

C.S. Lewis & Co. Publicists

Dear Editor/Producer,

Brand-new moms have one more reason to be happy. It's the newly expanded second edition of *Baby 411: Clear Answers and Smart Advice for Your Baby's First Year* (Windsor Peak Press, 2007, 2nd Edition), written by award-winning, Harvard-trained pediatrician **ARI BROWN**, MD, FAAP, and best-selling author **DENISE FIELDS**, the latter of *Baby Bargains* fame.

This user-friendly guide for new mothers provides reliable answers to every conceivable question that could arise during the first year. Written in question-and-answer format, *Baby 411* contains over four hundred pages of up-to-date information and advice, tips, insider secrets, and useful resources that cover the topics today's mothers want to understand.

Here's what's new in the updated third edition:

- Expanded section on acid reflux, complete with a handy checklist
- Special section on autism, and resources for help
- Latest AAP recommendations for breastfeeding and introduction of solid foods
- Expanded section on vaccine controversies
- Latest hot topics: avoiding flat heads, toxic baby bottles, a simple herbal cure for colic and more.

Since the first edition, Dr. Brown has come to national prominence as a spokesperson for the American Academy of Pediatrics, the Texas Medical Association, and most recently, the American Medical Association, airing one-minute radio announcements on the importance of vaccines and immunizations. She also serves on the advisory board for *Parents* magazine. Dr. Brown has appeared on the *Today Show* and Fox News Network, and been quoted and featured in *Family Circle*, *Parents*, *Parenting*, *Real Simple*, *American Baby*, *Wall Street Journal*, *The New York Times*, *Chicago Tribune*, and many other major daily newspapers, to name a few.

Dr. Brown would be delighted to discuss any topic relating to children's health and development, as well as breaking medical stories and hot-button parenting issues. You can read more about her at www.baby411.com.

Please let me know if I can arrange a time for you to speak with Dr. Brown directly.

Warm Regards,

Steve Freeman
Media Coordinator
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Got a New Baby? Here's the 411.

New moms' reference guide answers hundreds of the most frequently asked questions.

From the moment you set eyes on your newborn, the questions begin. What are they doing to my baby? Why does she look like a conehead, and will that red blotch over her eye go away? During your baby's first year, you will have hundreds more about her health, feeding, sleeping, and development.

Baby 411: Clear Answers & Smart Advice for Your Baby's First Year (Windsor Peak Press, \$11.95) has the answers. Written by two moms—ARI BROWN, MD, an award-winning pediatrician, and DENISE FIELDS, a best-selling author of baby and toddler consumer guides—this is the ultimate owner's manual for moms with new babies.

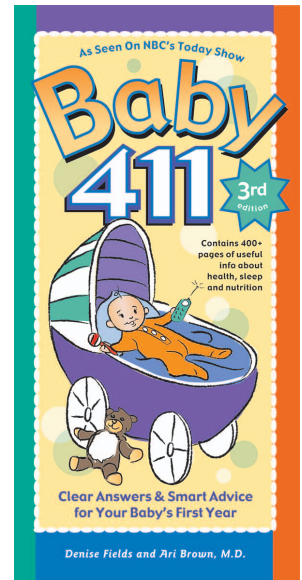
Written in question-and-answer format, the book offers advice and insider secrets from a seasoned pediatrician based on hands-on experience and the latest medical wisdom; dozens of helpful hints and top tips lists; and even real-world feedback—anecdotes from parents who have grappled with and come to terms with a difficult parenting issue.

In this encyclopedic, well-organized guide, readers learn:

- How to find the right pediatrician for your baby
- Tips on surviving the first two weeks
- Sound advice about feeding your baby during year one
- How to establish healthy sleep habits for your baby
- Developmental milestones to watch for the first year
- How to deal with the most common infections and diseases
- How to keep your baby healthy and safe
- What to do in emergencies

While covering every imaginable new-mom question, Brown and Fields are not afraid to tackle hot-button parenting issues and controversies, such as circumcision, the vaccination debate, alternative medicines and treatments, and the family bed.

