



An Introduction
to

KidsHealth®

the #1, most-visited site
devoted to children's
health & parenting

Our Mission: To positively impact the health of children by providing knowledge, perspective, advice, and comfort



The graphic features the KidsHealth logo at the top, followed by the text "from the health experts of Nemours". Below this are three rounded rectangular buttons: "Parents site" with a photo of a smiling couple, "Kids site" with a photo of two smiling children, and "Teens site" with a photo of a smiling young man and woman. At the bottom, there is a line of text: "About KidsHealth | About Nemours | Partners | Privacy Policy & Terms of Use" and the Nemours logo.

KidsHealth
from the health experts of Nemours

Parents site

Kids site

Teens site

About KidsHealth | About Nemours | Partners | Privacy Policy & Terms of Use

Nemours.

- KidsHealth creates engaging, family-friendly online, video, and print media for **parents, kids, and teens**
- KidsHealth's flagship project, **KidsHealth.org**, is a trusted, award-winning resource for families, educators, physicians, and the media
- KidsHealth's **physician-led editorial staff** is expert in communicating complex information in language that is easy to understand
- KidsHealth is created by 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

KidsHealth Reaches Consumers *Online*

KidsHealth.org is the #1, most-visited site devoted to children's health in English & Spanish



The screenshot shows the top section of the KidsHealth website. At the top center is the KidsHealth logo in a white banner, with the tagline "from the health experts of Nemours" below it. Below the logo are three square images: the first shows a smiling couple labeled "Parents site", the second shows two children labeled "Kids site", and the third shows a young man and woman labeled "Teens site". At the bottom of the screenshot, there is a navigation bar with links: "About KidsHealth | About Nemours | Partners | Privacy Policy & Terms of Use" and the Nemours logo.

Monthly Traffic Snapshot

28,232,000 page views

19,155,000 visits

14,206,000 unique visits

700,000 searches performed

550,000 opt-in emails sent

300,000 articles printed

125,000 BMI Calculator downloads

Source: WebTrends, 2010

Recent Awards & Honors



Webby Awards

4x Winner - Best Family/Parenting & Best Health Website

Parents' Choice Gold Award

Best Site for Kids



TIME Magazine - 50 Coolest Websites



U.S. News & World Report

One of the 30 Best Sites on the Web



Good Housekeeping

Best Family Health for Parents & for Teens



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



Trusted Resource *For Media*

Parents

FitPregnancy

Parenting®



Good Housekeeping

The New York Times

THE WALL STREET JOURNAL.



FamilyFun

TIME
FOR KIDS

KidsHealth's Medical Experts are frequently featured in the media on a wide range of parenting & children's health topics

KidsHealth Medical Experts



Neil Izenberg, MD

Founder, Chief Executive, and Editor-in-Chief, KidsHealth

Neil Izenberg, MD, is founder and chief executive of The Nemours Center for Children's Health Media. Dr. Izenberg has had a career-long focus developing media to positively influence families' knowledge, beliefs, and behaviors about children's health issues. In 1992, Dr. Izenberg founded the Nemours Foundation's Center for Children's Health Media, which creates online, print, and video media aimed at parents, kids, and teens, and in 1995 founded the KidsHealth website, KidsHealth.org.

Dr. Izenberg is editor-in-chief of KidsHealth.org; editor-in-chief (along with Dr. Steven Dowshen) of Charles Scribner's Sons *Human Diseases and Conditions*, a multivolume encyclopedia for middle- and high-school students; co-author of *Fit Kids: A practical guide to raising healthy and active children – from birth to teens* from DK Publishing and *KidsHealth Guide for Parents: Pregnancy to Age 5* from McGraw-Hill; author of several books, chapters, and articles on health topics pertaining to children; and co-creator of "Not So Scary Things," a board game for children ages 4 to 8 years. Dr. Izenberg's organization has produced more than 25 nationally



KidsHealth®

Trusted Resource *For Educators*

The screenshot shows the KidsHealth in the Classroom website. At the top, there is a navigation bar with the KidsHealth logo, a search bar, and links for KidsHealth for KIDS and TEENS. Below the navigation bar, there are tabs for Welcome, TIME for Kids, H1N1, Experiments, and Study Tips. The main content area features a featured article titled "Cardiovascular System (Grades 6 to 8)" with a photo of a young girl writing. To the right of the article, there is a section for "Email Programs" and "Send Us a Tip". At the bottom, there is a footer with the Nemours logo and copyright information.

