

Press Kit

babyfacts 

The Press Kit includes:

Praise from the Experts

Press release from the author

Press release from the publisher

Possible interview questions

Pediatricians and Myths: Results of the pilot study

Top 14 Health Myths Believed by General Pediatricians!

Book cover - front and back

Photos

Though not included in this press kit, a wonderful way to learn about the book is through The "Myth or Fact?" Quiz (quite revealing and easily adapted for print, TV or radio) found on the BabyFacts website at www.babyfacts.com

Media Inquiries: If you would like to interview Dr. Adesman for a feature article about pediatric myths or about his book, BabyFacts, or if you would like a review copy of BabyFacts, please send an e-mail to: MediaQueries@BabyFacts.com

Contents

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Praise from the Experts

“There may be more urban myths about parenting than any other category. BabyFacts takes those myths and shatters them and leaves us with the truth in their place. What a wonderful book -- for every parent and all those doctors too.”

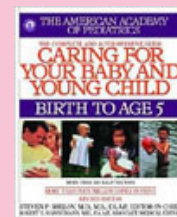
Nancy L. Snyderman, M.D.
NBC News, Chief Medical Editor



“Dr. Adesman has done a real favor for parents with his new book. BabyFacts gives great advice and helpful guidance for new and old families alike. It is well worth adding to your parenting library.”

Steven P. Shelov, MD
Editor-in-Chief:

American Academy of Pediatrics' Caring
for Your Baby and Young Child,
Birth to Age Five



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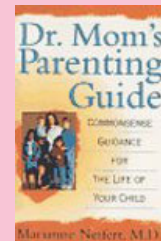


Praise from the Experts

“BabyFacts stands out on the crowded parenting shelf because of its unique focus on pediatric myths and misperceptions that every parent overhears. You will want to consult this valuable resource again and again to distinguish empowering factual information from innocent -- and even harmful -- folklore. I enthusiastically recommend BabyFacts to new and veteran parents who want to correct the many ‘things you know that just aren’t so’.”

Marianne Neifert, M.D. (Dr. Mom®)
Author:

Dr. Mom’s Parenting Guide
Dr. Mom: A Guide to Baby and Child Care
Dr. Mom’s Guide to Breastfeeding



“BabyFacts serves up bite-sized nuggets of solid advice, perfect for parents who want a quick reality check. Dr. Adesman deserves a place on every parenting bookshelf.”

Robert Needlman, MD
Co-author:

Dr. Spock’s Baby and Child Care, 8th
Edition



babyfacts



Praise from the Experts

“Your child is too precious to make parenting decisions on bad information! BabyFacts separates fact from fiction.”

Ari Brown, MD
Author:

Baby 411: Clear Answers and Smart
Advice for your Baby’s First Year

Toddler 411: Clear Answers and Smart
Advice for your Toddler



“Parents rely on pediatricians to ‘show me the science,’ and that’s what you will find in this book. Dr. Adesman exposes troubling myths and misinformation, and comforts parents with the facts that are backed by science and his own experience as a parent and pediatrician... BabyFacts should be in your parenting library as a resource to help you grow together with your child from infancy through preschool.”

William Sears, M.D.
Co-author:

The Baby Book



Nationally Prominent Pediatrician Sets the Record Straight on 150+ Child Health Myths; *BabyFacts* Guides Parents of Newborns through Preschoolers

NEW YORK, NY – Raising young children and keeping them healthy is never easy, but doing so while relying on erroneous or misleading information can make parenting a particularly daunting challenge. In some cases, parental ignorance of children's health needs can have deadly consequences.

As chief of developmental and behavioral pediatrics at the nationally renowned Schneider Children's Hospital in New Hyde Park, NY, Andrew Adesman, MD, has consulted with parents of literally thousands of youngsters during his 24 years as a pediatrician. "I've always been troubled by the extent to which parents rely on hearsay or misinformation to care for their children when they're sick, a problem that has been exacerbated by the Internet," Dr. Adesman said. "However, I was even more disturbed by the results of a recent survey of pediatricians showing that many of them cannot distinguish between fact and fiction."

