy

First-time mom or experienced pro? Either way, you've probably got questions about staying healthy and safe during pregnancy. Learn how to give your baby a healthy start.

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



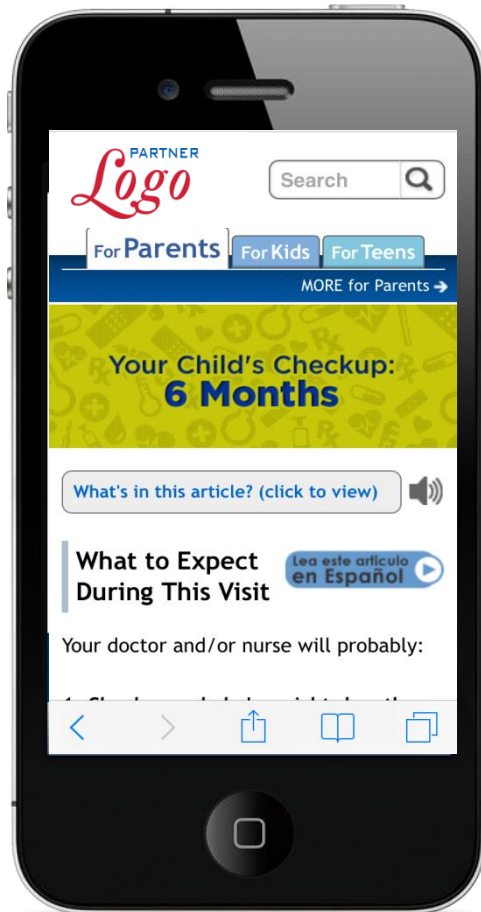
Pregnant or Breast-feeding? Recipes for you



[View: Mobile](#) | [Desktop](#)

Engage from the start





Encourage well visits

- What to expect at each well visit
- Guidance on topics such as:
 - ✓ feeding
 - ✓ sleep
 - ✓ development & learning
 - ✓ care & safety
 - ✓ age-appropriate activity
- Covers checkups from newborn to age 18
- Consistent with *AAP/Bright Futures* guidelines

Support for families with medically complex children



A Directory of Medical Tests

Taking a medical history and performing a physical examination usually provide the information a doctor needs to evaluate a child's health or to understand what's causing an illness. But sometimes, doctors need to order tests to find out more.

Lea este artículo
en Español

Here are some common tests and what they involve:

Blood Tests

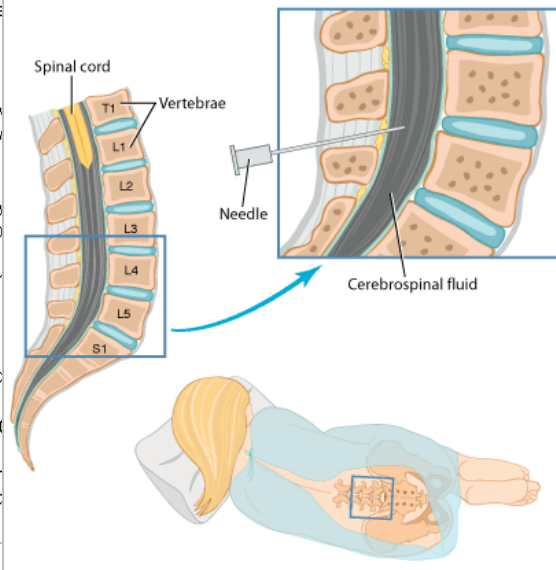
Blood tests usually can be done in a doctor's office or in a lab where technicians are trained to take blood. When only a small amount of blood is needed, the sample can sometimes be taken from a baby by sticking a finger with a small needle.

If a larger blood sample is needed, the doctor will clean the skin (usually the arm or hand), and will take more than one try to get the blood. The child may feel a little dry any blood left when the needle is pulled out.