KidsHealth
in the Classroom

HEALTHY HABITS FOR LIFE
RESOURCE KIT

SESAME STREET

Enter search term(s) **SEARCH**

KidsHealth for **KIDS** KidsHealth for **TEENS**

Categories

- Child Care Guides: *Preschool*
- Teacher's Guides: *PreK to Grade 2*
- Teacher's Guides: *Grades 3 to 5*
- Teacher's Guides: *Grades 6 to 8*
- Teacher's Guides: *Grades 9 to 12*

Welcome | **TIME for Kids** | H1N1 | Experiments | Study Tips

Featured Teacher's Guide:

Cardiovascular System (Grades 6 to 8)
Lub-dub, lub-dub! That harmonious rhythm is the sound of your heart doing its job! The following discussion questions and activities will help your students learn more about the cardiovascular system and how it circulates blood throughout the body.

Get the Guide

Email Programs
Get the latest teacher's guides - right in your inbox.

Sign Up

Send Us a Tip
Tell us how you use KidsHealth in your classroom.

Send a Tip

8

About Us | Contact Us | Editorial Policy | Privacy Policy & Terms of Use

Nemours.

Note: All information on KidsHealth in the Classroom is for educational purposes only. For specific medical advice, diagnoses, and treatment, consult your doctor.
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KidsHealth in the Classroom

- Curricula: Pre-K to Grade 12
- 150+ teacher's guides that include handouts with activities, quizzes, and more
- Bi-weekly *KidsHealth in the Classroom* newsletter program, including health & PE teachers and coaches



Teachers' Choice
Award winner



Connecting with Families



The image shows a blue navigation menu for KidsHealth. At the top is the KidsHealth logo in a white banner, with the text "from the health experts of Nemours" below it. Below the logo are three rounded rectangular buttons, each containing a photo and a label: "Parents site" with a photo of a smiling couple, "Kids site" with a photo of two smiling children, and "Teens site" with a photo of a smiling young man and woman. At the bottom of the menu is a link "About KidsHealth | About Nemours | Partners | Privacy Policy & Terms of Use" and the Nemours logo.

KidsHealth[®]
from the health experts of Nemours

Parents site

Kids site

Teens site

[About KidsHealth](#) | [About Nemours](#) | [Partners](#) | [Privacy Policy & Terms of Use](#)

Nemours.

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

KidsHealth – *For Parents* provides medical, emotional, behavioral, and developmental information in an engaging, clear, and family-friendly style



A screenshot of the KidsHealth website's 'For Parents' section. The page features a navigation menu on the left with categories like 'Parents Home', 'General Health', 'Infections', 'Emotions & Behavior', 'Growth & Development', 'Nutrition & Fitness', 'Recipes', 'Pregnancy & Newborns', 'Medical Problems', 'Q&A', 'Positive Parenting', 'First Aid & Safety', 'Doctors & Hospitals', 'Medications', and 'En Español'. The main content area is titled 'Raising a Fit Preschooler' and includes a search bar, a breadcrumb trail, a 'What's in this article?' section, a 'Listen' button, and a 'Good games for your growing preschooler:' section with a list of activities: 'Play follow the leader', 'Kick a ball back and forth', 'Practice balance by pretending to be statues', and 'Play freeze dance'. A 'Helping Kids Learn New Skills' section is also visible. The page is marked with a '160 x 600' size indicator and a 'Partner with KidsHealth' logo at the bottom.

160 x 600

KidsHealth

KidsHealth for Parents



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

A screenshot of the KidsHealth website's "Pregnancy & Newborn Center" page. The page features a navigation menu on the left with categories like "Parents Home", "General Health", "Infections", "Emotions & Behavior", "Growth & Development", "Nutrition & Fitness", "Recipes", "Pregnancy & Newborns", "Medical Problems", "Q&A", "Positive Parenting", "First Aid & Safety", "Doctors & Hospitals", "Medications", and "En Español". The main content area is titled "Pregnancy & Newborn Center" and includes sections for "Articles en Español", "preparing for parenthood", "childbirth", "newborn care", and "newborn health conditions". There are also several "Did You Know?" and "Pregnancy Calendar" widgets. A large blue rectangular area on the right side of the page is labeled "160 x 600". The KidsHealth logo is visible in the top left corner of the page and in a separate box at the bottom right of the overall image.

