



An Introduction to

KidsHealth[®]

for Insurers &
Wellness Programs



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

- Creators of pediatric-specific **print, video, and online** resources including KidsHealth.org, the **#1 site devoted to children's health and development**
- **Physician-led**, professional, award-winning editorial group
- Expert at communicating with the whole family – **parents, kids, and teens** – in both **English and 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

Trusted Resource *For Health Professionals*

KidsHealth is a trusted resource for the nation's leading health organizations



- Over 55 of the nation's leading children's hospitals and 250+ hospitals come to KidsHealth for their family health information
- Pediatric content partner of the AAFP (FamilyDoctor.org)
- MedlinePlus favorite: The National Library of Medicine includes over 2,000 links to KidsHealth in English and Spanish



Trusted Resource *For Organizations*

KidsHealth has been a trusted partner to consumer products companies, corporations, insurers, media groups, and government agencies – providing unbiased, doctor-approved content and expertise for multi-platform pro-social campaigns



Connecting with Families

For Parents For Kids For Teens

En español search

HEALTH INFORMATION

FOR PARENTS
Practical parenting, health, and wellness information
Featured Content
Pregnancy & Newborns
Nutrition & Fitness
Emotions/Behav.
Medical Problems
MORE>

FOR KIDS
Videos, games and information about health, just for kids
Featured Content
Icky Q & A
How the Body Works
The Game Closet
Health Problems
MORE>

FOR TEENS
Answers and advice about health, emotions and life
Featured Content
Your Body
Your Mind
Infections
Expert Answers
MORE>

The mission of KidsHealth is founded on the belief that communicating with the **whole** family is integral to raising happy, healthy children

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

KidsHealth for Parents

The screenshot shows the 'PARENTS' section of the KidsHealth website. At the top, there is a search bar and a main banner for 'How Can Families Be Healthier?' featuring a bowl of strawberries. Below the banner are several content tiles: 'Daily Q&A' with a question about stopping child shoplifting, 'Tests & Exams' about checkups and surgery, 'First Aid & Safety' about emergencies, and 'Positive Parenting' about raising happy kids. On the left, there is a 'Flu Center' with a 'MORE >' link and a list of other centers: Asthma Center, Cancer Center, Diabetes Center, and Nutrition & Fitness Center. At the bottom, there are four more tiles: 'Recipes' with a child in a chef's hat, 'Pregnancy & Newborns' with a baby, 'Growth & Development' with a woman, and '¡Lea Nuestros Artículos en Español!' with a computer icon and the text 'Read Our Articles in Spanish!'.

KidsHealth – *For Parents* provides medical, emotional, behavioral, and developmental information in an engaging, clear, and family-friendly style including quick links to the most-popular content including:

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

KidsHealth for Parents

KidsHealth provides expert answers and advice for all ages and stages – from pregnancy through the teen years



Condition-Specific Wellness Centers

The screenshot shows the 'Diabetes Center' website. At the top, the title 'Diabetes Center' is displayed in white on a blue background. Below the title, there is a large image of a woman hugging a young boy. To the right of this image, there are several article teasers: 'Articles en Español', 'watch the movie' (with a diagram of the human body), 'medications & monitoring' (with a photo of a woman), 'diet & nutrition' (with a photo of a red apple), and 'living with diabetes' (with a photo of a girl). Below these teasers, there is a section titled 'Diabetes Basics' with a sub-headline: 'Was your child just diagnosed with diabetes? Looking for a refresher on the basics? Get the info you need here.' At the bottom of the page, there are four navigation buttons: 'Did You Know?' (with a photo of a boy), 'Tools' (with a photo of a hand holding a mobile phone), 'Q&As' (with a photo of a woman), and 'Words to Know' (with the text 'insulin type 2 type 1'). At the very bottom, there are two arrows pointing to 'Center for Kids' and 'Center for Teens'. A blue speech bubble points from the 'Center for Kids' and 'Center for Teens' area towards the list of conditions on the right.

Wellness Centers provide condition-specific information, tools, and practical advice for newly diagnosed families and on-going disease management

KidsHealth Wellness Centers include:

- Asthma
- Cancer
- Diabetes
- Flu
- Nutrition & Fitness
- Pregnancy & Newborns
- Sports Medicine
- *Links to centers specifically created for Kids and Teens, too!*

Wellness Centers: Pregnancy & Newborns

Pregnancy & Newborn Center

Articulos 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.

