

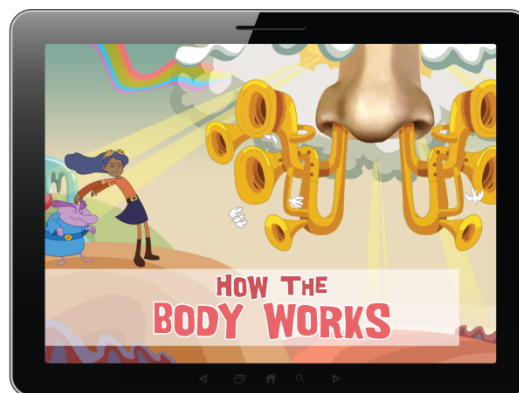
Engage, educate, and motivate

KidsHealth®



The world's most-visited site
devoted to children's health and parenting

KidsHealth: Engaging Health Media



Engage, educate, and motivate

KidsHealth



KidsHealth®

- Engaging media to provide knowledge, advice, perspective, and comfort to families
- Content for 4 distinct audiences: parents, kids, teens, and educators
- Expert in *translating* complex medical information into practical information
- Medicaid-approved for literacy level
- From physician-led, nonprofit Nemours Center for Children's Health Media



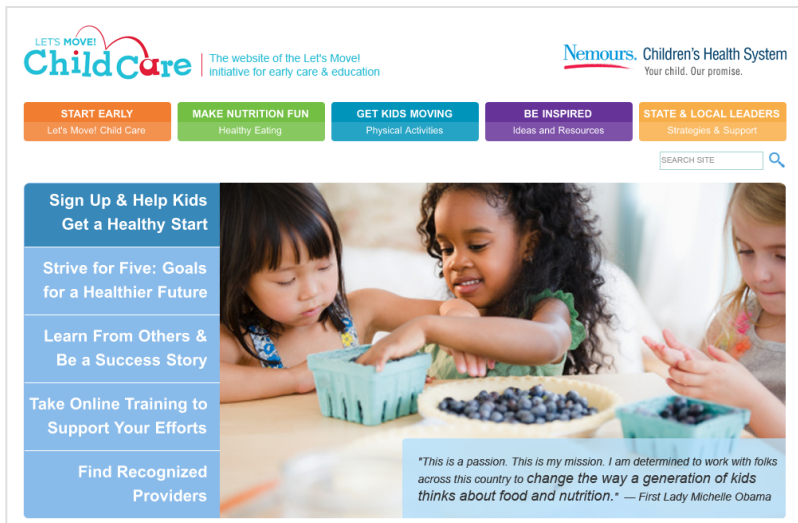


Neil Izenberg, MD, speaks at the 2014 Clinton Global Initiative panel, ***Starting From Zero: The Unrivalled Importance of Early Childhood.*** Moderated by Nicholas Kristof of the NY Times

KidsHealth From Nemours

- Founded/led by pediatrician Neil Izenberg, MD, FAAP, recipient of the American Academy of Pediatrics Education Award
- Hybrid team of clinicians, editors, writers, producers, animators, designers, researchers, technologists, and marketers
- More than just medical information, KidsHealth focuses on the social and emotional aspects of health and parenting

What Is KidsHealth?



Nemours®

- Nonprofit devoted to children's health, providing care, research, and education
- Recipient of NIH, CMMI, CDC, WIC, and PCORI funding
- Founding member of the First Lady's *Partnership for a Healthier America*
- Created the *Let's Move* Child Care website