They even offer a companion website, www.Baby411.com, where readers can get free updates, read breaking health news, check out such useful information as the visual library of common rashes, and swap parenting stories on message boards. *Baby 411* is the one resource every new mother will want to know about.



6 Ground Rules for New Moms

1. There are no ground rules
2. Your baby is your first priority.
3. Pay attention to your intuition.
4. Schedule time for yourself.
5. Ask for help and favors.
6. Stand behind your choices.

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About the Authors

ARI BROWN, MD, FAAP, is an award-winning pediatrician and the coauthor of *Baby 411: Clear Answers & Smart Advice for Your Baby's First Year* (Windsor Peak Press, \$11.95).

Brown graduated magna cum laude from the University of Texas at Austin with a bachelor's degree in child development. After receiving her medical degree from Baylor College of Medicine, she did her pediatric residency at Harvard Medical School/Boston Children's Hospital. She performed additional fellowship training in developmental and behavioral pediatrics at Harvard Medical School under the tutelage of acclaimed pediatrician, T. Berry Brazelton, MD. She is board-certified and a Fellow of the American Academy of Pediatrics.

In private practice since 1995, Brown is a partner at Capital Pediatric Group in Austin, TX. She teaches monthly prenatal and baby care classes, and volunteers with the Texas Pediatric Society, promoting children's health issues through political advocacy.

A widely quoted baby expert in such media as *Wall Street Journal* and *American Baby*, Brown is an official spokesperson for the American Academy of Pediatrics and the Texas Medical Association. She was named "Outstanding Young Professional" by her university's alumni association, and received the prestigious "Profiles in Power Award" from the *Austin Business Journal* for her professional excellence and community service. She is married and the mother of two children. She lives in Austin, TX.

DENISE FIELDS is a well-known consumer advocate and the coauthor of *Baby 411: Clear Answers & Smart Advice for Your Baby's First Year* (Windsor Peak Press, \$11.95).

With her husband Alan Fields, she has written a number of critically acclaimed best-selling titles for consumers, including *Bridal Bargains*, *Your New House*, *Baby Bargains*, and *Toddler Bargains*.

Fields is a seasoned media veteran who has been widely quoted in such print media as *The New York Times* and *Wall Street Journal*. She has appeared on many television shows, including *The Today Show*, *Good Morning America*, *Oprah*, and *Dateline NBC*.

Fields earned a BA from the University of Colorado. She is the mother of two children, and lives with them and her husband in Boulder, Colorado.



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Interview Topics

Cry Management for New Mommies

Learn what to do—and not to do—when your baby cries.

There's no sound quite as disturbing to a new mother as that of her baby's crying. Brown and Fields say knowledge is your best defense against an inconsolable baby. They discuss:

- The three rules of cry management
- Ten tricks for soothing a baby under four months of age
- What to do about colic
- How to start planting the seeds of discipline

What Is Cord Blood Banking?

Saving your baby's cord blood could mean life or death later on.

Your mother didn't have this option and neither did you. Now, thanks to modern medicine, you can "bank" your baby's own umbilical cord blood, loaded with the all-important hematopoietic stem cells, which could save her life or that of a family member years from now. Brown and Fields discuss:

- What's in cord blood and why it's considered valuable
- Where and how to "bank" it, and how much it costs
- How to donate your baby's cord blood and save a life

Balancing Work and Baby

Tips, tips, and more tips for new mothers who work.

If there's one topic all working moms can agree on, say Brown and Fields, it's the difficulty of being a new mom, holding down a job, and doing both well. They've compiled an arsenal of strategies for working moms during baby's first year. Learn:

- The six commandments for balancing work and baby
- Fifteen tips and tricks for juggling family and career
- Nine top survival tools for employed new moms
- Pros and cons of the top five childcare options

How to Avoid Childhood Obesity

It's never too early to establish life-long healthy habits.