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.

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

KidsHealth's content for expectant and new parents includes a week-by-week pregnancy calendar, slideshow, recipes, neonatal resources, baby basics, & more

Recipes for Pregnant and Breastfeeding Women

Creamy Broccoli Soup

Taking Your Premie Home

10 Things That Might Surprise You About Being Pregnant

Baby Basics
Diapering Your Baby

Pregnancy Calendar
A week-by-week guide

Placenta
Umbilical Cord
Amniotic Fluid

week 12

Providing Comfort and Knowledge

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

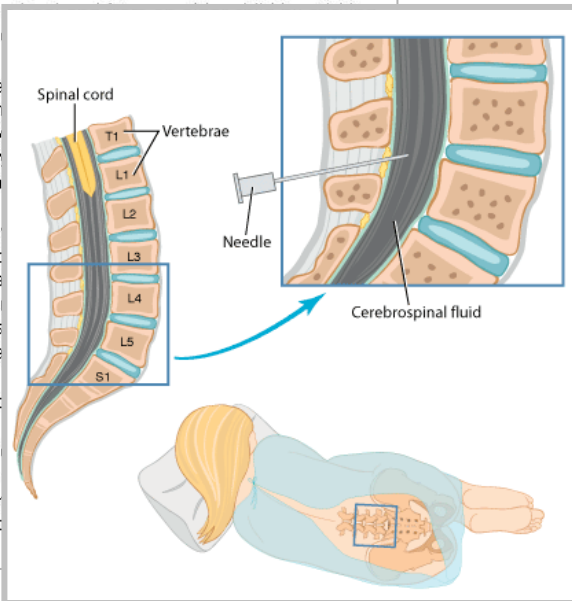
Blood tests usually can be done in a doctor's office or in a lab where technicians are trained to take blood. When only a small amount of blood is needed, the sample can sometimes be taken from a baby by sticking a finger with a small ne

If a larger blood sample blood will clean the skin (the arm or hand), and v takes more than one tr dry any blood left when

Blood tests can be scar presence during the pro offering a stuffed anima your child that it may pi With younger kids, try s counting together while

Common blood tests inc

- **Complete Blood** of different types are too many or r CDC can help to c of infection.





Medical illustrations and videos – including diagnostic tests, surgeries, and procedures – help families understand what to expect and feel prepared

Medical Tests and Procedures

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.



Video for Kids & Teens

KidsHealth

KidsHealth En Español

KidsHealth **En Español** includes sections for parents, kids, and teens with more than 2,000 articles, features, movies, and more



The screenshot shows the website's navigation and content sections. At the top, there are three tabs: "For Parents", "For Kids", and "For Teens". Below these is a language selector set to "English" and a search bar with a magnifying glass icon. A large green banner features the text "INFORMACIÓN SOBRE SALUD" and a photo of two smiling children. Below the banner are three content cards:

Para Padres	Para Niños	Para Adolescentes
Información práctica sobre crianza, salud y bienestar	Videos, juegos, e información sobre salud, sólo para niños	Respuestas y consejos sobre la salud, las emociones y la vida

Rashes: The Itchy Truth

Brain Buzz
What happens when your foot "falls asleep"?
GET THE ANSWER!

ICKY Q&A

Flu Center
MORE >

- Asthma Center
- Cancer Center
- Diabetes Center
- Nutrition & Fitness Center

HOW THE BODY WORKS
MOVIES, QUIZZES, and MORE!

VIDEOS AND GAMES

DEALING With FEELINGS

ILLNESSES & INJURIES

Kids Dictionary of MEDICAL WORDS

¡Lea Nuestros Artículos en Español!
Read Our Articles in Spanish!

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

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
asthma
inhaler
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.

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


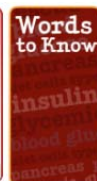
diabetes movie
Diabetes affects the way the body gets energy. Watch what happens.

