

# C.S. Lewis & Co. Publicists

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Editor/Producer,

Will my child still be in diapers in kindergarten? Will his whining *ever* stop? Can a kid really survive on chicken nuggets and Goldfish? How do I keep my toddler from biting the other kids in day care? Will my child get cancer or have early puberty if I don't buy organic produce, meat, and milk? Should I feel guilty plopping her in front of an educational video? Could my child be autistic or have a developmental delay?

Parents have hundreds of questions like these about their toddlers. They'll get all the answers from pediatrician **ARI BROWN, MD**, and **DENISE FIELDS**, the team who brought parents the critically acclaimed *Baby 411*, in their new sequel, *Toddler 411: Clear Answers & Smart Advice for Your Toddler* (Windsor Peak Press).

Dr. Brown's medical know-how and Fields' track record of bringing useful information to consumers combine in a winning formula once again. Like their successful prequel, this encyclopedic resource is written in question-and-answer format with a refreshing dose of humor, and includes the most recent, medically accurate information on virtually every topic of interest to parents of toddlers and preschoolers.

To help parents better understand their toddler, the authors dispel old wives' tales, shed new light on controversial topics, offer sensible advice and tips, and provide the latest medical facts and scientific research.

Brown and Fields are fun and dynamic experts who have appeared widely in the national television, radio, and print media. They are passionate about helping parents sift through all of the confusing advice out there so they can make sound decisions and raise healthy, happy kids.

Please let us know if you would like us to set up an interview with the authors.

Warm Regards,

Cathy Lewis

# Got a Toddler? Here's the 411.

*Sequel to Baby 411 answers hundreds of the most frequently asked questions.*

Just when you had mastered the 3 a.m. feedings, the 2,400 diaper changes, and the strange-looking crud growing on top of your baby's head, your little one morphs into a toddler—and you feel as though you're back at square one.

In *Toddler 411: Clear Answers & Smart Advice for Your Toddler* (Windsor Peak Press), award-winning pediatrician **ARI BROWN, MD**, and best-selling writer of consumer guides, **DENISE FIELDS**, team up again to bring parents up-to-date, medically sound advice, answers to the questions parents ask most, and insider secrets and tips from real-life moms who have navigated the terrible twos, threes, and fours.

In this well-organized guide, parents learn:

- Expert hints on disciplining toddlers
- Normal and not-so-normal behaviors—and how to tell the difference
- Best ways to stimulate and enrich your child's development
- How to meet the challenges of a special needs toddler
- Parent survival tips for toilet training, picky eaters, difficult sleepers, and more
- Sensible advice and useful resources for common toddler illnesses and injuries

*Toddler 411* is jam-packed with charts and checklists, growth graphs and milestone markers, online and print resources, recent medical study findings, a glossary of medical terms, Dr. Brown's Top Tips lists—in short, everything the parent of a toddler could possibly need to know.

While answering hundreds of frequently asked questions, Brown and Fields don't shy away from such hot-button issues as autism and ADHD, the family bed, organic food paranoia, toddler obesity, and the vaccination debate.

As with their previous book, the authors offer a companion website, [www.Toddler411.com](http://www.Toddler411.com), where readers can find free updates, read breaking health news, and be part of an online community of like-minded parents of toddlers and preschoolers.



Ari Brown, MD

“Healthy lifestyles begin in infancy. It's much easier to create good habits than break bad ones.”

—DR. ARI BROWN

For more information, contact:

**CATHY S. LEWIS**, email:

[CLEWIS1333@AOL.COM](mailto:CLEWIS1333@AOL.COM)

voice: (845) 679-2188

fax: (845) 679-0529

# About the Authors

ARI BROWN, MD, FAAP, is an award-winning pediatrician and the coauthor of *Toddler 411: Clear Answers & Smart Advice for Your Toddler* (Windsor Peak Press), which is the sequel to the critically acclaimed book, *Baby 411*, a bestseller with over 100,000 copies in print.

Dr. Brown completed her bachelor's degree in child development from the University of Texas at Austin, her medical degree from Baylor College of Medicine, and her general pediatric residency and fellowship in developmental/behavioral pediatrics at Harvard Medical School/Children's Hospital Boston. She is Board Certified and a Fellow of the American Academy of Pediatrics. Dr. Brown sees patients full-time in private practice at Capital Pediatric Group in Austin, TX.

Dr. Brown serves as a spokesperson for the American Academy of Pediatrics and a medical advisor to *Parents* magazine. She is a regularly featured expert on The Learning Channel's (TLC) *Surviving Motherhood*. She has also appeared on *The Today Show*, *Good Morning America*, CNN, and in *The New York Times* and *Time* magazine.