You will never have as much control over what your child eats as during the first years of his life, say Brown and Fields. Do your part in helping avoid childhood obesity, and your child will thank you later. The experts discuss:

- Myths and facts about breast milk, formula, and baby fat
- Eight healthy routines to begin while your baby is an infant
- How to banish the Four C's: cola, candy, chips, cookies
- The new food pyramid for a one-year-old



It's tempting to snack on kid snacks, so here's a tip. Buy one kind of cookie as an occasional treat for your child, and make it a kind you don't personally like.

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—MORE—

Babies and Sleep: Here's the 411

Everything you ever needed to know about your baby's sleep.

From the moment she's born, you will have questions about your baby's sleep. How much does she need? Why isn't she sleeping through the night? Is it okay to let her cry? Brown and Fields offer comprehensive tips, insider secrets, strategies, and other valuable information for new moms on the topic of sleep. Learn:

- Recommendations from the best-known "sleep gurus"
- How to get your baby into good sleep habits
- Salient points of the family bed vs. solitary bed debate
- New information on SIDS and how to prevent it
- Ten commandments for a sleep and nap routine

Does Your Baby Have Food Allergies?

Learn about the top offenders, the symptoms, and what to do.

How can you tell if your baby has a food allergy? Should you see an allergist? Brown and Fields say there's nothing quite as scary for a parent as a child who swells up or gets an odd-looking rash after eating. They provide answers to all of the most common food-allergy questions, including:

- How to know if your baby has a food allergy
- Which foods are most likely to cause allergies
- Hidden allergens in common foods—and how to be an ingredient-label detective
- Best known medical tests for food allergies
- What to do if your baby has an anaphylactic reaction

Decision Timeline, from Seventh Month to "Labor Day"

Important decisions to make before you give birth.

Getting ready for a baby involves more than fixing up the nursery and packing your hospital bag. According to Brown and Fields, there are key decisions moms-to-be often forget about that could simplify their lives later on. Learn the timeline for:

- Discussing parenting-style decisions with your partner
- Selecting a pediatrician; scheduling a prenatal consultation
- Making a birth plan and circumcision plan
- Umbilical cord blood banking
- Getting on childcare waiting lists

Food Allergy Statistics

- 2.5% of newborns have a cow's milk allergy.
- 1.5% of children are allergic to eggs.
- Most food allergies occur in the first three years of life.
- Babies whose parents have food allergies are almost 20% more likely to be allergic than babies with nonallergic parents.
- 37% of kids with severe eczema have a food allergy.

"If you can get a child over three months old to smile at you, he isn't that sick. There is scientific evidence to prove this, and in practice, I can tell you it's true."

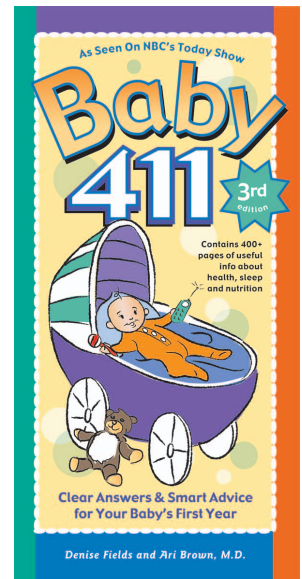
—DR. ARI BROWN

4 Arguments against TV

1. TV is a low-energy activity.
2. It's a passive way to learn information.
3. Many programs are inappropriate for children.
4. TV presents a distorted view of the world.

Suggested Interview Questions

1. What are some important decisions a mother-to-be needs to make before her baby is born?
2. What advice would you give to a new mother who has just arrived home with her newborn, and feels completely overwhelmed?
3. What are some of the most common old wives' tales about babies that you address in the book?
4. What are some tips to make a baby stop crying?
5. What are some tips to get a baby into regular nap and sleep habits?
6. What are the top questions new mothers ask about feeding their babies?
7. What are some of the most common misconceptions parents have about vaccinations?
8. You recommend breast milk over formula for newborns. But what about mothers who work outside the home?
9. Share some tips for juggling a career and a new baby.
10. How do you tell if a baby is really sick or just being fussy?
11. What are the qualities of a good pediatrician, and what questions should you ask someone you are considering?
12. How can parents prevent ear infections?
13. When should you introduce solids into a baby's diet, and what foods are best?
14. Under what conditions should a parent absolutely call the doctor, rather than taking a "wait and see" approach?
15. How is Baby 411 different from other baby-advice books?