160 x 600

KidsHealth for Parents

KidsHealth offers perspective and comfort for parents handling medical problems, chronic conditions, and more

A screenshot of the KidsHealth website's Nutrition & Fitness Center for parents. The page features a search bar, a navigation menu with categories like 'Parents Home', 'General Health', and 'Nutrition & Fitness', and several article teasers. The main article is 'Healthy Eating & Your Family'. Other teasers include 'staying fit', 'exercise safety', 'special dietary needs', and 'weight & eating problems'. There are also sections for 'Did You Know?', 'Healthy Recipes', 'Q&As', and 'BMI Calculator & Tools'. The page is labeled '160 x 600' on the right side.

KidsHealth from Nemours

For Parents For Kids For Teens

Search here

Parents Home

General Health

Infections

Emotions & Behavior

Growth & Development

Nutrition & Fitness

Recipes

Pregnancy & Newborns

Medical Problems

Q&A

Positive Parenting

First Aid & Safety

Doctors & Hospitals

Medications

En Español

Teachers: Do You Need Health Lessons?

What other parents are reading

Partner Message

Nutrition & Fitness Center

Artículos en Español

staying fit
Tips to get your kids motivated – and help them stay that way

exercise safety
Play it safe in the gym, or on the court.

special dietary needs
Guidelines for kids with food allergies or other conditions that make them watch what they eat.

weight & eating problems
Learn why it's important for your child to maintain a healthy weight.

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&As

BMI Calculator & Tools

Center for Kids Center for Teens

160 x 600

KidsHealth for Parents

KidsHealth is more than just “health” – providing positive parenting, words of encouragement, and advice for handling tough topics



A screenshot of the KidsHealth website. The page features a blue header with the KidsHealth logo and navigation tabs for 'For Parents', 'For Kids', and 'For Teens'. A search bar is located below the logo. A vertical sidebar on the left contains a list of categories: Parents Home, General Health, Infections, Emotions & Behavior, Growth & Development, Nutrition & Fitness, Recipes, Pregnancy & Newborns, Medical Problems, Q&A, Positive Parenting, First Aid & Safety, Doctors & Hospitals, Medications, and En Español. The main content area displays the article title 'Raising Confident Kids' with a photo of a young girl. Below the title is a 'What's in this article?' section with a 'Listen' button and a 'Lea este artículo en Español' button. The article text discusses building confidence in children. A 'The Right Time' callout box is visible at the bottom right of the article content. A yellow sticky note in the bottom left corner of the screenshot reads 'Teachers: Do You Need Health Lessons?'. The text '160 x 600' is overlaid on the right side of the screenshot. The footer includes the text 'Partner with KidsHealth'.

160 x 600



KidsHealth En Español



KidsHealth **En Español** – for parents, kids, and teens – includes nearly 2,000 articles, games, interactive features, movies, and more

KidsHealth
from Nemours

For Parents For Kids For Teens

Search here...

Parents Home
General Health
Infections
Emotions & Behavior
Growth & Development
Nutrition & Fitness
Recipes
Pregnancy & Newborns
Medical Problems
Q&A
Positive Parenting
First Aid & Safety
Doctors & Hospitals
Medications
En Español

Los niños y el ejercicio

¿Que hay en este artículo? (hacer un click para verlo)

Eschucha

Read this article in English

Los muchos beneficios del ejercicio

Todo el mundo puede beneficiarse de hacer ejercicio regularmente. Los niños que llevan una vida activa:

- tendrán los huesos y los músculos más fuertes
- tendrán menos grasa corporal porque el ejercicio ayuda a controlar la grasa corporal
- tendrán menos probabilidades de desarrollar sobrepeso
- tendrán menos probabilidades de desarrollar diabetes tipo 2
- posiblemente tendrán la tensión arterial y el colesterol más bajos

