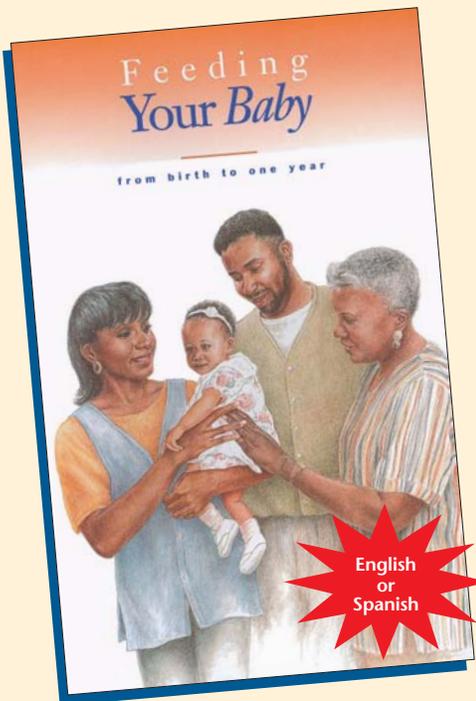


Feeding Your Baby: Breastfeeding & Infant Nutrition



Feeding Your Baby from Birth to One Year

This beautifully illustrated booklet is designed for young parents just learning how to care for a new baby. It establishes breastfeeding as the norm, and addresses many questions that new parents ask about the best way to feed their babies. Other topics include: when to start solid foods, healthy snacking and food safety.

6⁷/₈" x 10⁷/₈"; 22 pages with cover.

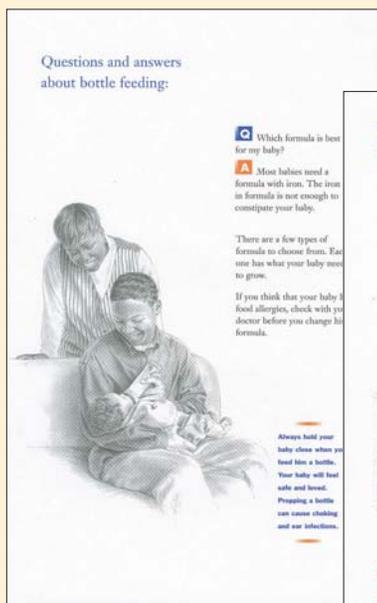
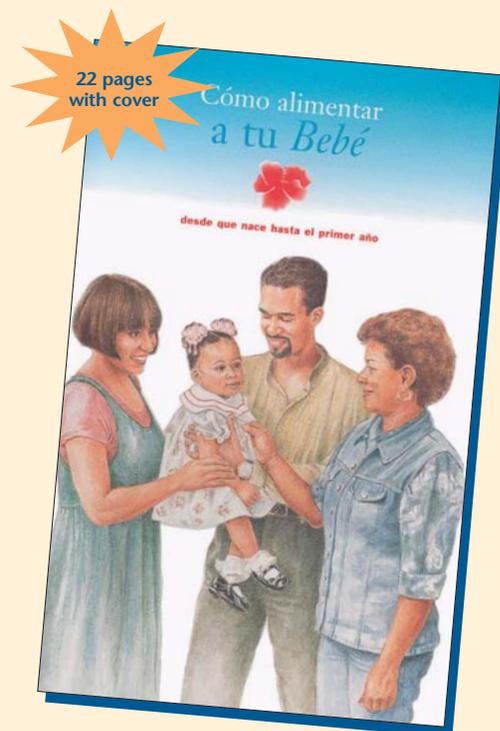
FYB Feeding Your Baby from Birth to One Year

1-125	126-500	>500
\$1.45	\$1.40	\$1.35

Also available in Spanish:

FYB-S Como alimentar a tu Bebé: desde que nace hasta el primer año

1-125	126-500	>500
\$1.45	\$1.40	\$1.35



Questions and Answers about Bottle Feeding

This four-page supplement to "Feeding Your Baby" answers questions that many new parents have about bottle-feeding.

