

AWARENESS

Prevent Early Births

When it comes to childbirth, sooner is not better than later.

According to a new report from the Institute of Medicine of the National Academies, the high rate of premature births in the United States constitutes a public health concern that costs society at least \$26 billion a year.

In 2005, 12.5 percent of births in the U.S. were preterm, a 30 percent increase over 1981 rates. Babies born before 32 weeks have the greatest risk of mortality, but "near-term" or "late preterm" infants born between 32 and 36, which makes up the greatest number of preterm births, are still at

higher risk for health and developmental problems than full-term newborns.

One mother's tale may be the story of our times. Jenny Minton delivered twin boys prematurely, two months early. For 64 days they struggled, critically ill, in a neonatal intensive care unit. Minton has written "The Early Birds" (Knopf), the story of her harrowing and triumphant quest to bring her sons home. Unfortunately, Minton's experience is no longer rare as half a million children are born prematurely in the U.S. each year. ■

NAPSI

MOTHERS AND BABIES

Giving Baby All The Health Benefits You Can

One of the best things a mother can do to give her baby a healthy start in life is something that may also help her own health.

According to an independent survey conducted by David Burnett and Associates, 100 percent of new moms cite health benefits for baby as the number-one reason for choosing to breastfeed. Only 44 percent said their own health was part of the decision.

"The extent to which breastfeeding affects a mother's health is rarely emphasized," said James Sears, M.D., noted pediatrician.

The benefits for mothers include:

- Lowering the risk of certain diseases. Decreasing the risk of breast cancer is one of the more important health benefits.

"Any amount of breastfeeding is beneficial to mom and baby, research shows; two weeks is good, four months is even better and more than six months is best as far as protection against breast

cancer goes," said Dr. Sears.

Some studies have also shown a decrease in ovarian and uterine cancers in women who breastfed. Another known benefit is a lower risk of developing type 2 diabetes. Lastly, breastfeeding mothers may develop strong bones and a reduced risk of osteoporosis.

- Destress. Being a mother can be very stressful, especially when babies may not be sleeping for long stretches of time. Breastfeeding or pumping breast milk triggers and releases oxytocin (sometimes called the love hormone), which can help moms relax and feel less stressed. Breastfeeding can also help a mother bond with a baby and may reduce postpartum anxiety and depression.

- Shedding pounds. Nursing mothers burn extra calories, making it easier to lose the pounds put on during pregnan-

cy. Milk production burns 200 to 500 calories a day.

- Save money and time. There's no formula to purchase and no bottles to heat up during the night. Since breastfed babies are generally healthier and get sick less often than formula-fed babies, mothers don't spend as much on doctor visits and medicine. Breastfeeding is free. A nonnursing mother can spend thousands of dollars a year on formula and feeding accessories, while a quality electric pump, such as the one offered by Lansinoh, is relatively inexpensive.

For more information and a chance to win a breast pump, new and expecting moms can visit www.lansinoh.com. Before deciding how you will feed your new baby, consider the health benefits of the alternatives. ■

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BABY CARE

Keeping Baby's Skin Moisturized Throughout The Year

The elements—from cold winter winds to strong summer sun—can take their toll on baby's delicate skin in many different ways, not the least of which is dry skin.

In fact, a recent clinical study revealed that babies' skin is drier than most parents would expect. And...it's not always easy to recognize signs of dryness on baby's skin.

Researchers have identified that 90 percent of mothers surveyed believed that their baby's skin was not dry, yet more than 60 percent of these babies actually had clinical signs of dryness. The researchers also found that infant skin reacts differently to moisture than adult skin. Baby's skin absorbs and loses moisture at a faster rate, so infants need extra-mild cleansing and protection against dryness year-round.

Whether playing at the beach or bundling up for the cold, when it comes to keeping your baby's skin protected from the harsh elements, proper moisturizing is one of the best ways to keep that skin baby smooth. In fact, according to Dr. Jennifer Trachtenberg, a pediatrician practicing in New York City, "following a basic, daily moisturizing routine, including the use of gentle cleansers, can prevent baby's delicate skin from drying out."