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New Parent 411: The 10 Commandments of Sleep

Learn how to establish a healthy sleep routine for your baby.

1. **Teach your baby to fall asleep on his own.** Our sleep cycle consists of light to heavy to light arousal before entering the next cycle. At the end of each cycle, we recheck our environment and change body position. By three to four months of age, your infant will be aware of his world. If he falls asleep on your shoulder and gets moved to a crib, or falls asleep when he is drinking, that's what he'll expect when he arouses at the end of every sleep cycle. Translation: Be careful of sleep "crutches" like these.
2. **Be consistent.** Babies need routines. Rapid transitions and unexpected activities promote anxiety and outbursts. Have a routine for nap and bedtime and try to stick with them.
3. **Have one sleeping place.** Your child should always sleep in the same place for naps and nighttime—not the car seat or infant swing anymore. On occasion, it's okay for her to fall asleep in a car seat, for example, especially after a long trip. But when you're at home, keep the sleep place her bed.
4. **Keep naptime and bedtime consistent.** Naptime and bedtime should be approximately the same time every day.
5. **Always follow your sleep ritual.** Keep routines such as bath, feeding, story time, songs, and prayers the same. Do a short version of a book or song if it's been a long day, but still do it.
6. **Start your sleep ritual before your child is tired.** Don't wait for the yawns and eye rubbing to begin the routine.
7. **Early to bed, late to rise.** Babies actually sleep better when they go to sleep early. An overtired baby doesn't sleep longer—so, you can't buy time to "sleep in" by putting your baby down later.
8. **Ditch the pacifier by four months of age.** Your baby is very aware of his world. If he falls asleep with a pacifier in his mouth, he will cry every time it falls out—at 3 a.m., at 5 a.m., and so on.
9. **Babies need refresher courses on sleep etiquette after travel, illness, or teething.** When you get out of your routine, it takes a few days to get back on track. If you don't remind your baby of what to do, he will remain on a disrupted sleep schedule.
10. **Don't treat your four month old like a newborn.** Your baby will take advantage of your naiveté. Four month olds are capable of falling asleep on their own if given the opportunity to do so.



One study of children who slept in the "family bed" as infants and young children found that co-sleeping had no statistically significant benefits or problems.

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New Parent 411: Pediatrician Dos and Don'ts

How to get the most out of your doctor-patient relationship.

DO:

- Call the pediatrician's office before you leave home and make sure the doctor is running on schedule.
- Call your doctor if you are running late.
- Bring your insurance card with you to every appointment.
- Arrive thirty minutes early when you come for your first office visit.
- Arrive a few minutes early for well-child visits. This gives you time to undress your baby so she will be ready for the doctor to weigh, measure, and examine her.
- Schedule the next well-child visit when you are in the office having one.
- Schedule separate appointments if you have more than one child.
- Schedule well-baby visits on Tuesdays, Wednesdays, or Thursdays, first appointment of the morning or afternoon.
- Schedule well-baby visits that occur in the winter months far in advance.
- Book your school or camp physicals in May or September.
- Talk to your doctor before you decide to bring in your baby. What seems like an emergency to you may not be.
- Ask your doctor about the cost of medications, if you are paying out of pocket. He or she may have free samples or may be able to prescribe a less-expensive generic drug.
- When speaking with an on-call doctor after hours who's not your regular pediatrician, tell him or her about all previous medical conditions and problems.
- Tell the on-call doctor about allergies to medications. Most doctors will inquire about allergies before prescribing a medicine, but they appreciate it if you tell them first.
- Have a pharmacy phone number handy when speaking with any doctor after hours.
- If you have a question about a medication, have the bottle in hand when you call.