Dr. Brown promotes child advocacy as co-chair of the legislative committee for the Texas Pediatric Society, member of the communications committee for the American Academy of Pediatrics, and advisor to the Texas Medical Association's Be-Wise Immunize program. She was awarded Outstanding Young Professional by her university's alumni association, and the prestigious Profiles in Power Award by the Austin Business Journal for her service to the community. Dr. Brown was also voted Austin's Favorite Pediatrician in 2004.

She lives with her husband and two school-aged children in Austin, TX.



DENISE FIELDS is a well-known consumer advocate and the coauthor of both *Toddler 411* and *Baby 411*.

With her husband Alan Fields, she has written a number of 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.



**Insider tips for avoiding “the wait” at your pediatrician’s:**

- Schedule well checks in September or May.
- The two least likely times your doc will be running late are the first and last appointments of the day.
- Tuesday, Wednesday, and Thursday are the least booked days.

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# Segment Ideas and Interview Topics

## Toddler Discipline Dos and Don'ts

*How to promote social skills, self-discipline, and self-esteem.*

Does your toddler or preschooler know how to act appropriately, safely, and confidently, both when you're around and when you're not? The seeds of discipline you plant now, say Brown and Fields, will blossom later. You'll be glad you put in the effort. Learn:

- How to agree on a parenting style with your spouse or ex
- Six nuts and bolts of discipline and how to use them
- The Twenty Commandments of Toddler Discipline
- Tantrums, biting, spanking, sticker charts, time-outs, and other top discipline questions
- Five common discipline challenges and how to meet them

## How to Enrich Your Toddler

*Learn the latest techniques for stimulating toddler development.*

Should toddlers take music lessons? Are educational videos helpful or harmful? Brown and Fields answer the most common questions about maximizing your little one's potential. Learn:

- Best developmental toys for toddlers
- Do-it-yourself recipes for sensory activities, such as bubble play and play dough
- Ideas for simple, inexpensive household items to use as toys, such as dress-up clothes and makeshift instruments
- Academic and IQ benefits of sign language and foreign language instruction
- The benefits of preschool, and how to find the best one
- Fifteen questions to ask when shopping for enriching day-care

## The Zen of Toilet Training

*Discover the easiest path to a diaper-free life.*

Dr. Brown says, don't waste time or effort toilet training when your child isn't ready. Toilet training happens in a day. You just have to pick the right day. She discusses:

- How to pick the right time to toilet train your toddler
- Top signs that your toddler is ready to potty train
- The five key steps to potty training
- Toilet tantrums, fear of pooping, post-training accidents, and other common problems and solutions

—MORE—



**Tip:** The best place to find amazing educational toys and fantastic developmental projects and supplies is NOT your local toy store. Seek out a teacher supply store in your area. A good online version is [www.lakeshorelearning.com](http://www.lakeshorelearning.com).

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## Toddler Sleep Tips for Tired Parents

*Solutions and advice about sleepless toddlers.*

Now that your child has passed his first birthday, everyone in the house should be getting decent sleep. If you just laughed, Brown and Fields are here to help. They discuss:

- Types of sleep, sleep cycles, and toddler sleep requirements
- The 411 on toddler napping
- When and how to transition to the big-kid bed
- Top ten mistakes parents make with sleep routines

## Food Tricks and Treats

*Learn how to feed picky eaters, allergic toddlers, and more.*

Getting toddlers to eat healthy food isn't hard once you know some secrets from the pros. Brown and Fields discuss:

- Three types of eaters and tips for outsmarting them
- Dos and don'ts for getting toddlers to enjoy food
- Twenty sneaky ways to get kids to eat vegetables
- Top toddler-approved nutritious snacks
- How to cope with food allergies

## Early Prevention of Childhood Obesity

*The time to start healthy habits is now—with your toddler.*

Ten percent of American toddlers are obese. Dr. Brown says this is a dangerous trend that parents need to learn about. She discusses:

- Ideal portion sizes and caloric needs for toddlers
- How to check a toddler's Body Mass Index, and what's normal
- Top ways to prevent obesity in an at-risk toddler

## Safe Toddler Environments

*Learn how to protect vulnerable toddlers from the most common health hazards.*

If adults are sensitive to chemicals in our food, air, water, and home environment, imagine the effects on a person weighing only twenty-eight pounds. Brown and Fields separate toxin paranoia from realistic concerns as they discuss:

- Eight reasons toddlers are especially vulnerable to environmental toxins
- Four types of toxins, their health risks, and how kids are exposed
- Top twelve foods with the highest concentrations of pesticides
- Fish, nitrite-preserved meat, food coloring, artificial sweetener, rBGH milk, and other controversial food facts