Appropriate care of dry, delicate skin mandates gentle cleansing and moisturizing whether rain or shine, and you can even start moisturizing baby's skin while he or

she is in the bath. As a leading expert in baby skincare, Johnson's has created a line of products—Johnson's Soothing Naturals—that are made with natural ingredients to gently care for baby's skin from cleansing to after-bath moisturizing.

Studies show that even some cleansers can deplete the skin's natural moisture; however, these new washes are specifically designed to mildly cleanse and add moisture back into baby's dry skin. The washes are formulated with a patent-pending complex to provide long-lasting moisture in the hot summer months and during the coldest days of winter. Moms and dads can also trust that since they are from Johnson's, they are gentle on both the skin and eyes. In fact, the Johnson's No More Tears formula is as gentle to the eyes as pure water.

"A new study shows infant skin needs more protection to ensure healthy skin development. I'm thrilled and comforted that there is now a natural product that I can recommend with confidence as both a pediatrician and as a mom of three," said Dr. Trachtenberg.

So how can parents care for and protect their baby's skin year-round? Dr. Trachtenberg offers some tips:

- Moisturize your baby's skin every day.

Don't wait for skin to look dry, because it can be hard to see the signs of dryness on baby skin. Also, use an ample amount of lotion.

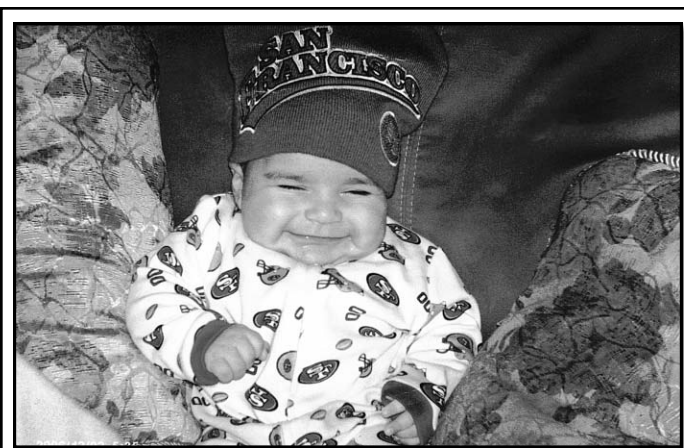
- While your baby is in the bath, be sure to use a gentle, moisturizing cleanser, and then moisturize before you towel dry to lock in all the moisture from the bathwater.

- Make the most of this time by trying baby massage to help bond with your baby.

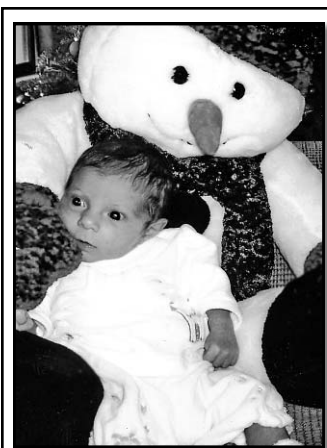
The full line of Johnson's Soothing Naturals products is available at food, drug and mass market chain stores.

Babies can get dry skin just like adults do. In fact, because infant skin is immature, it absorbs and loses moisture at a faster rate, highlighting the need for extra-mild cleansing as well as protection against dryness. Dr. Jennifer Trachtenberg, a pediatrician practicing in New York City, advises parents to moisturize a baby's skin every day. ■

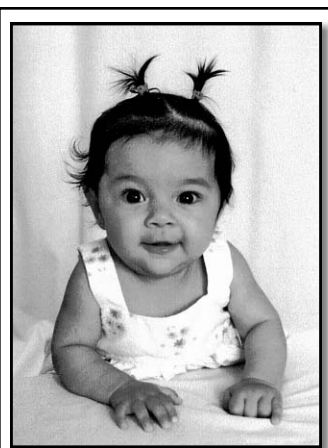
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Ariel Leticia Cisneros
Weight: 7 pounds 11 ounces
Date of Birth: 7/13/06
Proud Parents: Julia Garcia & Frank Cisneros