Blood tests can be scary for some children, especially if they are present during the procedure. Offering a stuffed animal or a book to your child that it may pierce. With younger kids, try sitting and counting together while the test is done.

Common blood tests include:

- **Complete Blood Count (CBC)** - A test that checks the number of different types of blood cells. If there are too many or too few, it could be a sign of infection.



Reduce anxiety around tests and procedures

- What to expect
- How to prepare your child



If your doc has you scheduled for medical tests, you might wonder what's involved. These videos show what happens in 10 of the most common medical procedures.



Blood Test

Your blood gives doctors all kinds of clues about your health. It's normal to be nervous about this test — no one loves needles. But most blood draws take less than a minute.



CAT Scan

CAT stands for "computerized axial tomography." Translated, that means a scanner takes computer pictures of what's going on inside your body. The scan itself is painless. All you'll need to do is hold still for a few minutes at a time so the pictures come out clear.



Keeping Your Child's Teeth Healthy

► [What's in this article? \(click to view\)](#)

[Listen](#) 

When should I schedule my child's first trip to the dentist? Should my 3-year-old be flossing? How do I know if my child needs braces?

Many parents have a tough time judging how much dental care their kids need. They know they want to prevent cavities, but they don't always know the best way to do so.

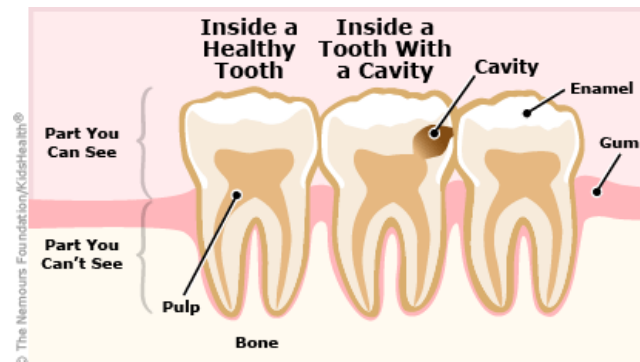
When Should Dental Care Start?

Proper dental care begins *before* a baby's first tooth appears. Just because you can't see the teeth doesn't mean they aren't there. Teeth actually begin to form in the second trimester of pregnancy. At birth, your baby has 20 primary teeth, some of which are fully developed in the jaw.



Promote dental health

- Dental basics
- Dental care from birth
- Fluoride & water
- Dental injuries



Advice on positive parenting and handling tough topics



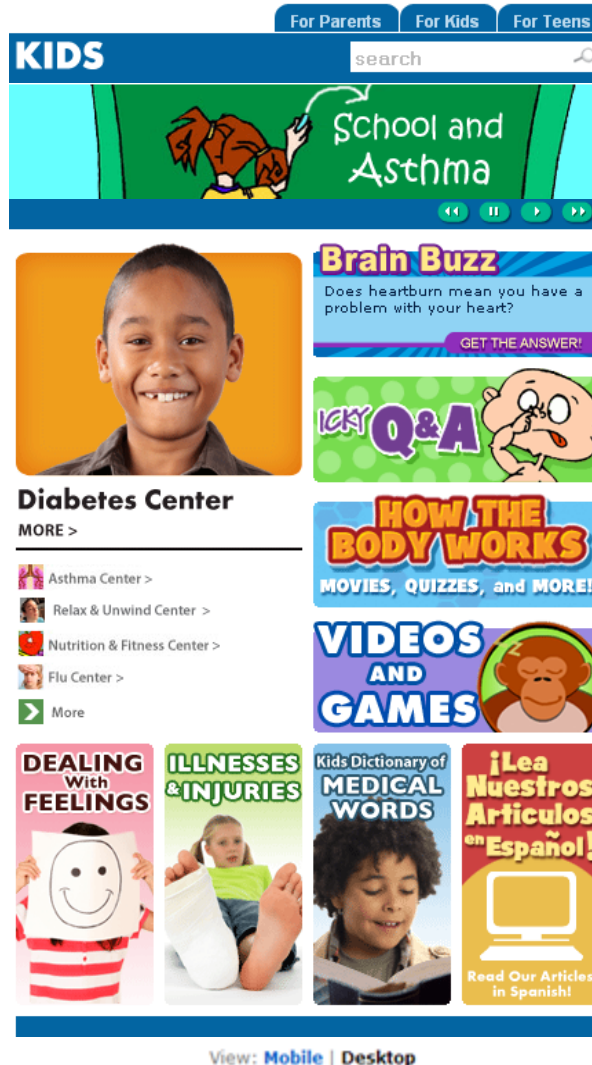
Help with emotional and behavioral topics, too