6⁵/₈" x 10⁵/₈"

QABF Questions and Answers about Bottle Feeding

\$0.25 each



Also available in Spanish:

QABF-S Preguntas y respuestas acerca de la alimentación en botella o fórmula

\$0.25 each

Also available in several other languages at reduced rates. Call for pricing: (215) 685-5256.



Breastmilk: Food from the Heart

This resource guide is designed for the novice breastfeeding mother, as well as for mothers who have had trouble breastfeeding. Topics include: advantages of breastfeeding; positioning of the baby; how to breastfeed, and how to tell when the baby is getting enough; sore breasts; expressing the milk by hand; hygiene; breastfeeding and medications; diet during lactation; and more.

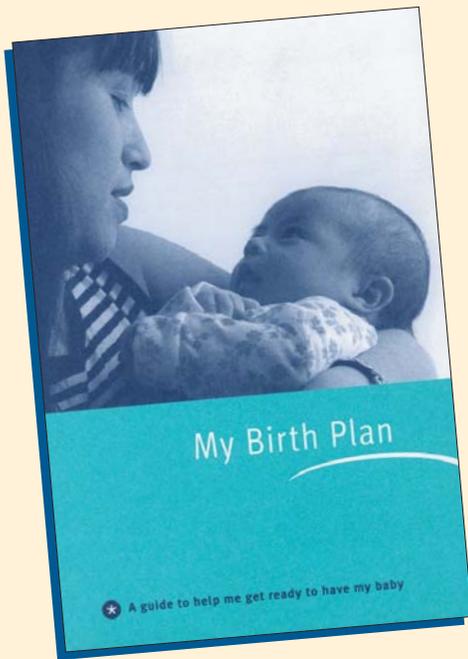
Reproducible master is seven double-sided pages, 8¹/₂" x 11".

BFTH Breastmilk: Food from the Heart

Also available in Chinese, Khmer (Cambodian), Korean, Laotian, Russian, Spanish and Vietnamese:

\$5 each

To request a variety of more specialized breastfeeding materials, please call (215) 685-5237.



My Birth Plan

This four-page pamphlet helps pregnant women prepare for the birth of their babies. The pamphlet contains forms and checklists for mothers-to-be.

5 1/2" x 8 1/2"

MBP My Birth Plan

Also available in Chinese, Khmer (Cambodian), Laotian, Russian, Spanish and Vietnamese.

1-125	126-500	>500
\$0.35	\$0.30	\$0.25



Preterm Labor

This informative pamphlet defines preterm labor, including warning signs and what to do in case labor begins before nine months. It includes a page to list important phone numbers.

4" x 8 1/2"

PTL Preterm Labor

Also available in Chinese, French, Indonesian, Khmer (Cambodian), Laotian, Russian, Spanish and Vietnamese.

1-125	126-500	>500
\$0.35	\$0.30	\$0.25



In Their Own Words

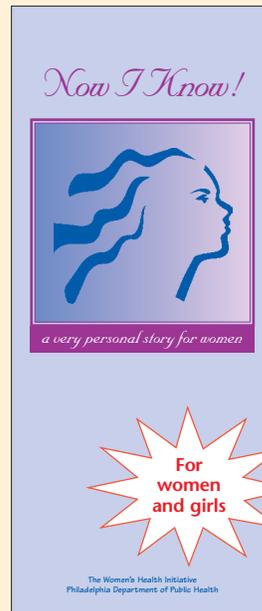
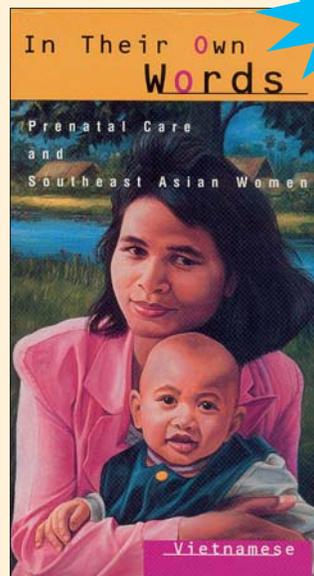
This ground-breaking videotape is designed to help Southeast Asian pregnant women and their families integrate Western standards of prenatal care with traditional cultural practices. Includes a leader's guide in English.