To help guide parents through the myths and confusions of raising a child, Dr. Adesman wrote *BabyFacts: The Truth About Your Child's Health From Newborn Through Preschool*. The book, published by John Wiley & Sons, Inc., demystifies more than 150 myths, offering animated and realistic explanations that appeal with sincerity, reassurance and conviction to parents and caretakers alike.

BabyFacts covers a wide range of infant, toddler and preschooler issues, including breastfeeding, growth and development, accident prevention, sleep habits, food allergies and childhood illnesses. Here are just a few of the child-rearing myths Dr. Adesman debunks in his book:

- Ear infections need to be treated with antibiotics.
- Teething can cause diaper rash, ear infections or high fever.
- Newborns and infants should be bathed daily.
- All fevers need to be treated.
- Vitamin C supplements help ward off colds.
- Spinach is a good source of iron.
- A child who has diarrhea should not be given dairy products until the diarrhea resolves.
- Eating raw carrots will improve a child's vision.
- Ice baths can be used to bring down a high fever in young children.
- Reading in the dark can cause later vision or eye problems.
- Treat a burn with an application of ice.
- It is not safe for children to go swimming immediately after eating.
- If a child sits too close to the television, it can damage his vision.
- After baths, parents should remove normal earwax build-up with cotton swabs.
- Wounds will heal more quickly if exposed to fresh air at night.
- Fevers of 104°F or 105°F can cause brain damage.

No other parenting book sets out with the specific purpose of separating fact from fiction. *BabyFacts* identifies and clarifies many of the deep-rooted beliefs that are often received as conventional wisdom or well-intentioned advice from notable sources—such as the Internet, parenting organizations, friends and family members—and explains all sides of the issues, providing answers to commonly conflicted information.

“The information is targeted primarily toward parents of babies and young children, and secondarily to daycare workers, childhood professionals and grandparents,” said Dr. Adesman. “I’ve compiled the facts into one place to help parents learn that details they presumed to be true may, in fact, be wrong or possibly even dangerous.” *BabyFacts* is indispensably unique because it is the only book on the market that specifically addresses the commonly proliferated myths and misconceptions regarding children’s health, safety and development.

As a pediatrician, Dr. Adesman specializes in the evaluation and management of developmental disorders at Schneider Children’s Hospital, recognized as one of the nation’s top 30 children’s hospitals by *US News and World Report*. He is routinely listed by *New York* magazine as one of the New York area’s top pediatricians, and is routinely interviewed by national, regional and local news organizations on a range of pediatric topics. He previously co-authored a book on adoptive parenting.

BabyFacts is scheduled for release in February, 2009. For additional information about *BabyFacts*, go to www.BabyFacts.com. Dr. Adesman is available for interview immediately.

Contact info:

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Adesman@lij.edu

<p style="text-align: center;">BABYFACTS: The Truth about Your Child’s Health from Newborn through Preschool By Andrew Adesman, MD Publication Date: February, 2009 ISBN: 978-0-470-17939-0 \$15.95 / Paper</p>

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Press Release

“BabyFacts serves up bite-sized nuggets of solid advice, perfect for parents who want a quick reality check. Dr. Adesman deserves a place on every parenting bookshelf.”

- Robert Needlman, M.D., co-author of Dr. Spock’s Baby and Child Care, 8th Edition

Dear Editor/Producer:

BABYFACTS: The Truth about Your Child’s Health from Newborn through Preschool (Wiley, February, 2009, \$15.95 / Paper; ISBN: 978-0-470-17939-0) by Andrew Adesman, MD is an invaluable guide for perplexed parents who want to separate myth from reality.

When it comes to a child’s physical health and emotional well-being, today’s parents live in an age of instant information and ever-changing “facts.” (And there is no shortage of opinionated, well-meaning grandparents or friends with older children, ready with a word of “advice.”) Are plastic baby bottles safe? Should a toddler get every prescribed immunization? Does educational TV make a baby smarter? Will daycare make a preschooler more aggressive? It’s easy to get conflicting—and incorrect—answers.