Navigate from Spanish landing pages or



Toggle between
English and Spanish versions



Engage kids with:

- ✓ right voice
- ✓ lots of answers

Most popular sections:

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

Engage kids, support parents

ASTHMA CENTER

KidsHealth > Kids > Asthma Center

Articulos en Español

what's asthma?
Find out how asthma affects the lungs and breathing.

medications & monitoring
Keep an eye on symptoms and manage asthma with medicine.

sports, school & more
Take care of your asthma so you can do what you want to do.

asthma movie
An asthma flare-up makes it hard to breathe. Watch what happens.

animals, allergies & other triggers
What causes asthma flare-ups and how to prevent them.

TRAVEL TIP:
When traveling, keep medications with you. Don't check them with airplane baggage or leave them at the hotel.

Words to Know
spirometer
inhaler
asthma
flare up
spirometer

DAILY ASTHMA DIARY

KAT'S ASTHMA STORY

DIABETES CENTER

KidsHealth > Kids > Diabetes Center

Articulos 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
Be active, eat healthy, and take care of yourself.

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

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

EATING OUT TIP:
Carry a pocket-sized book that lists the calories, carbohydrates, and fats in common foods.

Words to Know
insulin
blood glucose
diabetes

RECIPES
Get new ideas for healthy meals and snacks.

DIABETES & nutrition
Eat right to stay healthy.

Nutrition & Fitness Center

Articulos en Español

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

recipes
Fuel your body with delicious snacks and meals.

special diets
Learn about food allergies and more.

weight
We'll cheer you on to a healthy weight.

Mission Nutrition
Snoop around the kitchen to find healthy snacks and drinks.

Fitness Tip:
Get 60 minutes of physical activity every day. If you can't do it all at once, be active in shorter spurts throughout the day.

Staying Fit
Being active = having fun.

Exercise and Sports Safety
Be safe and you'll prevent sports injuries.

EAT LIKE A PRO

Relax & Unwind Center

Articulos en Español (0)

get organized & feel better!
Take the quiz to find out how you're doing.

what's stress?
Too much stress wears you out, but did you know stress isn't all bad?

who can help?
Don't go it alone. There are lots of people you can turn to for help.

help yourself
Take steps to de-stress, stay in control and solve problems.

Try Yoga
Get step-by-step instructions on how to do poses that can help you slow down and chill out.

Goals for today:

1. Be grateful.
2. Spread kindness.
3. Notice the good stuff.

What's stressing you?
From tough tests to sports with friends, there are plenty of reasons you might get stressed.

Talk to your parents
Get tips for how to start the conversation.

Healthy, rested & ready!
Food, exercise, and sleep can save the day.



Recipes Just4Kids!

- Southern-Style Cornbread
- Super Strawberry Bars
- Porcupine Sliders
- Makenna's Bodacious Banana Muffins
- Fun Fruit Kabobs
- Fabulous French Toast
- Cocoa, Almond, and Oat Clusters
- Homemade Peanut Butter
- Lean Green Pita Dippers

Interactive Movies, Games & Activities

KIDS



EN ESPAÑOL



MORE TO DO!