20 minutes; no subtitles.

Available in three unique versions: Khmer (Cambodian), Laotian and Vietnamese.

ITOW-K Khmer
ITOW-L Laotian
ITOW-V Vietnamese

\$10 each



Now I Know!

a very personal story for women



Now I Know! A Very Personal Story for Women

This straightforward brochure describes the health risks of vaginal douching, including infections, ectopic pregnancy, PID (pelvic inflammatory disease) and increased risk for contracting sexually transmitted diseases. The brochure features "Cassandra's Story," a first-person account from a woman who stopped douching when she learned about the health risks. It also suggests alternatives to douching so women can stay healthy.

3 3/4" x 8 1/2"

**NIK Now I Know!
A Very Personal Story for Women**

1-125	126-500	>500
\$0.25	\$0.20	\$0.15



Here in Philadelphia, we believe that health education should be innovative, creative and fun. We design our original materials to meet the cultural and language needs of diverse communities. We work hard to represent the words and faces of the families we serve, both in Philadelphia and across the United States.

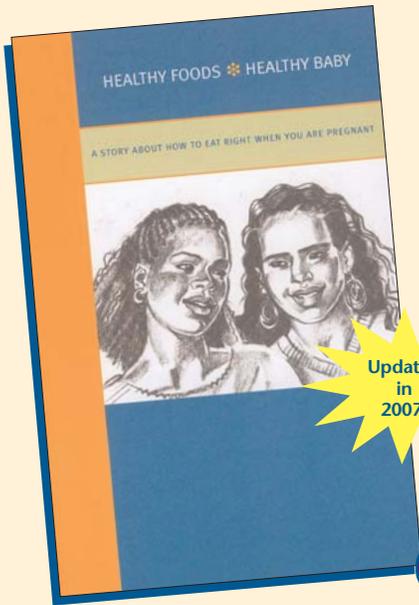
We develop our materials with the help of community focus groups, and field-test each of our products with women and families. The result? Our brochures are attractive and easy-to-read. Our posters are bright, colorful and ready to hang in clinics, schools and homes. Our DVDs and videotapes bring health issues to vivid, entertaining life. Our translations reflect the way that people really speak.

Our materials can be used at health fairs, in clinic waiting rooms, for home visits, and to otherwise support a variety of maternal and child health programs. We hope you enjoy reading through our catalog, and ordering those materials that will help to improve the health of your clients, family and friends.

Healthy Foods, Healthy Baby

We introduced Healthy Foods, Healthy Baby in 1990 as a tool to guide young women through their pregnancies. Since then, over 200,000 copies of the booklet and its Spanish companion have been distributed in Philadelphia and around the world.

The booklets were followed with videos and other supporting materials that are used in prenatal clinics, WIC offices, physicians' offices, schools and a host of other programs.



Updated in 2007!

Healthy Foods, Healthy Baby

This popular guide shows how two teens, one African American and one Latina, learn to eat healthy foods during their pregnancies. The story helps to dispel common myths about nutrition, and includes easy-to-read information on fast foods, prenatal discomforts and breastfeeding.

5^{1/2}" x 8^{1/2}"; 36 pages with cover.

HFHB Healthy Foods, Healthy Baby

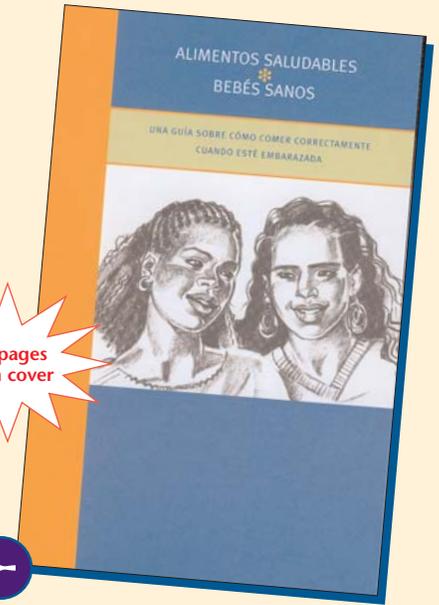
1-125	126-500	>500
\$0.95	\$0.90	\$0.85

Also available in Spanish:

HFHB-S Alimentos Saludables Bebé Saludable

1-125	126-500	>500
\$0.95	\$0.90	\$0.85

36 pages with cover



Also available in several other languages at reduced rates. Call for pricing: (215) 685-5256.

