

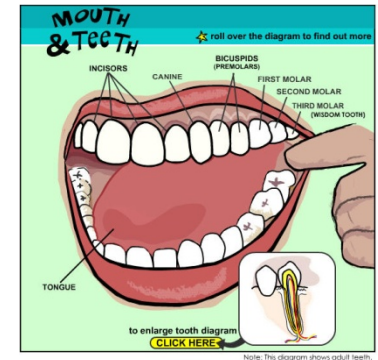


An Introduction to



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

KidsHealth: Engaging Health Media



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



- 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.org is the #1 website devoted to children's health in English & Spanish

22,000,000+ visits each month



**1 BILLIONTH
VISIT**

September 2010

KidsHealth.org – A Top 20 Website



Health and parenting channels are some of the fastest growing areas online – KidsHealth is a market leader in both categories, as well as teens

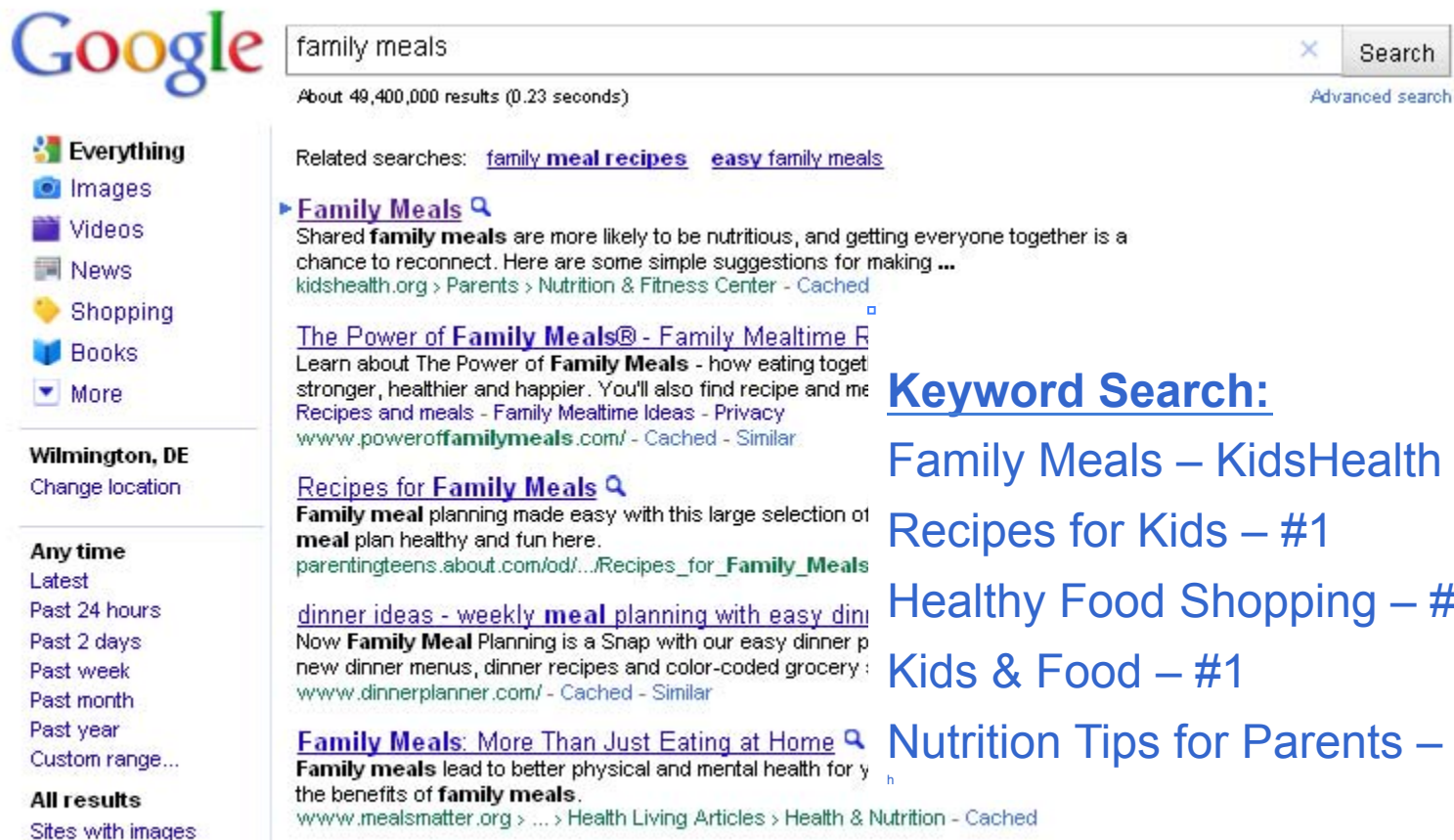
KidsHealth Rankings:

