



Newborn Channel Program Descriptions

Breastfeeding

A Mother's Gift

This show addresses issues surrounding this unique gift that only new mothers can provide. It answers all of moms' questions about breastfeeding. Our Newborn Channel host, Maura Driscoll, introduces Lillian Beard, M.D., FAAP, who offers advice that helps eliminate moms' fears about breastfeeding.

Breastfeeding Basics

This four segment (3 minutes each) breastfeeding miniseries covers important topics for mothers.

The series highlights:

- **Why I Breastfeed:** describes the benefits of breastfeeding for mother and baby
- **Breast Pumping:** details the basics of pumping from how to choose a pump to the proper storage of the milk
- **Proper Positioning:** provides how-to demonstrations on the different holds and ways to create a comfortable position for both mom and baby while breastfeeding
- **Back to Work:** explains how with a little work and support from those around her mom can easily continue to breastfeed even once they go back to work

Breastfeeding Made Easy

This program discusses the numerous benefits of breastfeeding. It takes mothers step-by-step through the basics of breastfeeding including proper positioning, latch, schedules, and pumping. The advantages of receiving support from groups/classes as well as taking proper care of her breasts are emphasized.

Breast Is Best

This program discusses the benefits and joys of breastfeeding. It explains the different techniques and guidelines for breastfeeding moms. Topics covered include nutrition, health benefits, and financial savings. Also discussed are the proper methods of breastfeeding.

Child Safety

Baby's Clean Healthy Home

When a new baby home comes home parents want everything to be perfect. Baby's Clean Healthy Home includes information on non-toxic cleaners, the dangers of second-hand smoke, and hand washing. Help make the transition home easier with this valuable program.

Infant and Child Safety in the Home

This program provides parents with basic information on protecting their little ones. It focuses on the safety measures for parents to consider throughout their home, included are ways to child proof their home to help keep baby safe.

Keeping Baby Safe

One of the most important jobs a new parent has is taking good care of their baby. There are so many basics to learn, that sometimes safety takes a back seat. In Keeping Baby Safe, parents will learn about co-sleeping and other sleep issues, giving medication and what to do to help prevent injuries.

Patient Safety

Addresses the steps your hospital has taken to ensure the safety of moms and their babies. Teaches moms their rights and responsibilities as a patient. Advises that it is okay to ask questions about their care and what types of questions to ask.



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Circumcision

Circumcision: The Basics

It's a decision that parents of baby boys are faced with right after birth. In our program, Circumcision: The Basics, you'll learn what you need to know about why boys are circumcised, what methods are used, and post circumcision care.

Development

Baby Milestones

You've waited 9 long months for the arrival of your new baby. Now the real fun begins. Each minute, each day, each month is filled with firsts for your little one...first smile, first food, sitting up, crawling, playing...all are wonderful touch points that mark your baby's development. In Baby Milestones, we feature vision, hearing, social, and movement developments. Our program also reminds new parents of health issues they should watch for. Learn what to expect with Baby Milestones

Mother Knows Best

Teaches moms the importance of trusting their own parenting instincts at a time when so much advice is given. How to handle their doubts and know that their baby is their best teacher. Discusses the value of touch and meeting their baby's needs.

Music Class for Moms and Their Babies

A fun way for parents to interact with, teach, and entertain their child.

Family

Dad's Role With Baby

It's important for new Dads to understand that they can make a difference in a newborn's life. In our program, Dad's Role With Baby, new families learn how Dad bonds with baby and tips for helping Mom get back on her feet faster. This is a must see for any Dad's that don't seem quite comfortable around baby.

Juggling Your Work and Family

This program addresses mom's returning to work and the best ways to make it work for the entire family. Topics covered include: psychological adjustments, family scheduling, day care options, interacting with your employer about flex time options, and breast pumping.