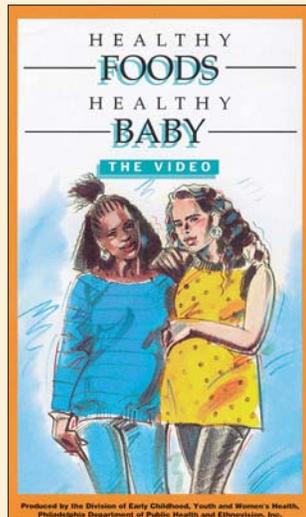
Healthy Foods, Healthy Baby

This engaging videotape tells the story of two teens, one African American and one Latina, who learn about good prenatal nutrition from their families and friends. Includes a leader's guide.

12 minutes

HFHBV Healthy Foods, Healthy Baby

\$20 each



Lo Que Comes: Por Ti y Tu Bebé

This Spanish-language videotape tells the story of two Latina teens who learn about good prenatal nutrition from their families and friends. Includes a leader's guide.

8 minutes; no subtitles.

HFHBV-S Lo Que Comes: Por Ti y Tu Bebé

\$20 each

Food Shopping List for a Healthy Pregnancy

This attractive shopping checklist reminds women to purchase basic nutritious foods. It includes easy-to-prepare recipes, as well as a place to list continuing nutrition goals.

5^{1/2}" x 8^{1/2}"; 100 double-sided sheets per pad.

FSLHP Shopping List for a Healthy Pregnancy

Also available in Spanish:

FSLHP-S La Lista de Compre de Alimentos Para un Embarazo Saludable

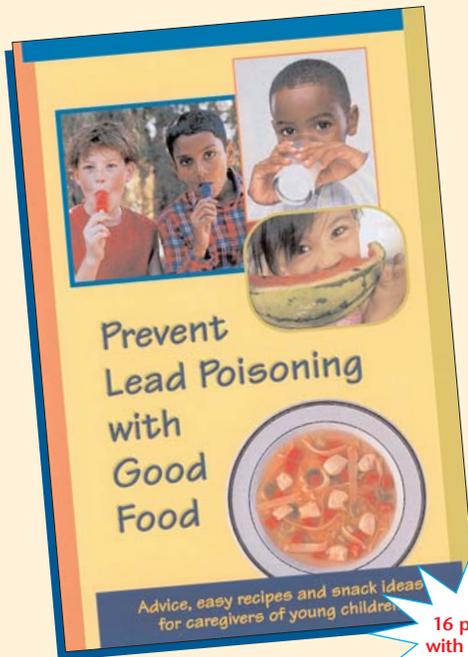
\$3.75 per pad

100 sheets per pad



Recipes included

Lead Poisoning Prevention/Healthy Eating



Prevent Lead Poisoning with Good Food

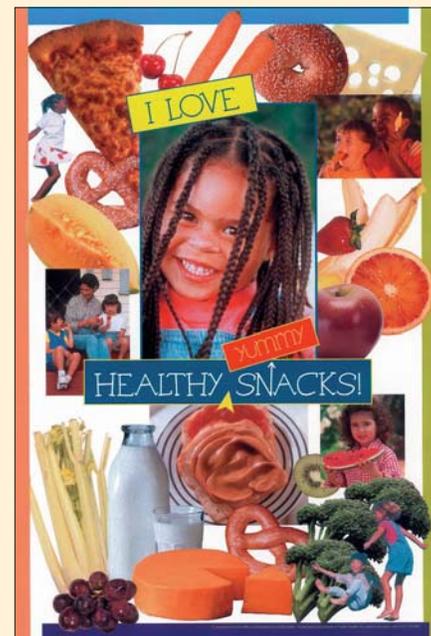
This easy-to-follow cookbook includes recipes that can help to improve children's health and lower the risk of childhood lead poisoning. It promotes foods that are rich in iron and calcium, and includes other pointers to reduce children's exposure to lead.