MACKENZIE COLLINS
Weight: 6 Pounds 11 Ounces
Date of Birth: 12/19/06
Proud Parents: Patrick & Tiffany Collins



ARIANA JOELI DIAZ
Weight: 8 pounds 1 ounces
Date of Birth: 05/29/06
Parent: Lisa Diaz & sister Liliana Marie Diaz



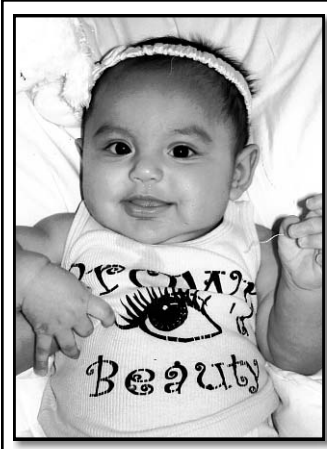
ANGELICA HERRERA
Weight: 7 Pounds 11 Ounces
Date of Birth: 7/23/82
Proud Mother: Irene Herrera



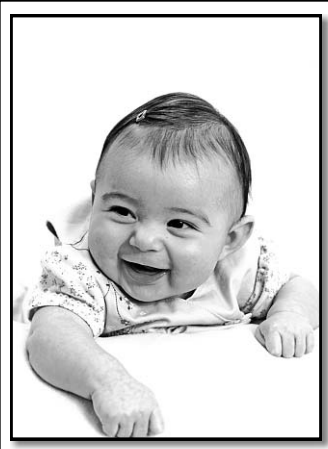
NAZAI GARCIA
Weight: 7 Pounds 1 Ounce
Date of Birth: 7/5/06
Proud Parents: Fabian and Angelica



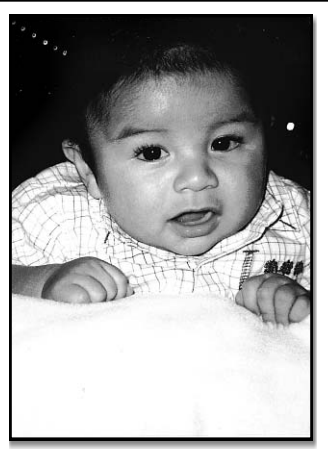
JOZIAH JACOB CORIA
Weight: 8 Pounds 5 Ounces
Date of Birth: 4/17/06
Proud Parents: Fabian & Vanessa Coria



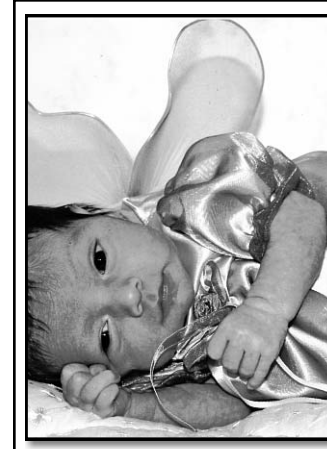
EMILY REYES ENRIQUEZ
Weight: 6 Pounds 8 Ounces
Date of Birth: 7/26/06
Proud Parents: Robert & Sylvia Enriquez



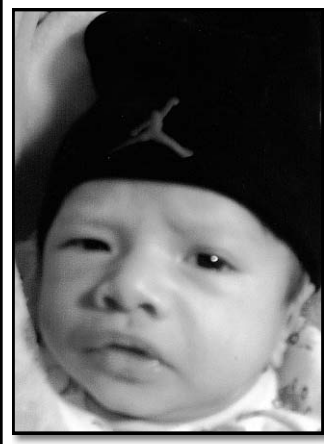
GIANNA ANGELINA FUENTES
Weight: 7 Pounds 8.9 Ounces
Date of Birth: 9/12/06
Proud Parents: Art & Monica Fuentes
Proud Grandma: Teresa Florez