Now, **BABYFACTS** replaces fiction with fact, by exploring over 150 common myths and laying out the reality, eliminating confusion and drawing on the latest research (and refreshing common sense; Adesman is the father of three). Organized into chapters such as feeding, sleeping or common childhood illnesses, each myth is followed by a fact-packed explanation full of practical take-aways that can be put to use immediately (or that will set a parent's mind at ease). From breastfeeding concerns to behavior at play dates, **BABYFACTS** is the go-to book for parents who want to cut through the misconceptions and make the best decisions for their children.

About the author:

Andrew Adesman MD is a nationally known board-certified pediatrician experienced in treating a wide range of pediatric problems. He is Chief of the Division of Developmental and Behavioral Pediatrics at Schneider Children’s Hospital in New Hyde Park, NY and is an associate professor in the pediatrics department at the Albert Einstein College of Medicine. He has appeared on the Today show, CNN, the Discovery Health Channel, and a variety of other network and cable programs.

<p>BABYFACTS: The Truth about Your Child’s Health from Newborn through Preschool By Andrew Adesman, MD Publication Date: February, 2009 ISBN: 978-0-470-17939-0 \$15.95 / Paper</p>

Suggested Interview Questions:

1. Although the title of your book is “babyfacts”, the book’s real focus is on the myths and misconceptions that many people have regarding children’s health & development. Is this really a problem? Are there that many pediatric myths about which parents and others are misinformed?
2. Can you list some of the more widely held pediatric health beliefs that readers would be surprised to learn are not true?
3. In the introduction, you indicate that some of the myths that people subscribe to have the potential to pose a danger to young children. Can you list some of pediatric myths beliefs that can actually result in injury to a child?
4. Your wife is also a pediatrician. Is it true that you were prompted to write *babyfacts* because as you raised your own 3 children you found that even she as a pediatrician subscribed to many of the myths discussed in the book?
5. I understand you have done some research showing that even pediatricians indeed subscribe to many of these myths. Which myths fool even the pediatricians, who are supposed to be the child health experts?
6. Since parents have access to so much information through the internet, is there a reason for parents to read a book like *babyfacts*?
7. Which of the myths that you describe in the book are “personal” – meaning that you have encountered them in your own household or among your immediate friends?
8. As a pediatrician who tries to practice “evidence-based medicine”, what kind of response do you get when you try to counsel other parents (or even your pediatrician wife) about some of these myths?
9. At the very beginning of the book, you include a quote by President John F. Kennedy stating that “*The great enemy of truth is very often not the lie -- deliberate, contrived and dishonest -- but the myth --persistent, persuasive, and unrealistic.*” Was President Kennedy referring to pediatric myths in this quote, and if not, how does the statement apply to the subject of health-related myths?



The great enemy of truth is very often not the lie -- deliberate, contrived and dishonest -- but the myth -- persistent, persuasive, and unrealistic.

President John F. Kennedy

For more information, contact:

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The Reynolds Group
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Do Pediatricians Also Believe the Myths? Results of the pilot study

Lead Researcher: Andrew Adesman, MD, Schneider Children's Hospital

Pediatricians - as specialists in the health and development of children - are the primary resource that parents rely upon for accurate information when they have questions or concerns about their children's health. Is it possible that pediatricians believe in some of the same health myths that parents and other caregivers believe in?

To answer this question, my colleagues and I did a small, simple study.

Note: The study described below was a preliminary study to determine if a better designed study with a larger, randomly selected sample of pediatricians is warranted. The results from this "pilot" study cannot be assumed to be representative of pediatricians nationally since only a very small number of local pediatricians were surveyed. A follow-up study is now being conducted with a large, randomly selected, diverse sample of Board-certified primary care pediatricians.

We asked 35 pediatricians in the New York metropolitan area to complete a questionnaire that contained 52 health statements -- 12 of which were true and 40 reflected health myths or misperceptions. These pediatricians were asked to indicate to what extent each of the 52 statements was true; response options were: True, Likely True, Not Sure, Likely False, or False.