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

Words to Know
insulin
blood glucose
pancreas

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



CANCER CENTER

KidsHealth > Kids > Cancer Center > Cancer Center

AAA
A+ A B C D

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.

cancer basics
An informative guide for learning about cancer, including in-depth information on specific types of cancer, tumors, and blood disorders.

how the body works
All about basic human anatomy.

Did You Know?
More than 100 types of diseases are known collectively as cancer.

personal stories

Q&As

Words to Know
lymphoma
sarcoma
chromosomes
chemotherapy



Wellness Centers for Kids 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

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

HOW THE BODY WORKS

Time for Bed?

Click Here to Start

Chimpanzee

See the **How We Play** Scrapbook

Click Here

THE SPELLING BEE GAME!

Play The Game

Personal Questions for girls

Personal Questions for girls

A Vegetarian Recipe

Crunchy Veggie Wrap

A Vegetarian Recipe
Crunchy Veggie Wrap

WHEN CAN I...

WHEN CAN I...

Kids Ask Cal

Could I go pro someday?

PAUSED 0:00:03.735

TEENS search

Allergies:
Gillian's Story

Expert Answers
Is it safe to lift weights?
Does coffee stunt growth?
See what the experts say.

Your Body
From acne to ZZZs, get
the info you need to help
your body be its best.

Your Mind
Relationships, body image,
families, emotions – this
section helps you sort
it all out.

Infections
Colds, flu, athlete's foot.
Find out what to do
about infections.

Flu Center
MORE >

- Asthma Center
- Cancer Center
- Diabetes Center
- Nutrition & Fitness Center
- More

DRUGS & ALCOHOL

SCHOOL & JOBS

SEXUAL HEALTH

¡Lea Nuestros Artículos en Español!
Read Our Articles in Spanish!

TeensHealth for Teens

TeensHealth includes articles, Q&As, interactive features and more, written in a tone and style appropriate for teens, with quick links to the most-popular content including:

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

For Teens: Wellness Centers

ASTHMA CENTER

KidsHealth > Teens > Asthma Center

Articulos en Español

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.

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

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

KidsHealth > Teens > Diabetes Center

Articulos 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 you avoid future problems.

Personal Stories

Diabetes & Nutrition

Words to Know

NUTRITION CENTER

KidsHealth > Teens > Nutrition Center

Articulos 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.

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

Q & A

Healthy Living Toolkit

CANCER CENTER

KidsHealth > Teens > Cancer Center > Cancer Center

Articulos en Español

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.

CANCER BASICS
An informative guide for learning about cancer, including in-depth information on specific types of cancer, tumors, and blood disorders.

Health Tip
Breathing exercises and visualization techniques may help with pain.

Personal Stories

Q & A




Words to Know
Benign
Chemotherapy
Sarcoma
Lymphoma
Blast Cell
Biopsy
Radiotherapy