**Tricks to get veggies into your toddler's diet:**

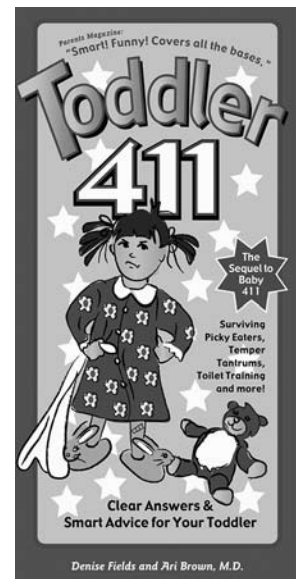
Pumpkin soup  
Carrot/zucchini bread  
Carrot/orange juice  
Any veggies with ranch dressing  
Edamame  
Spinach bites  
Sweet potato pancakes

**Dr. Brown's Favorite Sayings:**

1. You can't make a toddler eat, sleep, or use the potty.
2. You can't expect your toddler to behave well if you can't behave well.
3. If we all ate like toddlers, we wouldn't need South Beach.
4. If you have a developmental concern, your child doesn't need a diagnosis to need help.
5. Vaccines have become the scapegoat for diseases we simply don't have the answers to yet.
6. Toilet training happens in a day, you just have to pick the right day.

# Suggested Interview Questions

1. What are some of the most common misconceptions parents have about their toddlers?
2. What are the terrible twos all about?
3. How much stock should parents put in growth charts?
4. What are the most important developmental milestones between ages two and four?
5. What are the most enriching ways to stimulate your toddler's development?
6. What are the latest findings on the advantages of preschool?
7. At what age is discipline appropriate, and what are the best and worst ways to discipline a toddler?
8. Are there any tried-and-true tricks to get a picky toddler to eat something other than beige food?
9. What's the easiest way to toilet train a toddler, and when should it happen?
10. What advice do you have for parents whose toddler is an erratic sleeper?
11. What's a realistic diet for a toddler?
12. Is it possible to spoil a toddler?
13. Is television bad for the toddler brain? What about computers and video games?
14. What are the top things parents should look for in a day-care situation?
15. How can you tell the difference between a roly-poly toddler and one who is in danger of becoming obese?
16. What are the top symptoms parents need to know in order to avoid a medical emergency?



## Quick relief for bumps and thumps:

- A bag of frozen veggies on a minor head injury halts swelling.
- For lip, mouth, and tooth injuries, a Popsicle numbs the area and stops the bleeding.

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# Top Toddler Myths and Facts

**Myth:** Spare the rod and spoil the child.

**Fact:** Any child development expert will tell you that spanking is not a good idea. You are your child's role model. If you express frustration and anger with physical force, how do you expect your child to act when he is frustrated or angry?

**Myth:** Toddlers are too young to be told when someone dies.

**Fact:** You should talk to your child about death, ideally before a family member has died. Tell the truth without a lot of details (don't say he or she has gone on a trip), do let the child grieve, don't hide your grief, and do explain that the child had nothing to do with the person's death.

**Myth:** Teaching toddlers sign language is a silly parenting fad.

**Fact:** Children are capable of understanding language and communicating nonverbally long before they have the ability to speak. Teaching preverbal toddlers how to tell you that they are thirsty, hungry, sleepy, and so on can be a wonderful gift to both parent and child.

**Myth:** Preschool is just a fancy name for babysitting.

**Fact:** The push for universal preschool is a growing movement in public schools. Studies show that kids who go to preschool are more likely to finish high school and get jobs, less likely to need special-ed services or repeat grades, and less likely to get arrested or get pregnant as teens.

**Myth:** Toddlers should be toilet trained by preschool, age three.

**Fact:** Toilet training is a developmental milestone. You can't force a child to do it if he or she is not ready. When your toddler is ready, toilet training takes one day.

**Myth:** It's impossible to get a toddler to eat vegetables if he doesn't want to.

**Fact:** Most toddlers eat what they need nutritionally—if they are provided with healthy choices. If you offer toddlers "kid food" in order to keep peace, your child's health and waistline will pay for it later.

**Myth:** Sleep crutches such as pacifiers, bottles, or a parent are great ways to get toddlers to fall asleep.

**Fact:** Unfortunately, your toddler wakes up briefly every ninety minutes, at the end of each sleep cycle. If he or she is in the habit of falling asleep with a crutch, your toddler will expect that crutch every time he or she awakens.



In one study, toddlers who were "sign talkers" spoke earlier and performed slightly better on IQ tests at age eight than nonsigning peers.

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