- Health Information: #14
- Lifestyle – Parenting: #16
- Lifestyle – Teens: #10

Sources: comScore Key Measures Reports, October 2010: Health – Information, Community – Family & Parenting, and Community – Teens


The Power of Search: Google

KidsHealth consistently ranks top 5 in Google for children's health and parenting topics




The screenshot shows a Google search interface. The search bar contains the text "family meals". Below the search bar, it says "About 49,400,000 results (0.23 seconds)". To the right of the search bar is a "Search" button and a link to "Advanced search". On the left side, there is a sidebar with navigation links: "Everything", "Images", "Videos", "News", "Shopping", "Books", and "More". Below these links, it says "Wilmington, DE" and "Change location". Further down, there are filters for "Any time" (Latest, Past 24 hours, Past 2 days, Past week, Past month, Past year, Custom range...) and "All results" (Sites with images).


Related searches: [family meal recipes](#) [easy family meals](#)

► **Family Meals** 
Shared **family meals** are more likely to be nutritious, and getting everyone together is a chance to reconnect. Here are some simple suggestions for making ...
[kidshealth.org > Parents > Nutrition & Fitness Center - Cached](#)

[The Power of Family Meals® - Family Mealtime F](#)
Learn about The Power of **Family Meals** - how eating together stronger, healthier and happier. You'll also find recipe and meal Recipes and meals - Family Mealtime Ideas - Privacy
[www.poweroffamilymeals.com/ - Cached - Similar](#)

[Recipes for Family Meals](#) 
Family meal planning made easy with this large selection of meal plan healthy and fun here.
[parentingteens.about.com/od/.../Recipes_for_Family_Meals](#)

[dinner ideas - weekly meal planning with easy dinner](#)
Now **Family Meal** Planning is a Snap with our easy dinner plans new dinner menus, dinner recipes and color-coded grocery :
[www.dinnerplanner.com/ - Cached - Similar](#)

[Family Meals: More Than Just Eating at Home](#) 
Family meals lead to better physical and mental health for you the benefits of **family meals**.
[www.mealsmatter.org > ... > Health Living Articles > Health & Nutrition - Cached](#)

Keyword Search:

