

AMERICAN ACADEMY OF PEDIATRICS LAUNCHES
[HEALTHYCHILDREN.ORG](http://HealthyChildren.org)
New Web site gives parents health advice they know they can trust

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CHICAGO – In a sea of conflicting and confusing health information, parents have always turned to their family pediatrician as a trusted source of advice. Now, in a virtual extension of the pediatrician’s office, the American Academy of Pediatrics (AAP) is bringing pediatrician-approved health information to the Internet with the Dec. 10, 2009 launch of HealthyChildren.org.

A beta version of the site is available for journalists to review starting today, Dec. 8. The public announcement of the launch is Dec. 10.

The only Web site backed by 60,000 pediatricians, HealthyChildren.org offers trustworthy, up-to-the-minute health advice and guidance for parents and caregivers, along with interactive tools and personalized content.

“Parents have hundreds of questions about their children’s health, and they want detailed answers,” said Jennifer Shu, MD, FAAP, a practicing pediatrician and medical editor of HealthyChildren.org. “HealthyChildren.org empowers parents to be proactive about their children’s health, whether it’s learning about the vaccines their infant needs, the developmental milestones to watch for in their toddler, or how to stay connected with their teenager.”

HealthyChildren.org is divided into multiple, user-friendly sections, including:

- Ages & Stages: Information on the health issues of infants through adolescents, including interactive content on developmental milestones.
- Healthy Living: Up-to-date guidance on fitness, sports, oral health, emotional wellness and nutrition.
- Safety & Prevention: Preparing for health scenarios that occur at home, school and on the go, as well as in-depth information on the immunizations children need to stay healthy.
- Health Issues: An exhaustive, A-to-Z list of more than 300 health care topics.

“HealthyChildren.org is more than just an information portal,” said Judith S. Palfrey, MD, FAAP, president of the AAP. “It’s a valuable tool that parents can use to improve the health of their family.”

As the premier Web site for child health information, HealthyChildren.org provides support, resources and a host of features to enable parents to quickly find the critical, relevant information they’re looking for.

Parents can learn about seasonal health issues or read about the latest scientific research and AAP policies. By registering with the site, parents can customize the information based on their children’s ages and health topics. The “Ask the Pediatrician” tool allows parents to browse a list of frequently asked questions, or pose their own questions. And a pediatrician finder makes it easy for both first-time and experienced parents to find an AAP-member pediatrician in their area.

Most importantly, all content is developed and reviewed by leading child health experts and reflects the latest scientific research. Whether they’re seeking general information about children’s health, or specific answers to a pediatric issue, parents can be confident in the information they find on HealthyChildren.org.

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The American Academy of Pediatrics is an organization of 60,000 primary care pediatricians, pediatric medical subspecialists and pediatric surgical specialists dedicated to the health, safety and well being of infants, children, adolescents and young adults. For more information, visit www.aap.org.