6" x 9"; 16 pages with cover.

PLPW Prevent Lead Poisoning with Good Food

1-125	126-500	>500
\$0.80	\$0.75	\$0.70

16 pages with cover



I Love Healthy Yummy Snacks! Poster

Perfect for a kitchen or school cafeteria.

17^{3/4}" x 26^{3/4}"

HYSP I Love Healthy Yummy Snacks! Poster

\$2 each

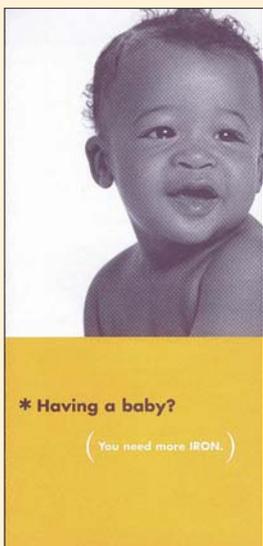
Also available in Spanish:

PLPW-S Evite el Envenenamiento con Plomo a través de la Buena Alimentación

1-125	126-500	>500
\$0.80	\$0.75	\$0.70



Also available in several other languages at reduced rates. Call for pricing: (215) 685-5256.



Having a Baby? You Need More Iron

This colorful pamphlet shows why pregnant women need more iron and includes tips on common iron-rich foods.

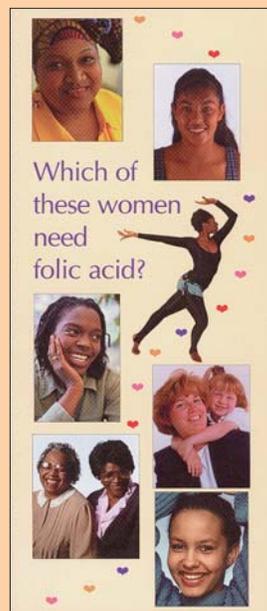
4" x 8^{1/2}"

YNMI Having a Baby? You Need More Iron

Also available in Chinese, French, Indonesian, Khmer (Cambodian), Laotian, Russian, Spanish and Vietnamese.

1-125	126-500	>500
\$0.35	\$0.30	\$0.25

Nine languages



Now in Spanish!

Which of These Women Need Folic Acid?

This appealing brochure uses more than a dozen color photos to convey a clear message: every woman needs folic acid. Also known as Vitamin B or folate, folic acid helps to protect the body from disease, prevent birth defects, and reduce the risk of stroke, heart disease, breast cancer and colon and cervical cancer.

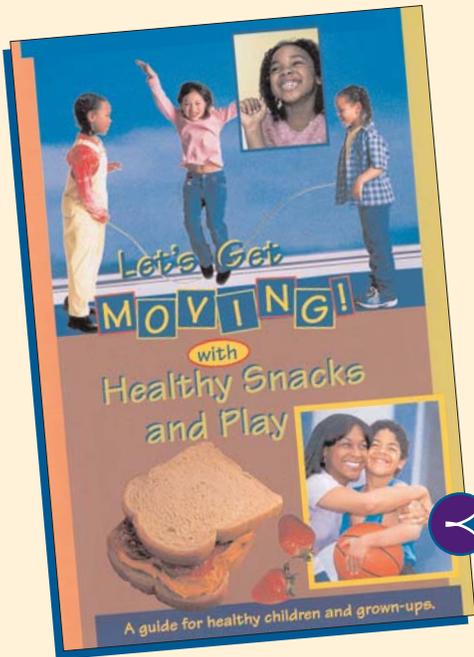
3^{7/8}" x 9"

WOTW Which of These Women Need Folic Acid?

Also available in Spanish.

1-125	>125
\$0.25	\$0.20

Let's Get Moving!



Let's Get Moving with Healthy Snacks and Play!