QUIZZES

ARTICLES

MOVIES

ACTIVITIES

WORD FINDS



View: [Mobile](#) | [Desktop](#)



Engage, educate, and motivate

KidsHealth



View: [Mobile](#) | [Desktop](#)

Engage teens with:

- ✓ right tone
- ✓ right topics

Most popular sections:

- Sexual Health
- Drugs & Alcohol
- Your Mind
- Condition-Specific Wellness Centers

Motivate teens — practical advice, no preaching

ASTHMA CENTER

KidsHealth > Teens > Asthma Center



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.



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



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



Personal Stories



Q&A




Words to Know



Sports Center



sports psychology
Discover how your mind affects your body.



training & performance
Get ready to play your best season ever.



sports injuries
Find out how to deal with injuries and avoid getting hurt.




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




body basics
Learn how your body works so you can make it work for you.



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



Personal Stories



Q&A




Sports Words to Know




DIABETES CENTER


KidsHealth > Teens > Diabetes Center




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.




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




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




Personal Stories



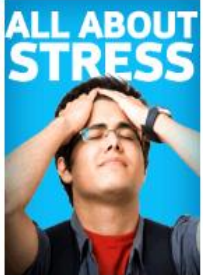
Diabetes & Nutrition




Words to Know




Stress & Coping Center




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.




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




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




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



Stop Smoking My Personal Plan

I want to stop smoking because:

- I want to live longer
- It causes wrinkles
- It is an expensive habit

Excuses that could stop me:

- I'll stop tomorrow
- Just one more pack and then I'm done
- I can quit when I'm older

My arguments against excuses:

- Why put off something until tomorrow?
- One more pack can kill me
- I will be more addicted when I'm older

What could trip me up:

- When I'm out with my friends
- When I'm alone in the car
- When I'm around other smokers

Start date:
February 1, 2010

Instead of smoking I can:

- Chew gum or a mint
- Try to block the craving out for 5 minutes

How I'll do it:

- Stop all at once.

I can either smoke, OR ...

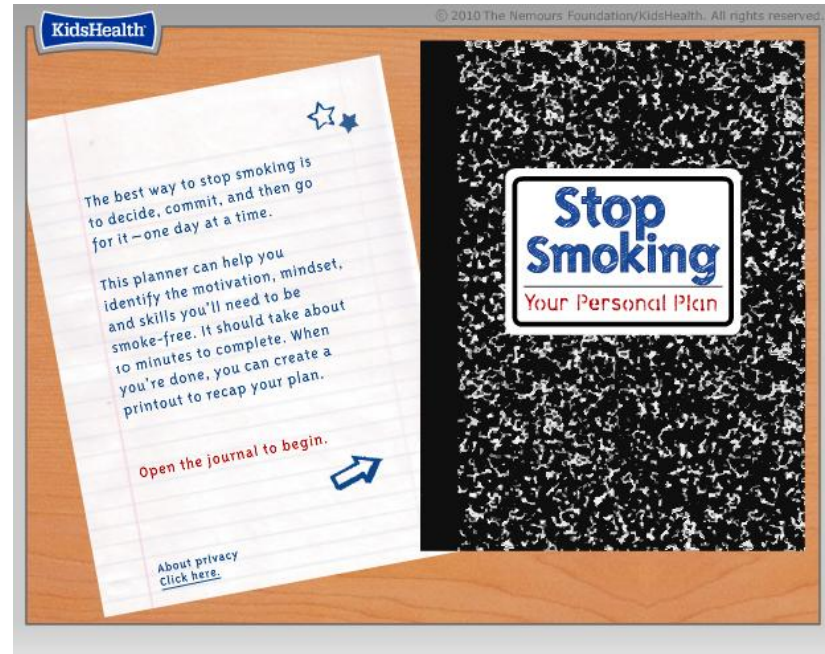
- Have extra money to save for the future

Slips happen. Get help or support if I'm having trouble sticking to my plan.