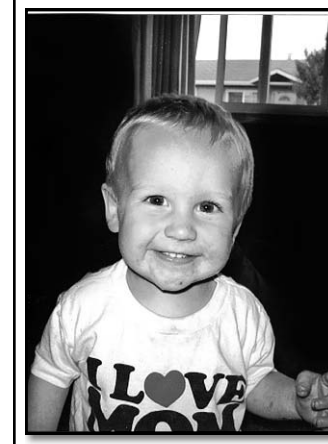
ANGEL G. GARCIA
Weight: 8 pounds 13 ounces
Date of Birth: 09/18/06
Proud Parents: Guadalupe & Estella Garcia



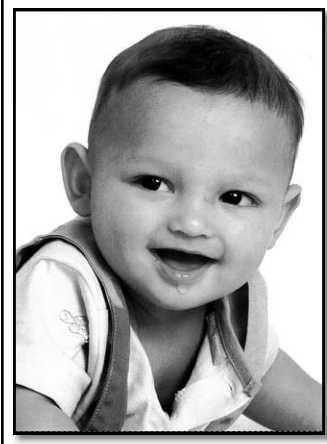
KAYLA ANN GARCIA
Weight: 5 Pounds 14 Ounces
Date of Birth: 5/20/06
Proud Parents: Christina Mathis & Fredrick Garcia



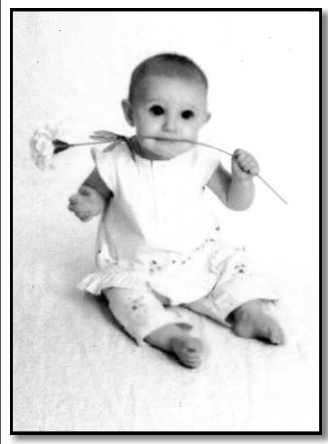
MATTHEW XAVIER GARCIA
Weight: 7 lbs 9 oz
Date of Birth: 12/30/06
Proud Parents: Daniel Garcia & Leticia Galindo



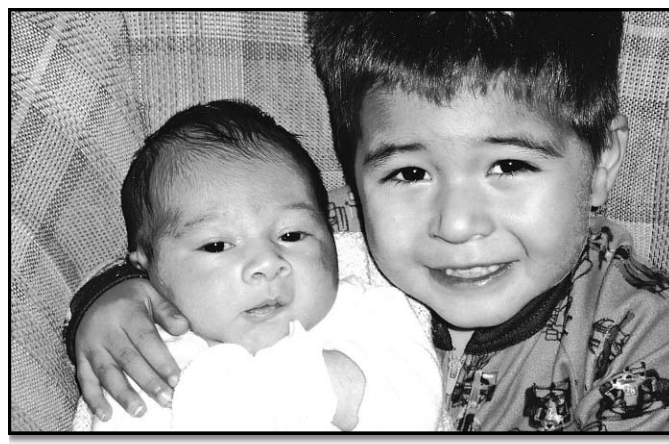
AIDEN JAMES
Weight: 9 Pounds 7 Ounces
Date of Birth: 11/5/04
Proud Parents: Rob & Andria James



CASEY JONES
Weight: 4 Pounds 8 Ounces
Date of Birth: 3/13/06
Proud Parents: Tim & Imelda Jones



MORGAN DIANNE MURPHY
Weight: 7 Pounds 7 Ounces
Date of Birth: 3/6/06
Proud Parents: Greg & Cynthia Murphy



CHRISTOPHER EDWARD MOLINERO MICHAEL ISAIAS MOLINERO, JR.
Weight: 7 Pounds 10 Ounces
Date of Birth: 12/21/06
Proud Parents: Celia & Michael Molinero