#1 most-visited website devoted to children's health *in English and Spanish*

1,000,000+ visits
each weekday

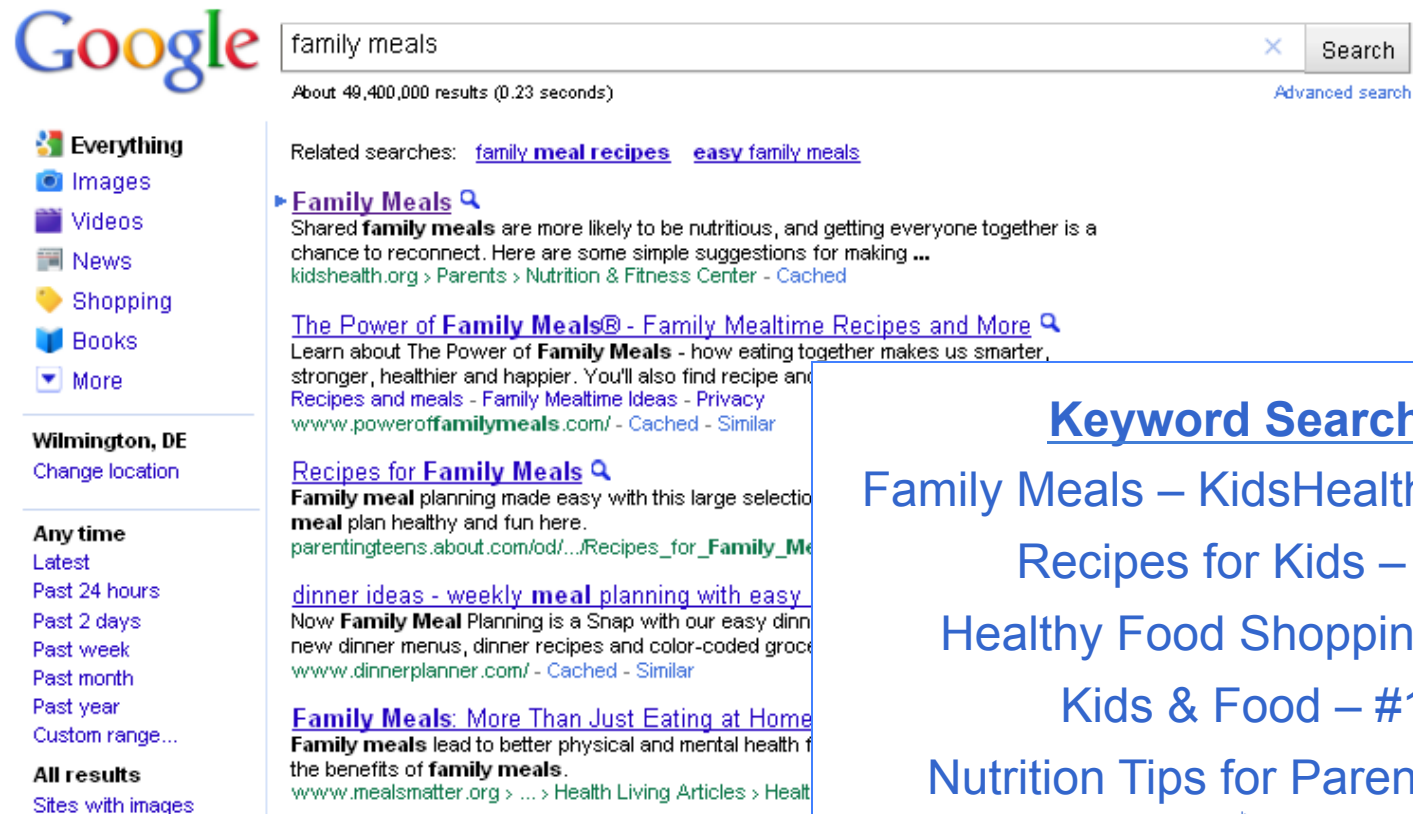


Rated #1 mobile
experience by



Source: ForeSee,
March 2015

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



The screenshot shows a Google search interface with the query 'family meals'. The search results page displays 'About 49,400,000 results (0.23 seconds)'. On the left sidebar, there are filters for 'Everything', 'Images', 'Videos', 'News', 'Shopping', 'Books', and 'More'. Below these are location filters for 'Wilmington, DE' and 'Change location', and time filters for 'Any time', 'Latest', 'Past 24 hours', 'Past 2 days', 'Past week', 'Past month', 'Past year', and 'Custom range...'. At the bottom of the sidebar are 'All results' and 'Sites with images'.