160 x 600

Partner with KidsHealth

KidsHealth for Kids articles, interactive features, games, recipes, videos, and experiments – for kids ages 7-12 – make learning about health fun & engaging



The screenshot shows the KidsHealth website layout. At the top, there are navigation tabs for 'For Parents', 'For Kids', and 'For Teens'. The main content area features a large cartoon illustration of a boy thinking, with the title 'What's a Booger?' in a playful font. Below the title, there is a 'Listen' button and a paragraph of text explaining that boogers are made of mucus. A 'Quiz' section titled 'Boogers and Snot' is prominently displayed, with a 'start' button. On the left side, a vertical menu lists various topics like 'Staying Healthy', 'Illnesses & Injuries', and 'How the Body Works'. A 'Partner Message' box is visible on the right side of the page.

160 x 600

KIDNEYS LIVER LUNGS MUSCLES NAILS

MOVIE ARTICLES QUIZ WORD FIND ACTIVITIES

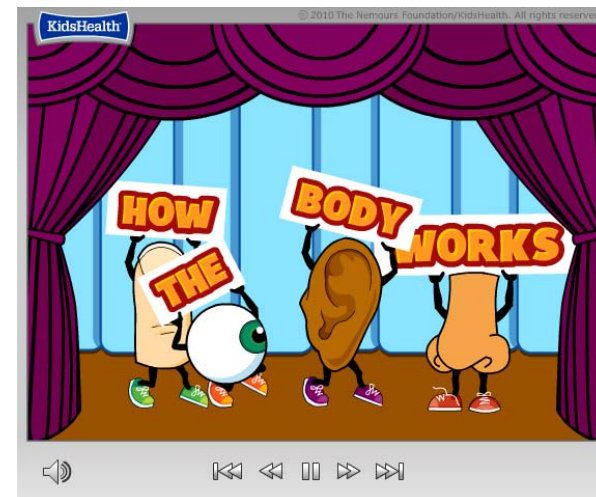
WHERE IS IT?

HEALTHY TIP Getting enough sleep helps your brain function just the way it should, so when it's time for bed, lights out!

HOW THE BODY WORKS

How the Body Works is a popular favorite with teachers and kids when learning about different body systems and functions

Each system includes a movie, articles, quiz, word find, and activities



TeensHealth for Teens

TeensHealth provides answers, advice, & support on topics top of mind with teens in a relevant style & style



TeensHealth
from Nemours

For Parents For Kids For Teens

Search here

Teens Home
Your Body
Your Mind
Sexual Health
Food & Fitness
Recipes
Drugs & Alcohol
Expert Answers
Diseases & Conditions
Infections
School & Jobs
Staying Safe
En Español

Flu Center

Articulos en Español

Flu Facts

all about flu

prevention

treatment

when to get help

The influenza (flu) virus attacks the respiratory system. Get the basics on how flu spreads and how to protect yourself.

Defend Yourself
Get plenty of sleep and exercise and eat well to keep your immune system strong.

What Do You Know?