Worst times to schedule doctor appointments:

Mondays

Fridays

Christmas Eve

National holidays

—MORE—

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DON'T:

- Try to squeeze in a well-child visit when you come in for a sick visit.
- Abuse after-hours calls. A call about diaper rash at 2 a.m. is not an emergency and will not be appreciated by the groggy pediatrician you just awakened.
- Call for refills, referrals, or appointments after hours.
- Leave your house or get on the phone after you page your doctor after hours.
- Use caller ID to call the on-call doctor back with another question.
- Expect or demand that antibiotics be prescribed over the phone.

There two reasons to schedule a prenatal consultation with your pediatrician as you begin the third trimester:

- To get some help making medical decisions about your newborn.
- Because your baby could be early, and you don't want to be shopping for a pediatrician while you're recovering from labor.

New Parent 411: Top 14 Fever Facts

What you need to know about your baby's temperature.

1. Fever is the number one reason pediatricians are called at night.
2. Our body temperature is not 98.6 degrees, twenty-four hours a day. Our body is coolest at 7 a.m. (as low as 97.6) and hottest at 7 p.m. (as high as 100). That's why babies' fevers go up at night.
3. Fever is not bad. When an infection (most common reason for fever) enters the body, the immune system revs up all other body systems, including body temperature, into attack mode. A warmer body temperature actually helps fight infection.
4. Fevers often last for three to four days for a viral infection.
5. Fever in and of itself does not do any harm to the body, unless it goes above 108 degrees.
6. Low body temperature in a baby is sometimes more worrisome than a fever. If your newborn has a persistently low body temperature (under 97.6 taken rectally), it's best to check in with your doctor.
7. Never give acetaminophen (Tylenol) to a feverish newborn. And never give Tylenol to your one- to three-month-old baby without calling the doctor first.
8. Babies can use ibuprofen (Motrin/Advil) once they are six months old.
9. Never give aspirin to a baby or a child. Paired with particular viral infections, it can cause liver damage.
10. Rectal thermometers are the most accurate way to check a baby's temperature for the first year of life.
11. Fevers that shoot up rapidly cause seizures in less than 5 percent of all babies. "Febrile seizures" do not cause brain damage or lead to a seizure disorder such as epilepsy.
12. Teething has nothing to do with fevers. Fevers are caused by viral or bacterial invaders.
13. It is perfectly safe for a nursing mother to breastfeed her baby while she has a fever.
14. Moms who diagnose their babies as having a fever using the old-fashioned hand-on-forehead method are right about 80 percent of the time.



In a recent study of parents' misconceptions about fever:

- 91% believed fever could cause death or brain damage.
- 7% believed a fever could rise to 110 if left untreated.
- 25% gave fever-reducing medicine for temperatures less than 100.
- 44% dosed the fever-reducing medicine incorrectly.

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New Parent 411: Top 14 Safety Tips

Before your baby learns to crawl, put these on your To Do List.

1. Put safety gates at the top and bottom of the stairs. Permanently installed gates are preferable to pressure gates.
2. Place safety covers on all electrical outlets. Don't forget the ones you can't easily see. Your crawler will find them.
3. Get a "toddler's eye view." Get down on the floor and look at the world through a toddler's eyes to see if there are electrical cords or telephone cords you need to deal with.
4. Move all toxic cleaning products from lower cabinets. That includes "innocent" soap.
5. Put cabinet locks on cabinets. Especially ones with knives, glass containers, and china.
6. Put bumpers on coffee tables, fireplace hearths, and window sills.
7. Anchor bookshelves to walls.
8. Get toilet lid locks so your baby cannot fall in.
9. Set your water temperature to 120 degrees.
10. Get cord shorteners or wall brackets to avoid dangling drapery cords.
11. Remove any toys hanging over crib by the time your baby is five months old.
12. Keep medicine out of reach. And remind visiting grandparents to do the same.
13. If you drop something, pick it up. Get in the habit now, because you'll be doing it later.
14. If you are a gun owner, lock it up. Use a trigger lock on the gun itself as well, and don't forget to lock the ammunition in a hidden, separate place altogether.