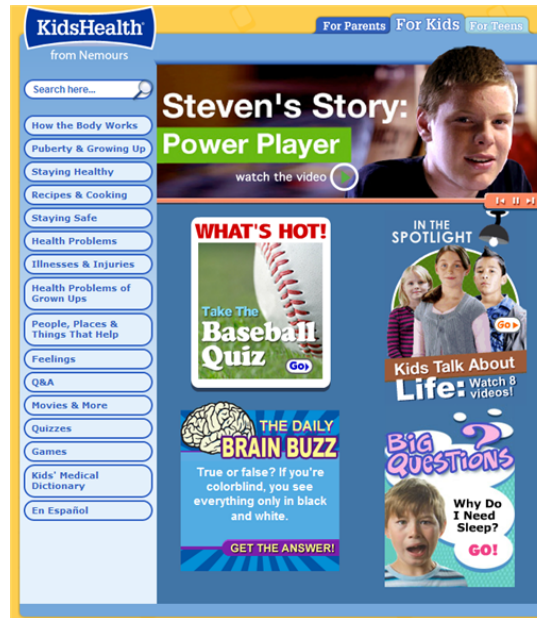
The main search results area shows 'Related searches: [family meal recipes](#) [easy family meals](#)'. The first result is 'Family Meals' with a magnifying glass icon. The snippet reads: 'Shared **family meals** are more likely to be nutritious, and getting everyone together is a chance to reconnect. Here are some simple suggestions for making ... [kidshealth.org > Parents > Nutrition & Fitness Center - Cached](#)'. Below this is another result titled 'The Power of Family Meals® - Family Mealtime Recipes and More' with a magnifying glass icon. The snippet reads: 'Learn about The Power of **Family Meals** - how eating together makes us smarter, stronger, healthier and happier. You'll also find recipe and Recipes and meals - Family Mealtime Ideas - Privacy [www.poweroffamilymeals.com/ - Cached - Similar](#)'. Below this is a result titled 'Recipes for Family Meals' with a magnifying glass icon. The snippet reads: '**Family meal** planning made easy with this large selection of **meal** plan healthy and fun here. [parentingteens.about.com/od/.../Recipes_for_Family_Me](#) [dinner ideas - weekly meal planning with easy](#) Now **Family Meal** Planning is a Snap with our easy dinner new dinner menus, dinner recipes and color-coded groceries [www.dinnerplanner.com/ - Cached - Similar](#)'. Below this is a result titled 'Family Meals: More Than Just Eating at Home' with a magnifying glass icon. The snippet reads: '**Family meals** lead to better physical and mental health for the benefits of **family meals**. [www.mealsmatter.org > ... > Health Living Articles > Health](#)'.

On the right side of the search results, there is a blue-bordered box containing the following text:

Keyword Search:

- Family Meals – KidsHealth ranks #1
- Recipes for Kids – #1
- Healthy Food Shopping – #4
- Kids & Food – #1
- Nutrition Tips for Parents – #3

Connecting With Families



Content for 3 distinct audiences: parents, kids, and teens



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* eNewsletter program, including health & PE teachers and coaches

3 million+ lesson plans
downloaded annually



Teachers' Choice
Award winner



A Global Voice for Families

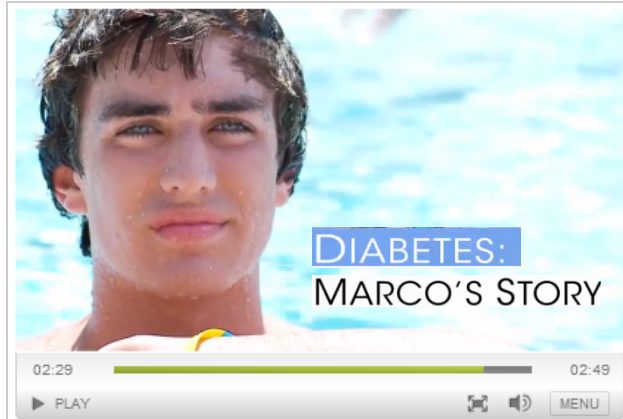
KidsHealth surveys and polls are a powerful way for families to share their voice on a range of important issues that affect them

How do we use the results?