Family Meals – KidsHealth ranks #1

Recipes for Kids – #1

Healthy Food Shopping – #4

Kids & Food – #1

Nutrition Tips for Parents – #3

Recent Awards & Honors



Webby Awards

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



Parents' Choice Gold Award

Best Site for Kids



MedlinePlus.gov — links to 2,000+ KidsHealth articles



TIME Magazine - 50 Coolest Websites

U.S. News & World Report
One of the 30 Best Sites on the Web

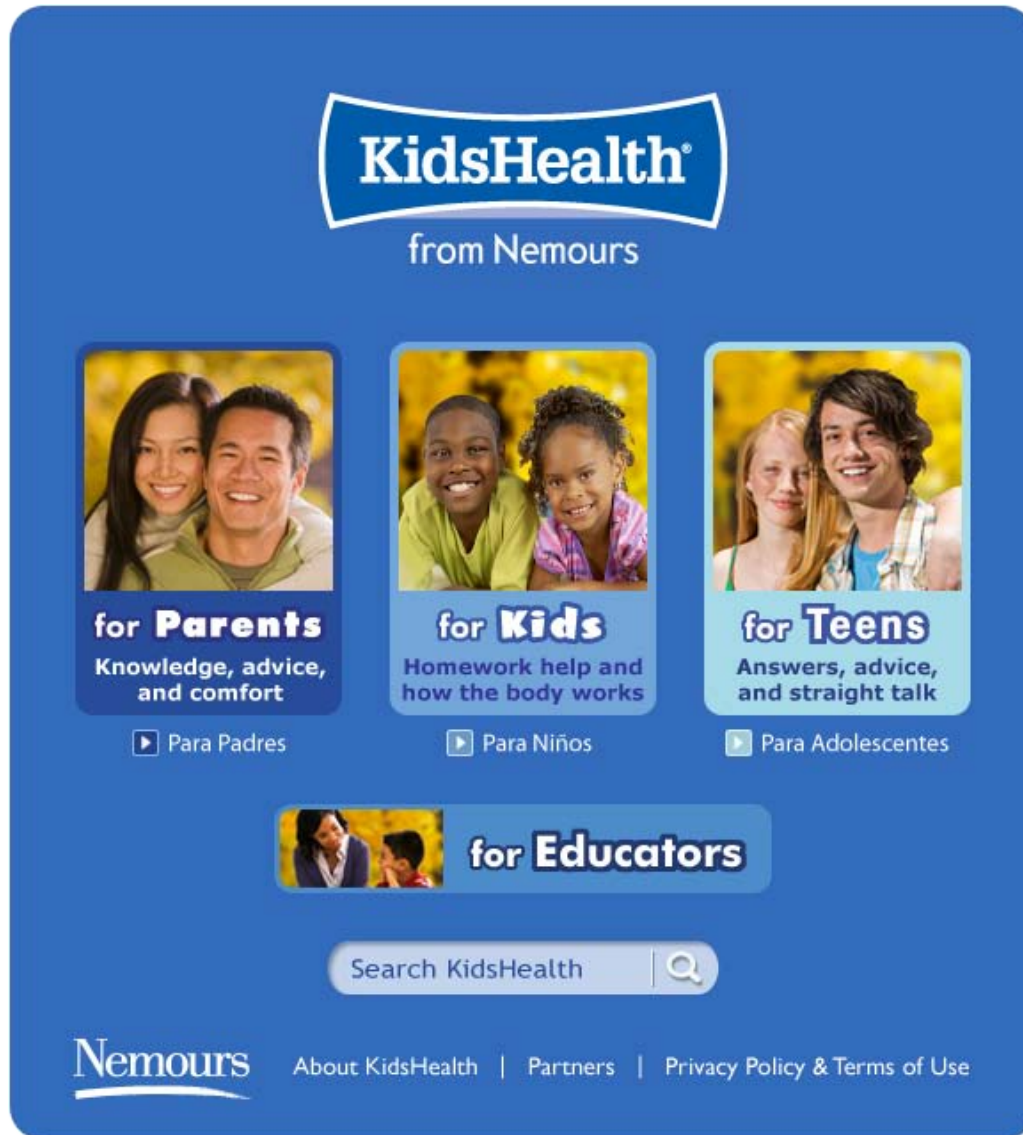


Good Housekeeping

Best Family Health for Parents & for Teens



Connecting with Families



The screenshot shows the KidsHealth website interface. At the top, the KidsHealth logo is displayed in a white banner, with "from Nemours" written below it. Below the logo, there are three main content areas, each featuring a photo of a family member and a description of the content:

- for Parents**: Knowledge, advice, and comfort. Below the photo is a play button icon and the text "Para Padres".
- for Kids**: Homework help and how the body works. Below the photo is a play button icon and the text "Para Niños".
- for Teens**: Answers, advice, and straight talk. Below the photo is a play button icon and the text "Para Adolescentes".

Below these three areas is a fourth section for **for Educators**, featuring a photo of a teacher and a student. At the bottom of the page, there is a search bar with the text "Search KidsHealth" and a magnifying glass icon. The Nemours logo is in the bottom left corner, and the KidsHealth logo is in the bottom right corner.

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: Connecting with Families



Content for 3 Distinct Audiences: *Parents, Kids & Teens*

Each section presents information on medical, emotional, behavioral, and developmental issues in an engaging & age-appropriate style

Trusted Resource *For Educators*

The screenshot shows the KidsHealth in the Classroom website. At the top, there's a header with the KidsHealth logo, a 'HEALTHY HABITS FOR LIFE RESOURCE KIT' banner with a Sesame Street character, and a search bar. Below the header, there are navigation tabs: 'Welcome', 'TIME for Kids', 'H1N1', 'Experiments', and 'Study Tips'. The main content area features a large image of a girl writing, with text about a nationwide survey and links to 'Take the survey'. To the left, there's a 'Categories' sidebar with links to various guides. Below the main image, there's a 'Featured Teacher's Guide' for the Cardiovascular System (Grades 6 to 8) and an 'Email Programs' section. At the bottom, there's a 'Send Us a Tip' section and a footer with the Nemours logo and copyright information.

KidsHealth
in the Classroom

HEALTHY HABITS FOR LIFE
RESOURCE KIT
SESAME STREET

KidsHealth for KIDS KidsHealth for TEENS

Enter search term(s) **SEARCH**

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

KidsHealth.org and TIME For Kids magazine conducted a nationwide survey to find out what it's like to be a kid living in the U.S. Your students can take the survey, too, and compare their answers with the national results. You can use TIME For Kids' worksheets to teach lessons on conducting surveys.