Think 'no excuses.' Reward myself each time I turn down a cigarette.

Encourage success

Tools to set and achieve behavior change





Avocado, Hummus, and Cheese Pita Pocket

A Recipe for Teens With
Celiac Disease (Gluten Sensitivity)

Yogurt on the Go



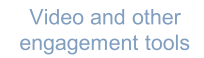
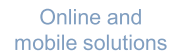
Nutrition Facts	
Serving Size 1 1/2 cups	
Amount Per Serving	
Calories 220	Calories from Fat 60
% Daily Value*	
Total Fat 7g	11%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 220mg	9%
Total Carbohydrate 27g	9%
Dietary Fiber 7g	28%
Sugars 3g	
Protein 14g	
Vitamin A 180% • Vitamin C 60%	
Calcium 15% • Iron 15%	
*Percent Daily Values are based on a diet of other people's secrets. Your daily values may be higher or lower depending on your calorie needs.	
	Calories 2,000 2,500
Total Fat	Less than 65g 80g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

Recipes Just4Teens!

- Kale and White Bean Soup
- Pan-Grilled Chicken Over Salad
- Pepper and Tomato Egg-White Frittata
- Pleasing Pita Pocket
- Salmon Burgers
- Tomato-Zucchini Soup
- Yogurt on the Go
- Zucchini Muffins



Pepper and Tomato Egg- White Frittata





No additional fees

Drive traffic to your site

Customize and distribute via:

- Waiting areas mailings
- Bill stuffers
- Physician offices
- New mover and other prospect mailings



Wellness Tips Rack Cards

Add your logo and URL and print!



How kids influence family health



Online and mobile solutions



Video and other engagement tools

Clinical Solutions

* available for an additional fee

Increase compliance on preventative, acute, and chronic health issues

- Simple instructions
- Informative illustrations
- Created just for pediatrics
- Editable by your clinicians
- English & Spanish
- Great tool for case managers



Easy-to-Follow Icons Divide Sections

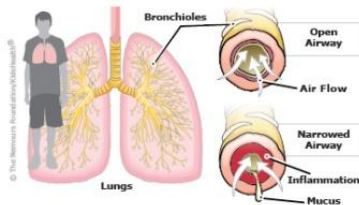
Aid comprehension



Caring for Your Child With Exercise-Induced Asthma

Key Point

Exercise is good for everyone, including kids who have exercise-induced asthma. Symptoms can be kept under control by following your child's asthma action plan.



Your Child's Diagnosis

Many kids with asthma tend to get flare-ups when they exercise. But asthma symptoms when they exercise and not at other times.

When we breathe through our noses, air warms up and becomes moist. But during exercise, people tend to breathe through the mouth, so dry air goes directly to the lungs, irritating them.

Symptoms usually begin 5–10 minutes after exercise or strenuous activity anytime during or after stopping exercise. Your child may cough, chest tightness, or be short of breath.

Two types of medications may be used to treat exercise-induced asthma. "Rescue" medications are taken daily to keep asthma under control. Controller medications are taken daily to keep asthma under control. Medication is taken to relieve asthma symptoms but also can help prevent a flare-up. This and other information are described in your child's asthma action plan.