This "play-full" brochure for parents and children suggests a variety of healthy snacks and ways to stay active for good health.

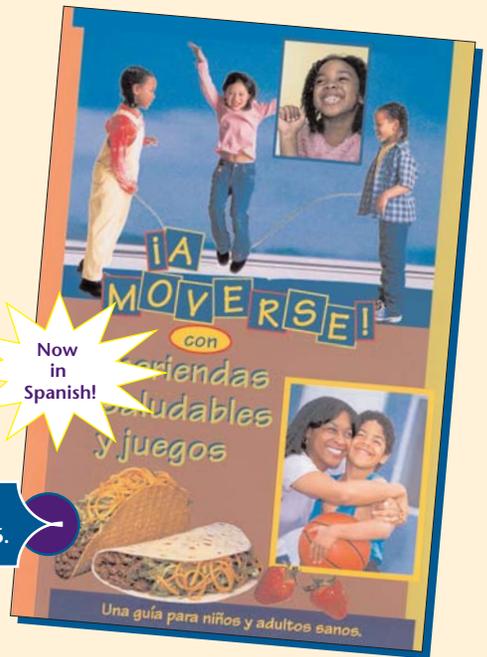
6 x 9"; 12 pages with cover.

LGMB Let's Get Moving with Healthy Snacks and Play!

Also available in Spanish:

LGMB-S ¡A Moverse con Meriendas Saludables y Juegos!

1-125	126-500	>500
\$0.80	\$0.75	\$0.70



Now in Spanish!

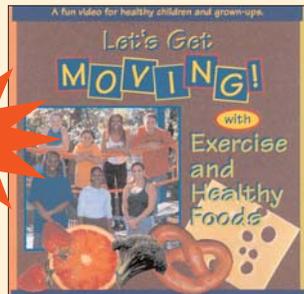
Also available in several other languages at reduced rates. Call for pricing: (215) 685-5256.

Let's Get Moving! DVD

Filmed in Philadelphia, this fun, upbeat DVD demonstrates children ages 5 to 12 getting exercise in a variety of settings. It includes a 15-minute exercise routine, along with safety and health tips.

LGMV Let's Get Moving! DVD

\$20 each



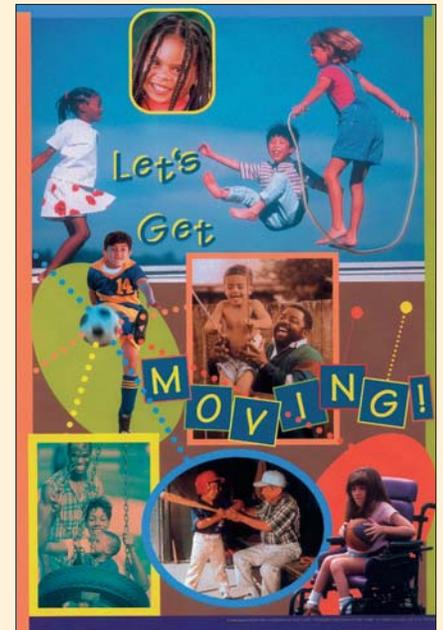
My Healthy Snack Shopping List

This helpful shopping checklist reminds parents to purchase healthy snack foods.

6 x 9"; 50-sheet pad.

MHSS My Healthy Snack Shopping List

\$3 per pad



Let's Get Moving! Poster

Perfect for a child's bedroom or neighborhood community center.

17^{3/4}" x 26^{3/4}"

LGMP Let's Get Moving! Poster

\$2 each

Let's Get Moving Lesson Plans

These eight easy lesson plans about nutrition and physical activity are designed to be part of school curricula, after-school or recreation programs.

- "A Couch Potato is Not a Healthy Vegetable"
- "Try a New Activity" Calendar
- "Be a Better Butterer"
- "What's on the Menu?"
- "Am I Active Enough?"
- "Where Do These Food Items Belong?"
- "No Dessert on This 'Deserted' Island!"
- "Do You Know What You're Eating?"



LPPD Set of eight lesson plans

FREE with purchase of more than 100 booklets or two DVDs.

