

Health service initiates newsletters

Effort aims to better inform area parents

ROCHESTER — The Genesee Health Service has launched a series of newsletters on parenting and child development as part of an effort by area health care providers to better communicate with parents.

Developed in conjunction with the American Medical Student Association's Health Promotion/Disease Prevention Project, the newsletter series, titled "Tips on Kids," provides information to parents on 13 critical stages of a child's development from two weeks to age 6.

The newsletters are currently being distributed free to community health centers and pediatricians' offices throughout the Rochester area.

Funded with a federal public health grant secured by the Rochester Primary Care Network for Genesee Health Service, the four-page newsletters — which are available in English and Spanish — are written in easy-to-read language for parents of all educational backgrounds.

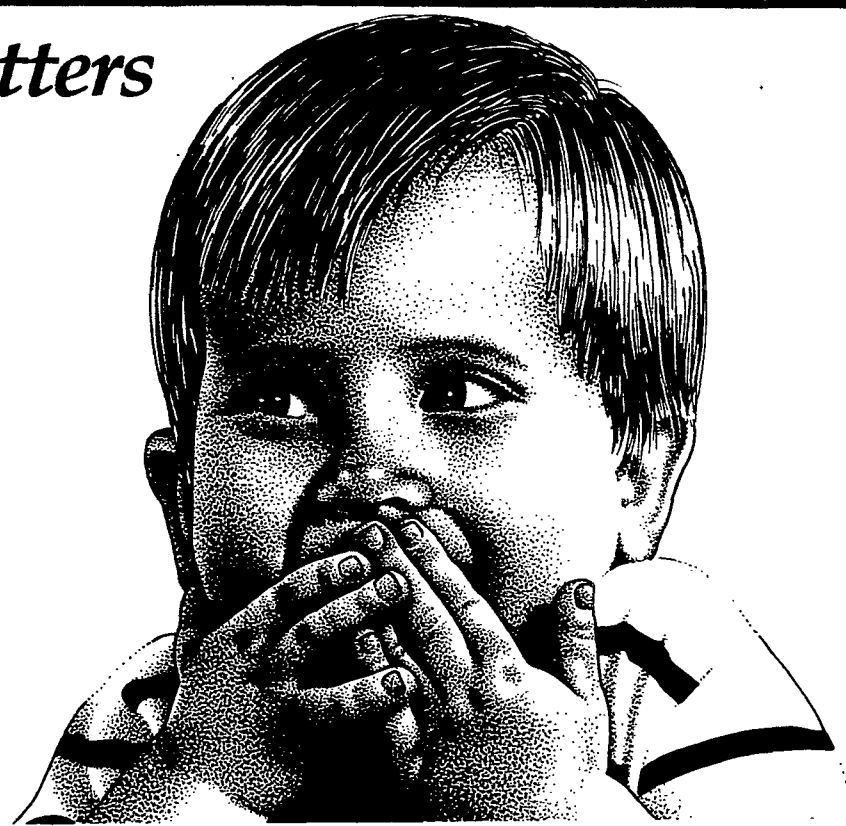
"The best way to keep children healthy is to communicate with parents about what they can do to support and protect their children," said Dr. Albert Mangold, pediatric division director of Genesee Health Service, a multi-specialty group practice at the Genesee Hospital, 220 Alexander St. "There are many things that parents need to know from how to take a baby's temperature to how to encourage a child's curiosity."

Each of the 13 newsletters concentrates on a specific age, such as two weeks or two months, coinciding with a routine well-baby visit (when the newsletters are given to parents).

All of the newsletters' information is culled from the experiences of physicians at Genesee Health Service.

"It is styled on our practices; it is not taken from books," said Mangold. Indeed, two students from the University of Rochester School of Medicine and Dentistry gathered the information by sitting in on patient visits with area pediatricians.

Among the topics covered in "Tips on Kids" are what to expect from a baby or child; foods to encourage and avoid; games and activities that help children develop and learn; naps; thumbsucking; fevers; and creating a loving environment for a child.



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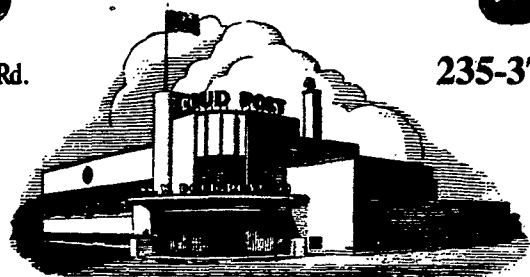
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