- Provide practical advice for families
- Explore what families want and need regarding health care services
- Catalyze discussion about important issues
- Engage schools and students in learning about their own health, understanding families, and becoming aware of global health concerns
- Help us develop effective educational tools that will be accessed millions of times in the US and around the world

Interested in partnering in a KidsHealth poll?

Previous partners include **TIME** for Kids, **Discovery Girls**, **seventeen**, and the **Centers for Disease Control and Prevention**



KidsHealth Video

bringing network-quality storytelling to health

- KidsHealth creates the largest library of videos for families around a broad range of topics
- Increases family knowledge and confidence around specific health conditions
- Includes personal stories that help reduce isolation and increase hope

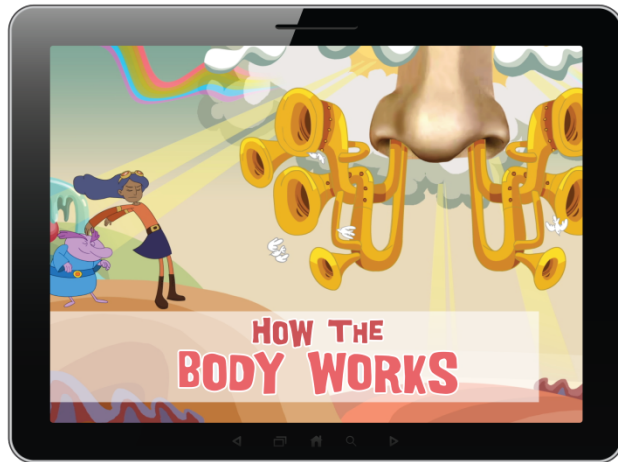




KidsHealth's Vast Video Distribution Network

Reaching families

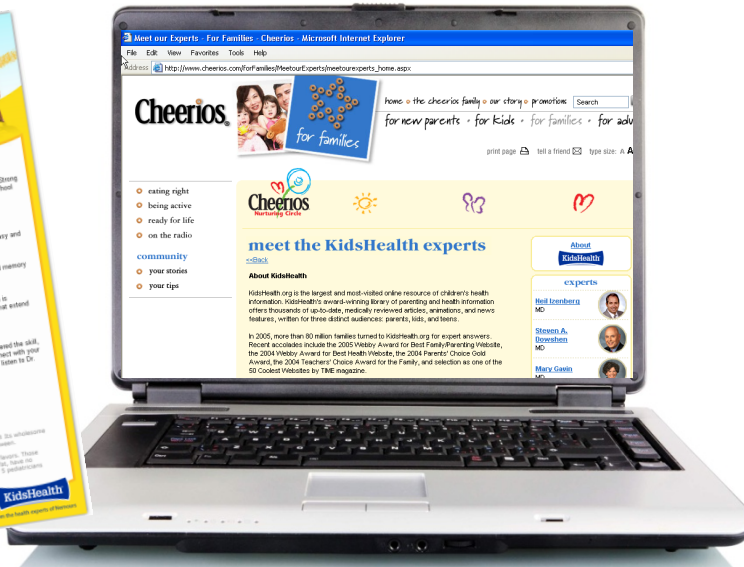
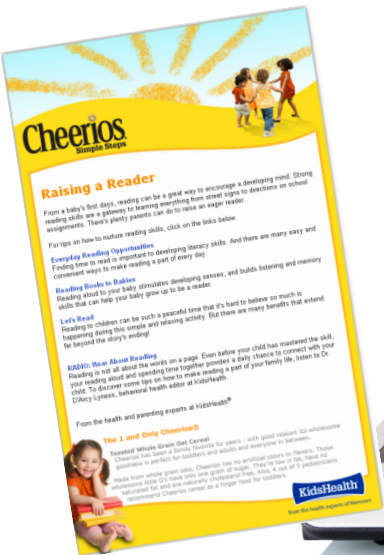
- 7,000+ pediatric hospital beds throughout the US reaching ~1 million children & their families each year
- 25+ million visitors each month on KidsHealth.org
- 60 children's hospitals' websites within their KidsHealth content



KidsHealth is the #1 licensor of pediatric content to America's children's hospitals and a trusted partner to corporations, payers, media, and government agencies