Q&A

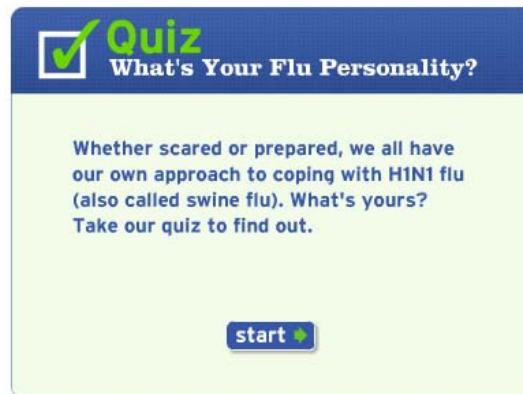
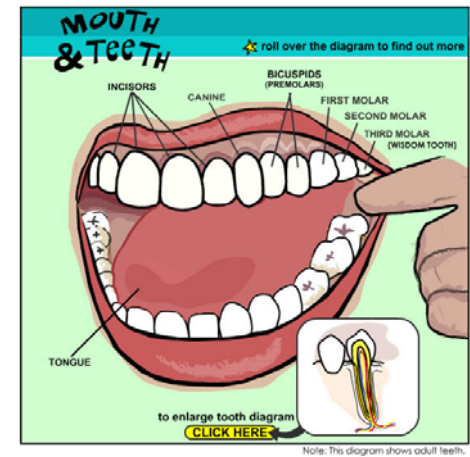
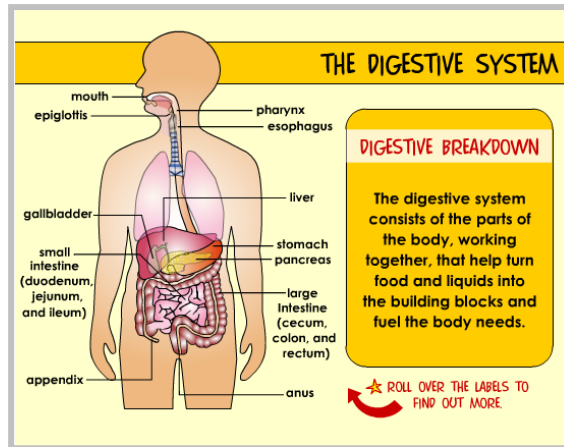
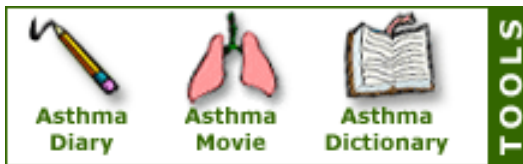
Symptoms
FEVER + 1 or more of these:
• cough
• sore throat
• runny nose
• body aches
• headache
• fatigue
• diarrhea
• vomiting

Hot Topics
Meningitis

160 x 600

TeensHealth for Teens

Engaging videos, quizzes, printables, slideshows, and other interactive features are integrated within the content creating a robust experience for teens



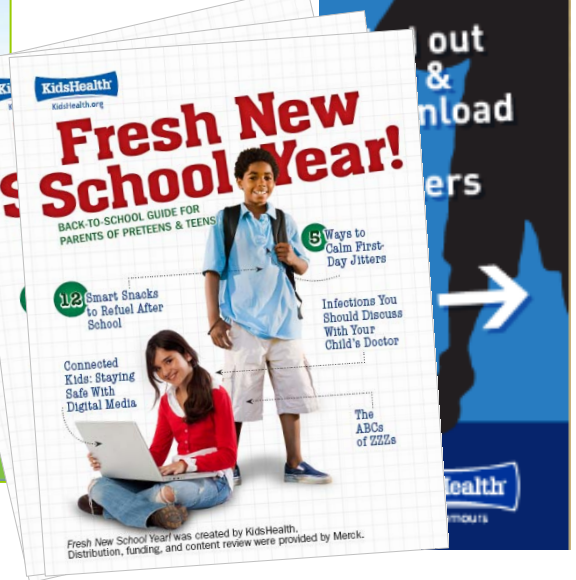
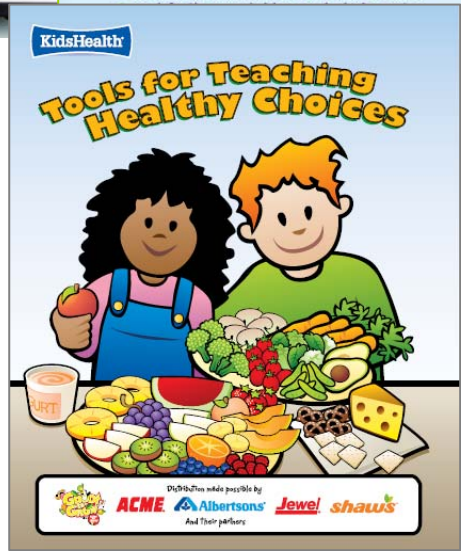
KidsHealth Partnerships



KidsHealth partners with select organizations to develop engaging, multi-platform, pro-social campaigns, bringing KidsHealth's trusted nonprofit brand and expertise to leverage engagement with key audiences

KidsHealth Content & Expertise

KidsHealth's custom campaigns include online, print, video, mobile, social, PR, and other activations to reach key audiences – in English & Spanish



A strategic 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:

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Director, Partnerships
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