When A New Baby Comes Home

This show features specific ways to introduce a baby to its new environment, in particular, its siblings and pets. Also covered in this program are behavioral and safety issues as well as the best ways to bring the whole family together in the care of the new arrival.

Immunizations

Immunizations: Protecting Our Future

Immunizations for babies are important. This program explains what they are, why they are needed and includes a suggested immunization schedule for babies.



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Immunizations: The Facts

Immunizations: The Facts discusses why immunizations are important, how they work and provides an overview of the vaccination schedule for newborns. In addition, it discusses immunization myths and why older family members need to keep records of their immunizations as well.

Infant and Mom Sleeping

Sweet Dreams

This program helps resolve sleep issues with baby so that everyone can get a good night's sleep.

Top 10 Things to Get Baby Off to Sleep

This program discusses the top ten ways to help your baby get to sleep. Topics covered include: recognizing baby's sleep signs, having a consistent bedtime routine, making sure the crib is safe, and the importance of mom getting sleep herself.

Infant Bathing

Bath Time

It's easy to bathe a baby if you know how. This segment explains in detail how parents can bathe their new baby at home, on their own. Discusses such procedures for washing a baby's hair and ways to prevent "cradle cap" and also includes tips for bathing safety.

Infant/Car Seat Safety

Car Seat Safety

Examines proper installation and use of child auto safety seats. Explanations are given as to why car seats are so important – car crashes are the single greatest risk children face. Step-by-step installation instructions are offered, along with tips to avoid common mistakes made by many parents. Also included is information on car seat usage according to specific age guidelines.

Infant Hearing

What Baby Hears

The importance of newborn hearing testing and how screening tests are administered are detailed in this show. Information on why the screening is necessary to promote optimal child development is provided, along with an explanation of the screening procedure, complete with visual equipment display. Parents are reassured that no harm or pain is experienced by the baby.

Healthy Baby

Baby Skin 101

This program provides parents with information regarding bathing, infant acne, cradle cap, eczema, birth marks, and sun protection. It provides tips on what to look for and how to care for the baby's skin.

Childcare and Your Baby

Explores the options parents need to consider when choosing a caregiver that is right for their family and lifestyle. A variety of solutions are addressed such as in-home care (i.e. nanny, partner, or a family member) and out of home day care (i.e. day care providers, relatives, or corporate day care). Emphasis is placed on how to choose the best solution for their family.



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Diapering 101

Diapering 101 discusses everything you need to know about diapering your baby. This program includes a "how to" on the actual diapering process, safety tips and supplies. It also discusses using wipes, diaper rash and umbilical cord diapering. You'll graduate at the top of your class and be a diapering pro after watching this program.

First Aid: Infant Rescue Breathing and Infant CPR

This segment explains in detail how to handle infant breathing emergencies. This program follows the latest American Heart Association guidelines and has won 10 awards, including the Crystal Award and the Gold Award. This two-part series, Infant and Toddler Emergency First Aid, can be purchased by calling (800) 210-5700.

Healthy Eating From the Start

Getting your children to eat a well balanced diet starts right from the moment they are born. Get them off to a good start with breast milk and then help them grow by introducing healthy fruits, vegetables and meats along the way. Our program, Healthy Eating From the Start, provides an overview of how to start your child eating properly and keep them doing that throughout life. It also offers guidelines on introducing foods and tips on what types of food aren't healthy choices. Start them eating right from day one.

Infant Feedings

Feeding and nutritional information for baby during the first four weeks of life. Breastmilk is ideal but there are reasons some mothers choose to formula feed, including work, health issues and personal choice. Information on formula preparation assures mom that her baby is provided with the nutrition needed to grow and thrive.

Jaundice and Your Newborn

Jaundice is a common and usually harmless condition in newborn babies that can cause long-term medical problems if not diagnosed. This program provides mothers with information about what the signs of jaundice are, what to do if a new mother suspects jaundice, and provides the key recommendations of the American Academy of Pediatrics on how to treat jaundice.