- TIME For Kids worksheet grades 2-3
- TIME For Kids worksheet grades 4-6

Take the survey

☒ **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: PreK to Grade 12
- 150+ teacher's guides that include handouts with activities, quizzes, and more
- 43,000+ subscribers to *KidsHealth in the Classroom* newsletter program, including health & PE teachers and coaches



Teachers' Choice
Award winner

Trusted Resource *For Health Professionals*

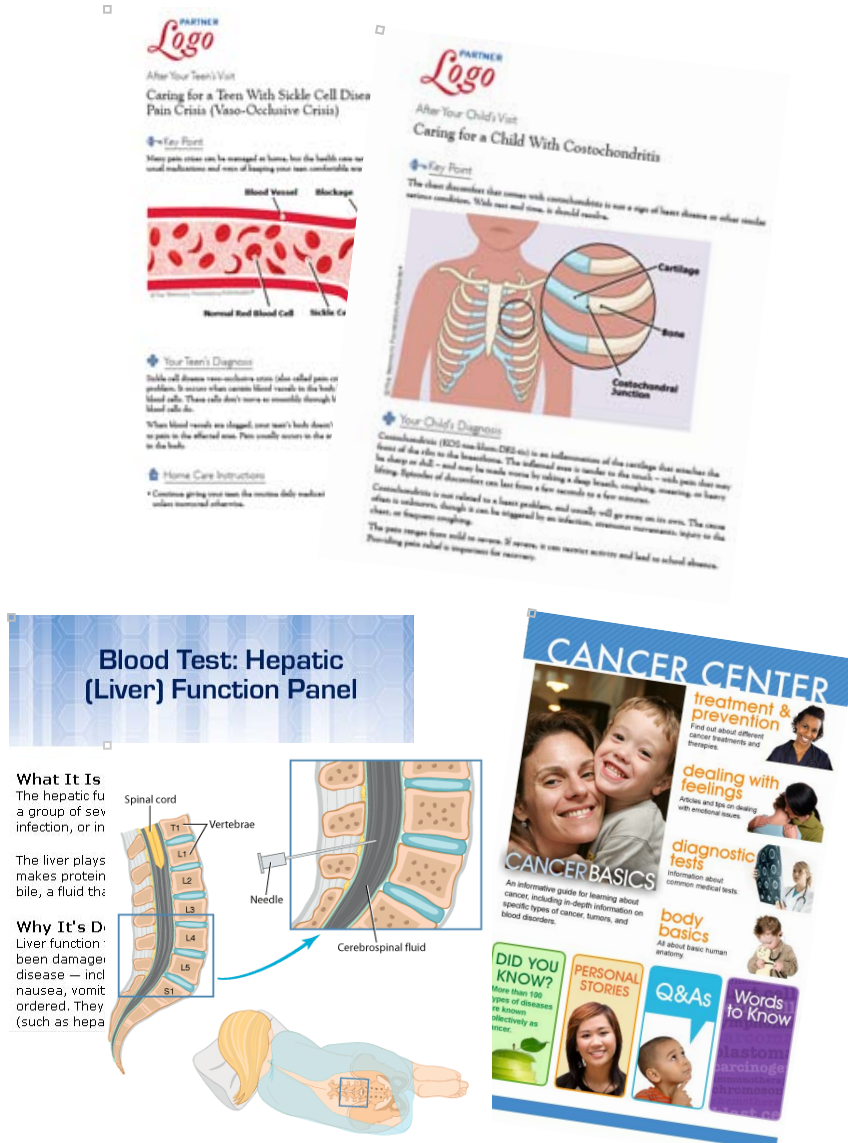
1 licensor of online & inpatient health content to America's children's hospitals

- 55+ of the nation's leading children's hospitals
- American Academy of Family Physicians
- 250 general hospitals



Clinical Integration: Electronic Health Records

KidsHealth helps providers meet Meaningful Use Objectives



KidsHealth Discharge Instructions (Meaningful Use *Core Objective*)

- Library of 600+ pediatric topics (English/Spanish)
- Full-color illustrations
- Friendly icons divide sections to make information easy to follow
- Parent-friendly KidsHealth style addresses emotional & medical issues
- Customizable by your staff
- Refers patients to KidsHealth content on your website (optional)



KidsHealth EHR Integrated Content (Meaningful Use *Menu Option*)

KidsHealth information can be integrated into both clinical & patient-accessible EHRs providing educational resources on:

- Diagnoses & conditions
- Procedures
- Lab & diagnostic tests
- Medications



Trusted Resource *For Media*

Parents
FitPregnancy

Parenting®

USA
TODAY

TODAY

FamilyFun

TIME
FOR KIDS

Good Housekeeping

The New York Times

THE WALL STREET JOURNAL.