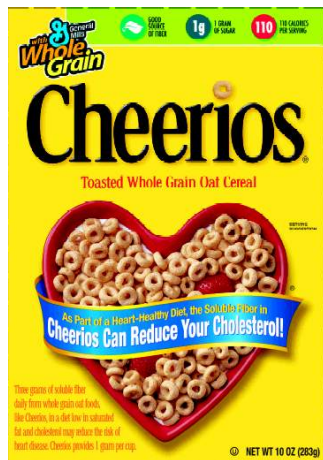


KidsHealth Partner Case Study



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

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



Engage, educate, and motivate

KidsHealth



Fast Break!
Classroom Physical Activity for K-5 Students: Keep Your Brain in the Game

Try these activities to get active in and out of the classroom!

| | | |
|--|--|---|
| Wake Yourself Up! Overhead Stretch  Clear hands overhead. Extend and hold for 5-10 seconds. Lean to the right and hold. Repeat on left. | Pump Yourself Up! Air Jump Rope  Stand with arms by sides. Jump at a steady pace like you're skipping rope, pretending to turn rope. | Get Focused! Warrior Pose  Lunge with arms outstretched and hold for 5-10 seconds. Repeat on the other side. |
| Wake Yourself Up! Empty Coat Sleeves  Stand with legs apart. Twist from side to side, letting your arms swing until you feel loose. | Pump Yourself Up! Fast Feet  With knees bent and head up, move feet quickly like you're running in place. Do for 30 seconds. | Get Focused! Tree Pose  Place feet on inside opposite calf. Raise arms and hold for 10 seconds. Repeat on the other side. |

Up Your Game...

1. Drink water and low-fat or fat-free milk.
2. Eat fruit and vegetables at every meal.
3. Enjoy a healthy meal with your family. Turn off the TV and talk about your day.

KidsHealth.org
NBAFIT.com



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Take a fast break!
Get ideas on how to keep kids active.

Take a fast break the NBA way!

KidsHealth from Nemours



KidsHealth provides strategic expertise and program execution for NBA FIT's annual NBA All-Star promotion:

- in schools
- at NBA All-Star Weekend venues
- on KidsHealth.org
- on KidsHealth in the Classroom

KidsHealth Partner Case Study

KidsHealth
from Nemours

Search here...

Parents Home
General Health
Infections

Fresh New School Year!
BACK-TO-SCHOOL GUIDE FOR PARENTS OF PRETEENS & TEENS

Click to download

Listen

Parents, it's that time of year again when middle- and high-schoolers are heading back to class. We hope *Fresh New School Year!* can help you to help your kids meet their new challenges with excitement, motivation, and well-being. Have a great new year!

Download your FREE back-to-school booklet to find out more about:

- 5 Ways to Calm First-Day Jitters
- Infections You Should Discuss With Your Child's Doctor
- The ABCs of ZZZs
- Connected Kids: Staying Safe With Digital Media
- 12 Smart Snacks to Refuel After School

12 Smart Snacks for Refueling After School

Get a FREE guide for back-to-school!

Fresh New School Year!
BACK-TO-SCHOOL GUIDE FOR PARENTS OF PRETEENS & TEENS

5 Ways to Calm First-Day Jitters

12 Smart Snacks to Refuel After School

Connected Kids: Staying Safe With Digital Media

Infections You Should Discuss With Your Child's Doctor

The ABCs of ZZZs

Fresh New School Year! was created by KidsHealth. Distribution, funding, and content review were provided by Merck.



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

- 8-page booklet (online + print)
- online promotion through KidsHealth (banners, social media, email)
- offline distribution via libraries



Celebrity Chef Robert Irvine

KidsHealth partnered with Celebrity Chef Robert Irvine to create healthy recipes for families:

- each recipe includes a video of Chef Irvine making the dish with children
- KidsHealth created a 12-video Q&A series with parents and kids asking Chef Irvine questions about healthy lifestyles





8 SAFE · FUN · FAST · HEALTHY · SUCCESSFUL · Video · About the Program · Contact Us · Special Olympics

8 im

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.