Massaging Baby's Stress Away

Babies are surrounded by new stimulation that can be tough to process. This program teaches parents how through massage they can help to ease babies' stress and possible even help in improving baby's sleep patterns.

Newborn Care

This program provides new parents an overview of their newborn's basic needs and helps them bond with their baby. Information includes: breastfeeding, formula feeding, bathing, diapering, umbilical cord care, dressing, sleeping, crying and comforting, baby health and safety. Helps viewers anticipate their babies' needs and formulate questions to ask healthcare providers.

Understanding Why Babies Cry

This show provides tips to help mothers to manage a crying baby with confidence. It provides practical recommendations to calm and soothe baby.

Well-Baby Visits

Increases moms' understanding of what takes place during well-baby visits. This program explains the doctor's examination of a new baby on the first visit after discharge from the hospital and at the second visit. Advises mom on how to prepare for the visit by providing a checklist of questions.



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Your Baby's Oral Health

Instructs parents on the importance of oral health for their child. A variety of topics are covered such as when, why, and how to stimulate and/or brush babies teeth and gums, teething, and caries. Also addressed are what moms should do in terms of breast care, bottles, nipples, pacifiers, and oral hygiene.

Healthy Mom

Back in Shape

What a mom can do to start getting back in shape shortly after she leaves the hospital.

Down-There Care: Recovery from Delivery

Teaches moms how to care for herself after vaginal birth. Topics addressed include: episiotomy, hemorrhoids, lochia, Sitz Baths, etc.

Recovery from Cesarean Birth

With cesarean birth on the rise, this program provides women with information about their recovery. The program features doctors, nurses and healthcare professionals talking about recovery and how important it is to take time for the body to recover from this major abdominal surgery.

Yoga For Moms & Their Babies

Exercise is a great way to reduce stress, speed up recovery, and get back in shape. This program discusses how it can also be a fun way to bond with baby.

Postpartum Care

Coping With The Baby Blues

Many new Moms experience feelings of sadness or anxiety right after the birth of the baby. Coping With The Baby Blues offers tips on how to deal with these feelings. Tips include leaning on your support system, healthy nutrition and getting regular exercise. Learn what you need to do to help beat the baby blues.

Postpartum Depression:

You're Not Alone

Are those emotional ups and downs the baby blues or something more serious? This program discusses the emotional responses during the postpartum period and changes in hormone levels. Emotional experiences of new moms are shared, along with discussions on the danger signs and ways to get help if needed.

Premature Birth

Special Care for Your Preemie

Babies that arrive early need extra special care. This program discusses what parents of preemies can expect from the Neonatal Intensive Care Unit, or NICU, bonding with your special needs baby, and tips on bringing your preemie home.

Shaken Baby Syndrome

Portrait of Promise

Provides hope and reminds viewers that the key to preventing Shaken Baby Syndrome lies in our hands. Explains Shaken Baby Syndrome and its effect on the infant. Real life stories are shared. This program will help accommodate state teaching requirements.



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Shaken Baby Syndrome: A Preventable Tragedy

Our program, Shaken Baby Syndrome: A Preventable Tragedy, features Dr. Cindy W. Christian, Children's Hospital of Philadelphia who is a member of the American Academy of Pediatrics' section on Child Abuse and Neglect. The program discusses real patient stories, why parents sometimes shake a baby, and ways new parents can cope.

Smoking Cessation

Mommy Don't Smoke

Smoking is incredibly harmful to everyone, but especially new babies and children. In this program you'll learn how smoking harms your baby and what you can do to keep them from being exposed to second-hand smoke.

Sudden Infant Death Syndrome

SIDS and Safe Sleep

Sudden Infant Death Syndrome is a confusing and mysterious disease. Our program, SIDS and Safe Sleep, explains the basics about this syndrome. It also features practical tips for new parents on how to make sure their new baby sleeps as safely as possible.