Results: None of the pediatricians correctly identified all of the 40 myths as being false (defined as False or Likely False). Twenty of the 35 pediatricians (57%) failed to recognize 10 or more of the 40 health myths as being false, with 4 of the pediatricians (11%) failing to recognize at least half (20 or more) of the myths as

being false. As seen in the following table, many of the pediatricians would have received a poor grade if the questionnaire responses were scored as a conventional test.

# of Myths Correctly Identified (Total = 40)	Percentage of Myths Correctly Identified: (# correct / 40) x 100	"Test Grade" for Recognition of Pediatric Myths	# (%) of Pediatricians (N = 35)
36-40	90 - 100%	A	6 (17%)
32 - 35	80 - 89%	B	6 (17%)
28-31	70 - 79%	C	7 (20%)
24-27	60 - 69%	D	10 (29%)
<23	< 60%	F	6 (17%)

At least 1/3 of pediatricians surveyed mistakenly believed 8 of the 40 myths; examples included:

- Wounds will heal quicker if exposed to fresh air at night.
- A child who has diarrhea should not be given dairy products until the diarrhea resolves.
- Eating raw carrots will improve a child's vision.
- Treat a burn with an application of ice.

At least 1/6 of pediatricians surveyed mistakenly believed another 7 of the 40 myths; examples included:

- It is not safe for children to go swimming immediately after eating.
- The best way to stop a bloody nose is to tilt the head back.
- If a child hits her head, a parent needs to keep her awake.
- If a child sits too close to the television, it can damage his vision.

The results of this preliminary study suggest that pediatric myths are widely believed - even among some pediatricians, Although many pediatricians correctly

identified many of the pediatric myths as being false, all of the pediatricians surveyed believed at least one or more of the myths, and more than 50% of the pediatricians failed to identify 10 of the 40 pediatric myths tested. It is important to remember that this was a pilot study. The generalizability of these results is limited given that it was a small, non-random sampling. A follow-up study is now being conducted with a large, randomly selected, diverse national sample of Board-certified primary care pediatricians

Request the results of the study at: StudyResults@BabyFacts.com

Top 14 Health Myths Believed by General Pediatricians!*

Pediatric Myth	% Believers*
Spinach is a very good dietary source of iron.	77%
A woman who is breastfeeding should not drink any alcohol.	57%
It is okay to put your baby to sleep on his side.	57%
Wounds will heal quicker if exposed to fresh air at night.	57%
Fevers above 101° need to be treated with medications like Tylenol, Advil or Motrin.	51%
Eating raw carrots will improve a child's vision.	46%
Treat a burn with an application of ice.	46%
Sunscreen should not be used on infants younger than six months.	37%
If a child has a seizure, place a soft object (such as a wallet) into his mouth to prevent choking or biting the tongue.	37%
Vitamin C supplements help ward off colds.	37%
A child who has diarrhea should not be given dairy products until the diarrhea resolves.	37%
Reading in the dark can cause later vision or eye problems.	37%
Ice baths can be used to bring down a high fever in young children.	31%
All bacterial ear infections need to be treated with antibiotics.	31%

* Pilot data: Anonymous survey of 35 general pediatricians in the New York metropolitan area; data gathered May, 2008. Replication study with national sample in process.

FOREWORD BY WILLIAM SEARS, M.D.

babyfacts

*the truth about your child's health
from newborn through preschool*



over 150
surprising
myths
about caring
for your child

ANDREW ADESMAN, M.D.

Book Cover

Parenting

America's leading pediatricians and health experts agree—*BabyFacts* is a must for parents!

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—**Steven Shelov, M.D.**, Editor-in-Chief, American Academy of Pediatrics' *Caring for Your Baby and Young Child: Birth to Age 5*

ANDREW ADESMAN, M.D., is Chief of the Division of Developmental and Behavioral Pediatrics at Schneider Children's Hospital in New York and an associate professor in the Pediatrics Department at Albert Einstein College of Medicine. He has appeared on the *Today* show, CNN, and the Discovery Health Channel.

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