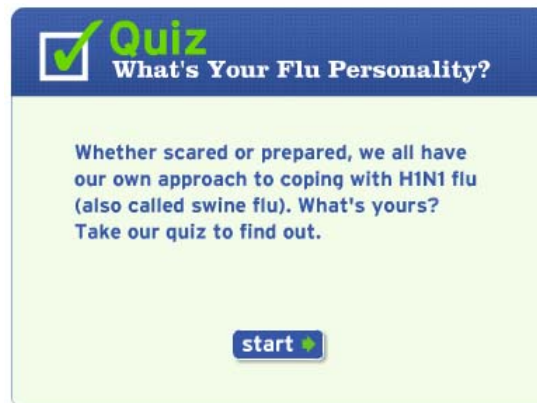
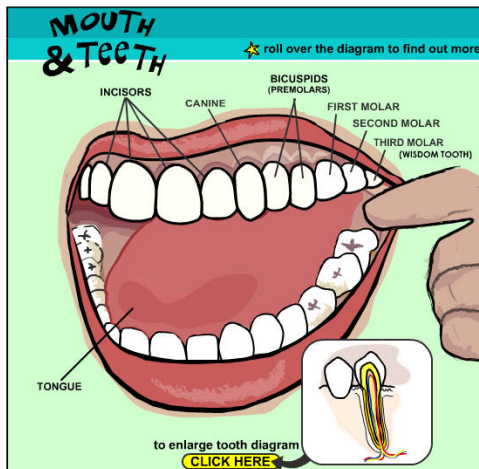
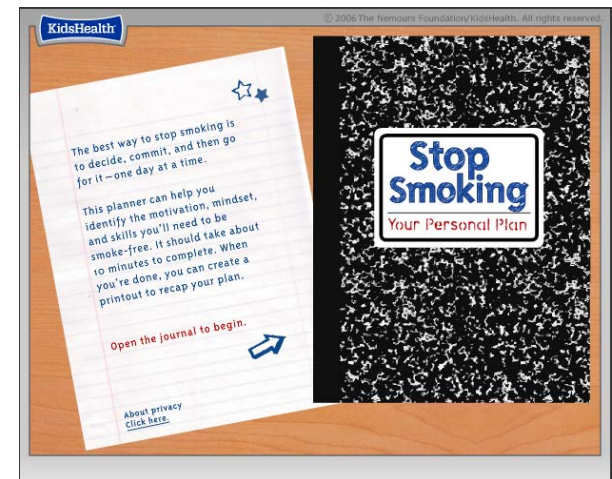
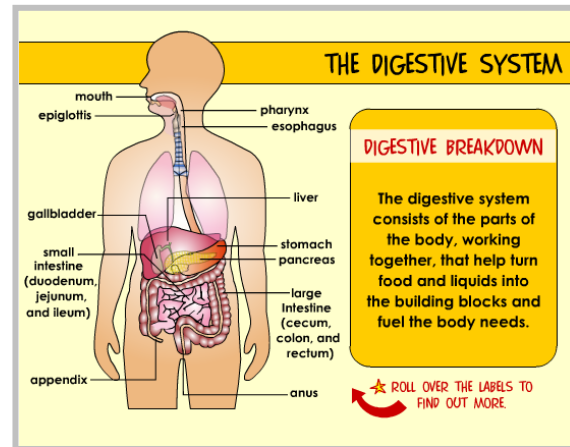
Wellness Centers for Teens provide practical advice to help teens understand their condition, personal stories to help them to not feel alone, and resources to manage the daily ups and downs

TeensHealth for Teens

Consistent with the mission of KidsHealth, the section for teens also includes many interactive features to engage teens with different learning styles and interests



 **Asthma Diary**  **Asthma Movie**  **Asthma Dictionary** **TOOLS**



Quiz

What's Your Flu Personality?

Whether scared or prepared, we all have our own approach to coping with H1N1 flu (also called swine flu). What's yours? Take our quiz to find out.

start



See the Slideshow

Click Here

Macromedia Flash needed



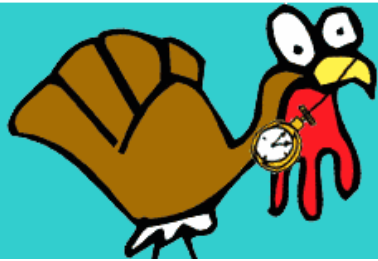
BMI Calculator

Seasonal Content

**How Many Doses
of Flu Vaccine Does
My Child Need?**



Within all 3 sections, KidsHealth's seasonal & timely content helps families make healthy decisions all year long



**Does Eating
Turkey Make
Me Sleepy?**



**Safety Tips:
Sledding**



Girls, Boys, and Valentine's Day

A Halloween-themed game interface titled "PUMPKIN-O-METER" with the instruction "DRAG CANDY ONTO THE PUMPKIN". It features a large jack-o'-lantern on the right and various candy items on the left: a pile of candy corn, a "BIG CANDY BAR", a "MINISIZE CANDY BAR", a red lollipop, and a "FRUIT CANDY" bag. At the bottom, a progress bar shows "TOTAL CALORIES: 260" and "13% FINISHED". A small text at the bottom right says "Please adjust your volume to hear the messages".

Value-added Marketing Support

KidsHealth
Partner Resources

Search Here...

Content Overview eNewsletters Promo Tools Clinical Custom Solutions Contact Us

Partner Resource Center

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.

