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CONTACT: KidStuff Public Relations
Lisa Orman • 608-767-1102
Lisa@KidStuffPR.com



NEW MOMS CLICK ON "SURVIVING INFANCY" FOR A VIRTUAL HOUSE CALL ANYTIME

*Two Emergency Physicians Explain 36 Key Child Health and Safety Topics
In An Informative Video That Empowers New Parents When They Really Need It!*

Skippack, PA (March 7, 2013) – Counting down to baby's arrival is such an exciting time. Choosing a car seat, crib and tiny clothes may top the list of things to ponder. But once the little bundle of joy arrives new moms quickly learn that they don't come with instructions! A strong dose of mom-sense is needed and that's when *Surviving Infancy*™ -- a video guide -- may be the best resource in the world. Emergency physicians Drs. Diane Birnbaumer and Maureen McCollough explain 36 must-know topics that can be played as streaming video on an iPad or laptop or on a DVD on the TV. The video clips of key information soothe parents any hour of the day or night as they "survive" the first three years of parenthood.



From day one, babies need round the clock care along with cuddles and kisses. With guidance from their own pediatrician most moms and dads can manage routine care. But in the middle of the night it can be reassuring that baby's apparent inconsolable crying is nothing serious. *Surviving Infancy's* 3-hour 15-minute video guide explains in plain language the essential health and safety topics new parents should know.

The Center for Medical Education, Inc., a leading producer of live and internet-based medical educational resources for healthcare providers, offers the video guide online at <http://www.SurvivingInfancy.com>.

The company submitted its video to *Parent Tested Parent Approved* awards before even launching its website and was delighted to just receive word the video has been honored with the prestigious group's award. Following are quotes from the group's parent evaluators:

"...Surviving Infancy is an incredible tool for all new parents. It is so important to be prepared and know what to do in any situation. In fact, I firmly believe hospitals, birthing centres, midwifery centres should send all new parents home with this DVD set."

"Surviving Infancy is an in-depth informational DVD that is a must-have for all parents of young children. The DVD touches on key topics, including: parenting challenges, routine illnesses, safety and emergencies. What I loved most about the DVD is the user friendly features. The user is not subject to watching the whole video from start to finish just to learn



more information on how to cope with ear infections. Rather the user can simply navigate to the menu and topic that best suits their needs at the time. Bonus! It's a true time saver. This is definitely a product I will consider picking up for new Moms in the future. It's something every parent should have on hand. Who knows when an emergency situation could arise?!"

*"As a new mom, I'm always looking for good parenting resources. I found *Surviving Infancy* (2 Disc DVD) to be an informative resource that is both accessible and easy to understand...The two doctors were knowledgeable and trustworthy. They stated fact versus opinion and kept the information accessible without being too lengthy or boring. I think the product is very beneficial for parents as it is a convenient and easy resource to have. The menu feature makes selecting the track content simple; you do not need to watch the entire video if you only need a particular section. I would recommend this product as I feel it is useful and important. Even if you are familiar with some topics already, it doesn't hurt to re-familiarize yourself."*

The buzz from the blogosphere gives two thumbs up for this affordable and ready resource:

"I much prefer to watch a quick 5 minute video segment created and narrated by medical professionals on let's say, choking and the Heimlich maneuver, than read a step-by-step description in a book or try to have someone explain it to me over the phone. Drs. McCollough and Birnbaumer are thorough and engaging and provide a great mix of video clips, hands-on instruction and informative slides in their discussions."

-- Growing up Geeky

"These topics focus on key information concerning Infant Safety, Toddler Safety, Routine Illnesses, Pediatric Emergencies, Immunizations, and Parenting Challenges. The information is presented by two acclaimed and credible emergency physicians, so it actually feels like you are talking to a doctor at one of your regular visits."

-- Thrifty Nifty Mommy

Available in two formats, parents-to-be can choose a streaming video format (\$24.95) or a two disc DVD set (\$29.95 plus S&H). Both are available online at www.SurvivingInfancy.com.

The informative video is hosted by two of the nation's leading Emergency Medicine educators. Dr. Birnbaumer is a senior faculty member in the Department of Emergency Medicine at Harbor-UCLA Medical Center. Dr. Birnbaumer is the recipient of the American College of Emergency Physicians (ACEP) Outstanding Speaker of the Year Award and its Outstanding Contribution to Education Award. Joining her on the video is Dr. McCollough, an Associate Professor of Pediatrics and Clinical Emergency Medicine at the Keck School of Medicine of the University of Southern California and Director of the Pediatric Emergency Department of the Los Angeles County-USC Medical Center. Dr. McCollough is a recipient of the American College of Emergency Physicians (ACEP) Faculty of the Year Award.



In addition to topics like bumps, burns and breastfeeding, the physicians discuss immunizations, when to go to the ER and perhaps most importantly, six tips to save your sanity! Collectively these subjects are called *Surviving Infancy* yet the range of useful information covers babies through age three.

"We hope new parents will watch *Surviving Infancy* to gain peace of mind," suggests W. Richard Bukata, M.D., President of the Center for Medical Education, "and help them make informed decisions regarding the health and safety of their infant or

toddler. It can be daunting to be a caregiver to a newborn or toddler, but *Surviving Infancy* can help shed light on the many aspects of child care to help make the journey that much easier."

Indeed it's not just new parents that need to learn a few things about pediatric emergencies and routine problems. New grandparents may not realize the rules have changed on all-things-baby. As CNN recently reported, "While grandparents do have years of child-rearing experience, a study presented at a recent American Academy of Pediatrics conference says some are relying on old data and unintentionally putting their grandkids' health and safety at risk." For example, when "asked what should be in a crib with the baby, 49% said bumpers, stuffed animals and blankets were OK. Only 26.5% answered correctly: just a mattress with a sheet."

The *Surviving Infancy* video guide is ideal for moms, dads, grandparents, caregivers, aunts or anyone who will be caring for a baby. A sampling of the 36 topics include:

<u>Infant Safety</u>	<u>Toddler Safety</u>	<u>Routine Illnesses</u>	<u>Pediatric Emergencies</u>	<u>Parenting Challenges</u>
Bathing Safety	Choking Prevention	Colds	CPR	Breastfeeding Benefits
Car Seat Safety	Driveway Safety	Constipation	Choking	Postpartum Depression
Crib Safety	Electrical Safety	Diarrhea	Inconsolable Crying	Sex After Birth
Sleeping Safety	Poison Safety	Ear Infections	When to Go to ER	6 Tips to Save Your Sanity

Each topic is easily navigated -- a click for quick viewing of any subject. Any internet-connected device can run the all-encompassing streaming video guide. Because the health and safety of a child in the backyard, driveway and home is an ever-vigilant task, *Surviving Infancy* is one sure way to be prepared for whatever life brings. Share them on Facebook to receive a 10% off promo code. Click on www.SurvivingInfancy.com for more details.

About the Center for Medical Education, Inc.

Surviving Infancy, LLC has been created by the Center for Medical Education, Inc. (CME). Since 1977, CME has been a leading provider of live and internet-based continuing education courses for medical professionals. It has produced over 400 courses with over 75,000 participants in attendance. In addition, CME produces a series of monthly audio continuing education products utilized by over 6,000 medical subscribers.