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 your organization to bring the **im** program to your members. [Click here to watch the welcome video](#), which can be shared with your participants. 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 Special Olympics

Michael Phelps Swim School **MICHAEL PHELPS FOUNDATION** **KidsHealth**
KidsHealth.org

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KidsHealth partnered with the Michael Phelps Foundation to create health and wellness education for its **im Program**. KidsHealth broadened the swimming program to include practical activities on:

- eating right
- staying active
- managing stress
- identifying & achieving goals

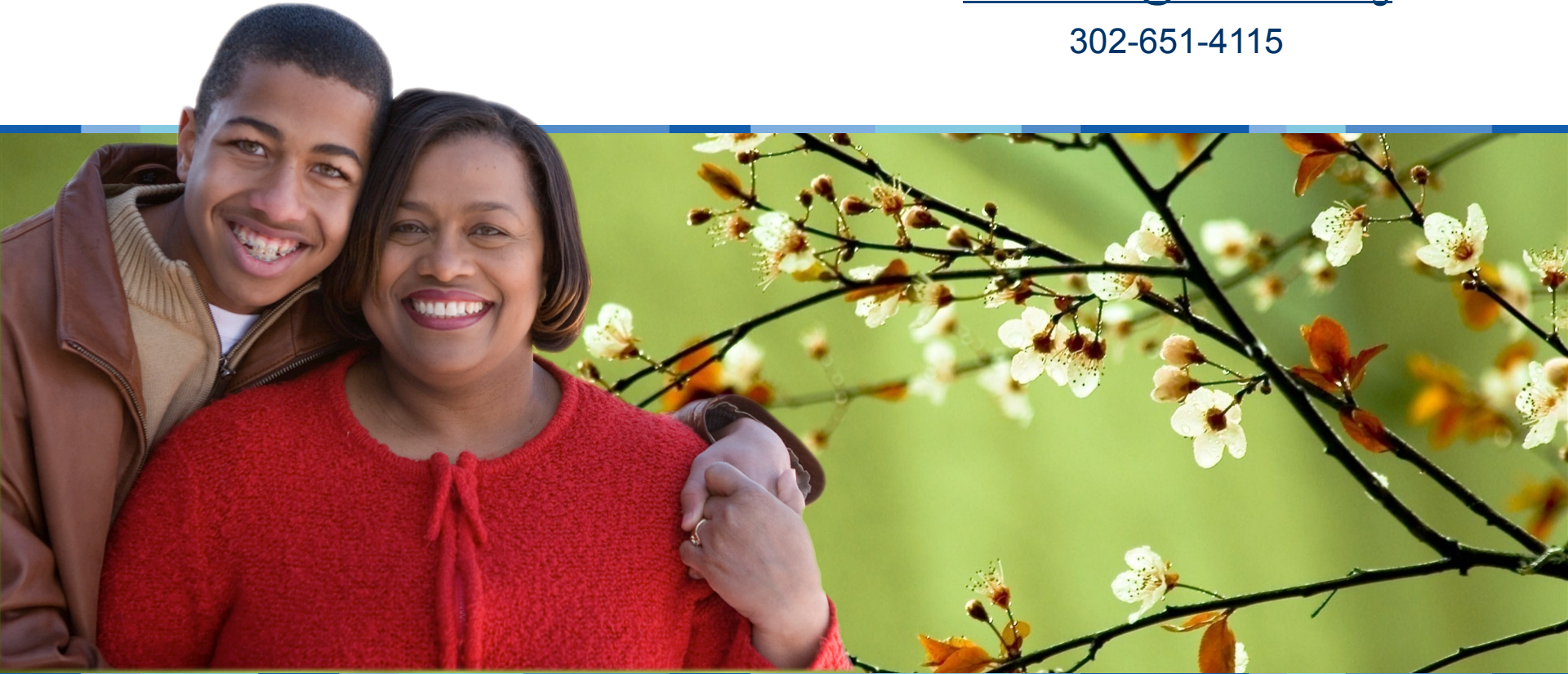
The im Program is run through:



Lynn Biddle-Cloud
Director of Partnerships

biddlecloud@kidshealth.org

302-651-4115



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