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 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



KidsHealth Partnerships



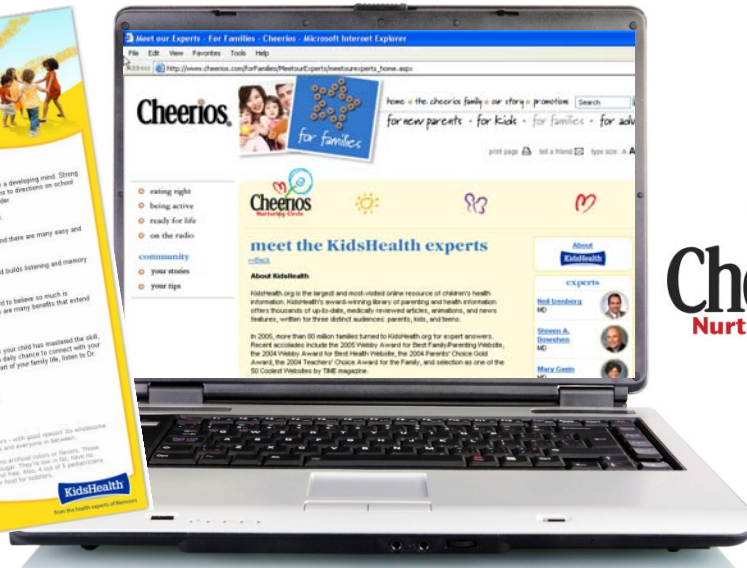
KidsHealth partners with select organizations to develop engaging, multi-platform, pro-social campaigns, *bringing KidsHealth's trusted brand and expertise to leverage engagement with key audiences*

Partnership Case Study: Cheerios

KidsHealth & Cheerios joined forces to develop the Nurturing Circle, a national effort to celebrate and support parents by providing practical suggestions:

- online at Cheerios.com
- on Cheerios boxes
- on syndicated radio
- in newspapers

KidsHealth provided strategic expertise and health and parenting content for all facets of the program



Partnership Case Study: Sesame Workshop

KidsHealth & Sesame Workshop



- Leading names in early development and health education joined forces to create a healthy habits curriculum for childcare providers
- Focuses on incorporating fitness and nutrition into everyday routines
- Available in English and Spanish
- Selected by USDA to support families in its Women, Infants and Children (WIC) nutritional program – 3.6 million kits distributed to date

Partnership Case Study: NBA FIT



NBA FIT and KidsHealth.org teamed up to create a bilingual campaign to motivate families to adopt healthy eating and fitness habits

The campaign premiered at NBA All-Star and included:

- Posters (in English and Spanish)
- Tips from NBA FIT Team players
- Online content & resources for families
- Online promotion through NBA FIT and KidsHealth.org media channels

KidsHealth.org provided all educational content as well as design and marketing support through online promotion



Partnership Case Study: Merck



KidsHealth & Merck

Back-to-school campaign targeted to parents of preteens and teens

KidsHealth provided parents with timely information on sleep, nutrition, health & social issues as they prepare their preteen for a new school year



Campaign included:

- 8-page booklet (online + print)
- Online promotion through KidsHealth (banners, social media, email)
- Editorial promoting the booklet
- Offline distribution

KidsHealth

Partnership Case Study: Michael Phelps Foundation

[8](#) [SAFE](#) [FUN](#) [FAST](#) [HEALTHY](#) [SUCCESSFUL](#) [Video](#) [About the Program](#) [Contact Us](#)



Welcome


Thank you for participating in the **im** program! We are happy that you are joining our team to promote the sport of swimming and healthy, active lives for children.

The **im** program has been in development since I founded the **Michael Phelps Foundation** in 2008. It offers water safety courses, recreational pool activities, world-class swim training and related dry land instruction created by the **Michael Phelps Swim School**, as well as health and wellness education created by the experts of **KidsHealth.org**.

I was fortunate that I was enrolled in a water safety class when I was five years old. Ever since, the pool has provided me with a place to have fun, stay healthy, set goals, work hard and gain confidence. We believe the **im** program will provide similar opportunities to participants with your help and stewardship.




We are excited to be working with you and your Club to bring the **im** program to your members. [Click here to watch the welcome video](#), which can be shared with your members. Good luck and have fun!

Thank you!



Michael Phelps

[Home](#) [im safe](#) [im fun](#) [im fast](#) [im healthy](#) [im successful](#) [Video](#) [About the Program](#) [Contact Us](#)



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KidsHealth partnered with the Michael Phelps Foundation to create health and wellness education for its **im program**, specifically focused on:

- Eating right
- Staying active
- Managing stress
- Identifying & achieving goals

Program developed for Boys and Girls Clubs of America

Now expanding to Special Olympics

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, please contact:

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