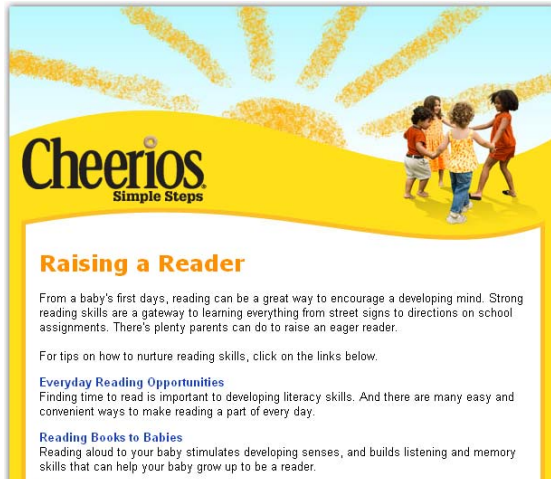
As a KidsHealth Educational Partner, we provide value-added marketing support, promotional ideas, tools, and custom solutions to maximize your ROI

Visit: kspartner.kidshealth.org



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

Custom Programs



Cheerios
Simple Steps

Raising a Reader

From a baby's first days, reading can be a great way to encourage a developing mind. Strong reading skills are a gateway to learning everything from street signs to directions on school assignments. There's plenty parents can do to raise an eager reader.

For tips on how to nurture reading skills, click on the links below.

Everyday Reading Opportunities
Finding time to read is important to developing literacy skills. And there are many easy and convenient ways to make reading a part of every day.

Reading Books to Babies
Reading aloud to your baby stimulates developing senses, and builds listening and memory skills that can help your baby grow up to be a reader.

Let's Read
Reading to chili happening duri far beyond the



RAISING HEALTHY & HAPPY CHILDREN
starts with some of the littlest things.

Sign up to receive your FREE subscription to *cheeriossimplesteps*, a monthly newsletter from "Your Greatness," content for your family. Whether you're raising a toddler or a teen, handling asthma flare-ups or hoping to pack more nutritious lunches, we have exactly what you need to make parenting a little easier.

Sign up today at
<insert your URL here>

Partner Logo

KidsHealth also develops custom, multi-platform campaigns for partners including print, video, email & social marketing, mobile, and other activations to reach key audiences – in English & Spanish



From Loma Linda University Children's Hospital. Many Strengths. One Mission. Spring/Summer 2008

KidsHealth

Raising a READER

5 Steps
for Dealing With Poison Ivy



From Blank Children's Hospital

KidsHealth
For Kids Only

Secrets of the Skeleton

DISCOVER YOUR BONES!

Kids Magazine Inside!

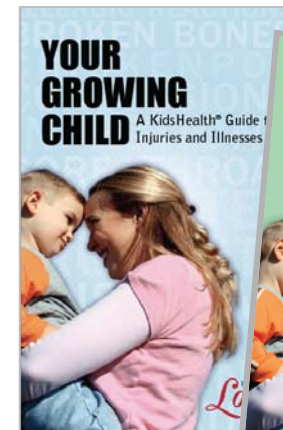
BLANK CHILDREN'S HOSPITAL



Your KidsHealth®

Guide
for Expectant Parents

Partner Logo



YOUR GROWING CHILD
A KidsHealth® Guide to Injuries and Illnesses



Su Niño en Crecimiento
Una Guía Editada por KidsHealth sobre Traumatismos y Enfermedades

BLANK CHILDREN'S HOSPITAL

Clinical Integration



KidsHealth's clinical solutions include:

- Personal Health Record & EHR integration (KidsHealth content has been coded with diagnosis and procedure codes including ICD9, ICD10, HCSPCS/CPT, ICD9Px, and ICD10Px)
- Pediatric-specific discharge instructions in English & Spanish
- Online interactive patient-education & learning tools
- Pediatric medications database powered by Lexicomp
- *And more*

A partnership with KidsHealth brings...

Expertise

KidsHealth's unbiased, doctor-approved, easy-to-understand content and resources provide knowledge, advice, perspective, and comfort

Trusted Relationships

As the #1 website devoted to children's health, KidsHealth has strong relationships with parents, educators, health professionals, and the media

Credibility

KidsHealth is a trusted, award-winning nonprofit that has been a resource for more than a billion visitors since 1995



Thank you!

For more information about
KidsHealth partnership
opportunities, please contact:

Kira Theesfeld
Director, Partnerships
theesfeld@KidsHealth.org
(908) 232-5323