Common Household Poisons

- Dishwashing detergent
- Poinsettias, mistletoe, holly
- Many houseplants and flowers
- Mouthwash
- Liquor
- Pottery from foreign countries (lead)

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New Parent 411: Top 12 Old Wives' Tales

Find out the truth behind these persistent myths.

1. ***My baby will catch pneumonia if he goes out into the rain.*** Your baby's body temperature will drop if he's outside in cold weather for a prolonged period of time and not dressed for it. But pneumonia does not infect people who are cold; pneumonia infects people who have a cold.
2. ***A baby who skips crawling and walks first won't be able to do higher math.*** There are reasons why schoolchildren today struggle with math—but walking before crawling is not one of them!
3. ***If your baby bears weight on his legs, he will be bowlegged.*** Babies like to bear weight on their feet with your support. It's fun—and it won't make them bowlegged.
4. ***Adding rice cereal to formula or expressed breast milk will make your baby sleep through the night.*** Let's think about this in a scientific way. A 6-ounce bottle of formula has 120 calories; a teaspoon of rice cereal flakes has about 5 calories. The added cereal does not provide enough extra calories to keep your baby from getting hungry in the middle of the night.
5. ***You must sterilize baby bottles and the water you add to powdered formula every time you make a bottle of formula.*** This myth stems from the middle of last century, when parents made infant formula out of evaporated milk, water, and corn syrup or sugar. Today, your dishwasher is just fine for cleaning bottles, and our tap water makes safe formula.
6. ***Iron is constipating.*** If your baby is constipated, he needs more fiber in his diet, not less iron. If you doubled your size in four or five months, you'd need that much iron, too. There isn't enough iron in formula to make a baby constipated. And without the iron, your baby won't grow. Don't switch formula.
7. ***Introducing fruits before vegetables will give your baby a sweet tooth.*** Your baby will either like vegetables or not. The order of introduction has nothing to do with it.
8. ***Too much holding and rocking will spoil your baby.*** You cannot spoil a newborn. Remember, babies don't have the ability to settle on their own. Do what it takes to get your newborn baby to sleep. He doesn't have the neurological maturity to relax and settle down on his own. As babies reach four to six months of age, they are more capable of self-soothing.

—MORE—



Despite urban legends, pain medication does not have harmful effects on your baby during labor. Enjoy the birth of your child without any guilt.

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9. ***Wind and ceiling fans cause ear infections.*** If your baby has a cold (or any viral infection), she is more susceptible to getting an ear infection (or another bacterial infection). Like the old wives' tale about rain and pneumonia, the wind has nothing to do with ear infections.
10. ***Pigeon-toed children need to wear corrective shoes.*** It was trendy thirty to forty years ago to have kids wear corrective shoes or braces if they turned their feet in while walking. Since then, doctors discovered feet get better whether a child wears such apparatus or not.
11. ***Use the B.R.A.T. diet for a baby with diarrhea (Bananas, Rice, Applesauce, Toast).*** The latest research (1999) suggests that fat and fiber are actually more effective in reducing water loss in diarrhea than are the bland, carbohydrate B.R.A.T. foods.
12. ***Avoid giving your baby milk when she has diarrhea.*** Your baby will have diarrhea no matter what she is eating or drinking. Give her what she is willing to drink. If the diarrhea has been going on for over a week, however, dairy restriction may be in order to rule out lactose intolerance.

More Old Wives' Tales:

- The MMR vaccine causes autism. No reliable scientific study supports this, and several reliable studies refute it.
- Circumcision lessens sexual pleasure for men. Circumcised men have plenty of sexual pleasure.
- Herbal medicines are safe for babies. Because herbs are unregulated, we don't really know what's in the product. Also, many herbal treatments cause side effects in babies. E.g., belladonna, used for teething, is a neurotoxin; echinacea, used for colds, can cause allergic reactions; slippery elm bark, used for diaper rash, can cause its own rashes.