Key Point

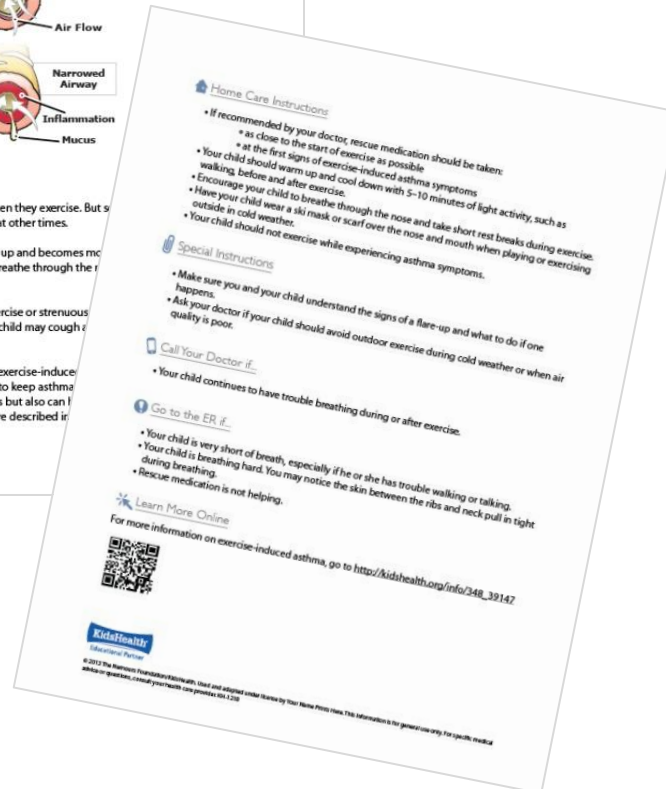
Your Child's Diagnosis

Home Care Instructions

Call Your Doctor if...

Go to the ER if...

Learn More Online



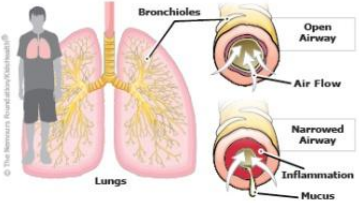
Easy-to-Follow Icons Divide Sections

Aid comprehension

PARTNER Logo

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Two types of medications may be used to treat exercise-induced asthma. "Rescue" medications are taken daily to keep asthma symptoms under control. Controller medications are taken to prevent a flare-up. This and other information are described in your child's asthma action plan.

Home Care Instructions

- If recommended by your doctor, rescue medication should be taken:
 - as close to the start of exercise as possible
 - at the first sign of exercise-induced asthma symptoms
- Your child should warm up and cool down with 5–10 minutes of light activity, such as walking, before and after exercise.
- Encourage your child to breathe through the nose and take short rest breaks during exercise.
- Have your child wear a ski mask or scarf over the nose and mouth when playing or exercising outside in cold weather.
- Your child should not exercise while experiencing asthma symptoms.

Special Instructions

- Make sure you and your child understand the signs of a flare-up and what to do if one happens.
- Ask your doctor if your child should avoid outdoor exercise during cold weather or when air quality is poor.


Call Your Doctor if...

- Your child continues to have trouble breathing during or after exercise.

Go to the ER if...

- Your child is very short of breath, especially if he or she has trouble walking or talking.
- Your child is breathing hard. You may notice the skin between the ribs and neck pull in when breathing.
- Rescue medication is not helping.

Learn More Online
For more information on exercise-induced asthma, go to http://kidshealth.org/info/348_39147



KidsHealth
The National Children's Health Foundation

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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 to your KidsHealth content on your website for more information (optional)

10 Reasons to Partner With KidsHealth

1. **Plain-language content**, free of medical jargon
2. **“Listen”** functionality enhances accessibility of content for low-literacy level
3. Includes **mobile-optimized** template ranked #1 in customer satisfaction by ForeSee®
4. **Engages the entire family** with age-appropriate content
5. Physician-led group providing **ongoing medical review** and re-review
6. Family-friendly, **warm, and comforting** approach to health
7. Cost-effective, turnkey content solution – **in English & Spanish**
8. Seasonal and timely content to keep your site and member communications **fresh and up-to-date**
9. Complimentary **site consultation and marketing support** provides the tools & know-how to maximize your license
10. Engaged and informed families are more compliant and have **better outcomes**

For more information about becoming a KidsHealth Partner, contact:

Jeffrey Santoro

Senior Director of Partnerships

santoro@KidsHealth.org

302.651.4106

