

## New mom question: Are all formulas created equal?

(BPT) - New parents have plenty of concerns when it comes to raising a newborn, and pediatricians have heard them all. While some questions are unusual - "When can I feed my baby fast food?" or "Is it OK for my newborn baby to go kite surfing on my back?" - the most common ones are about the most basic of necessities: food.

Almost all pediatricians (97 percent) say feeding is one of the top three categories of topics that new moms ask about. More than half of pediatricians (52 percent) agree that feeding is the No. 1 category new moms and dads ask about, according to a new nationwide survey conducted by Perrigo Nutritionals in conjunction with SERMO, the largest online network of health care professionals.

#### Infant feeding options

While the American Academy of Pediatrics and other experts agree on the benefits of breastfeeding, they also agree that infant formula is a safe, science-supported, nutritious means to nourish babies. It comes as no surprise, then, that pediatricians answer many questions about formula, especially since some mothers face challenges when breastfeeding. In fact, 58 percent of

pediatricians say new moms are unsure what brand of formula to buy if they choose to switch or supplement. Understanding the fundamentals of infant formula can help inform mom's decision.

#### Infant formula

Most parents don't know that the FDA strictly regulates formula to keep babies safe, so store-brand formulas, such as Walmart's Parent's Choice Formula, are nutritionally comparable to and meet the same FDA standards as advertised national brands like Enfamil and Similac.

"Patients often come to me with questions regarding feeding and infant formula equivalency," says Dr. Lisa Thornton, board certified pediatrician and child expert. "I always assure moms and dads alike that store brand infant formulas are a safe and science-supported alternative to breast feeding and are nutritionally comparable to name brand formula. They also offer great savings and every penny matters when you have a new baby."

### Shop store brands

Thornton isn't alone in recommending store brand infant formula; the survey found 71 percent of pedi-



### Nutrition questions

Almost all pediatricians (97 percent) say feeding is one of the top three categories of topics that new moms ask about. More than half of pediatricians (52 percent) agree that feeding is the No. 1 category new moms ask about.

atricians believe all infant formulas, including store brands, contain the same ingredients and have the same efficacy. Parent's Choice and other store brand infant formulas can save families a small fortune: up to

50 percent or \$600 a year by switching to store brand formula.

For more information about store brand formula, visit www.storebrandformula.com and www.parentschoiceformula.com.



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(42C)



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(43C)



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## Drive safely with your newborn with these tips

(BPT) - Babies change everything. Their arrival means that new parents need to become educated - quickly - on cribs, strollers and most importantly, child-safety seats and all their rules. And as federal recommendations on car seats continue to evolve, parents have one more thing to stay on top of.

The family car safety experts at Cars.com, in partnership with Toluna QuickSurveys, recently conducted a poll that asked parents what they worried about most when bringing a newborn home from the hospital. Results revealed that 93 percent of new parents listed the fear of other drivers on the road as a top concern when driving with a newborn.

"Every new parent wants to cover the car in protective bubble wrap when driving with their baby. I know my husband and I did," says Cars.com editor and expert mom Jennifer Newman. "That isn't realistic, but there are a few things you can take control of that will help ease your anxiety when driving with your newborn."

Instead of bubble wrap, Newman suggests:

Car seat check: Make sure a certified child passenger safety technician inspects your car seat installation before the baby arrives.

Practice safe driving: It's going to be tough, especially if your newborn starts wailing, but remember to keep your eyes on the road. If you can't stop yourself from turning around to check on the baby, pull over and then make sure everything is OK with your wee one.

Keep the baby in the car seat: If one parent rides in the backseat with the baby, remember that it is never OK to remove the child from a car seat while someone is driving. The safest place for a baby - even one that's screaming - is in a rearfacing car seat when the car is moving.

Keep your car properly maintained: Take your car in for regular, scheduled maintenance to ensure everything is in working order and all fluids are topped. Keeping a safe car can create a safer ride for your little one.

These steps allow parents to focus on the road and should lessen some of their concerns about their child's safety in the car. In addition, Newman also suggests parents skip using items such as a baby mirror in the car. Mirrors and other items like toys that hang from a car seat's han-



### Car seat inspection

Make sure a certified child passenger safety technician inspects your car seat installation before the baby arrives. Most local fire stations will inspect child carseats free of charge.

dle can become dangerous projectiles in a crash and harm your child or you. For more information, visit Cars.com to learn more tips on child driving safety.



BRAXTON WILKERSON

December 19, 2014

Brad and Korina Wilkerson

Lima, OH

(61C)



JACK BATTLES
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(62C)



ROBERT WINSTON DILTS

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Tom and Kendra Dilts

Kenton, OH

(63C)



ROSALEE LORAINE FERGUSON November 14, 2014 Ryland and Ally (Parsons) Ferguson Newark, OH (64C)



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# Easy ways to get the breastfeeding supplies you want through your insurance

(BPT) - If you're an expectant or new mom who has made the decision to breastfeed your baby, you're not alone: 79 percent of new mothers initiate breastfeeding following the birth of their babies, according to the CDC 2014 Breastfeeding Report Card. Obtaining the right supplies and support can be key to breastfeeding success, and new healthcare legislation is making it easier than ever for momsto-be and new moms to breastfeed.

Many new parents, however, are unaware of the financial assistance available to them through their health insurance, health savings accounts and/or flexible spending accounts.

Get an insurance-covered breast pump

Under the Affordable Care Act, most health insurers now are required to cover breastfeeding equipment such as breast pumps without a copay, as well as lactation counseling, according to HealthCare.gov. Insurers may set guidelines for what pumps they'll cover, when and for how long, and they may require pre-authorization from a doctor. To help new and expectant parents understand their options as part of the ACA, leading

breast pump manufacturer Medela has compiled information on insurers' coverage of breast pumps, based on a survey of the largest insurance companies. The results of the survey show that:

77 percent will cover rental of a hospital-grade breast pump

89 percent provide a pump after delivery rather than prior to birth

60 percent will allow you to upgrade to a breast pump of your choice

96 percent cover lactation support If you're going back to work or will be pumping on the go, you may want to use your insurance for a second pump for additional support in transitioning back to a busy lifestyle.

Use FSA and HSA dollars to upgrade your pump and buy supplies and accessories

Even if your insurance plan doesn't cover the exact pump you want, you have other options to help you obtain your pump of choice. Health savings accounts (HSAs) and flexible spending accounts (FSAs) allow you to put aside pre-tax dollars - in conjunction with an employer-sponsored health insurance plan - to be used for a variety of

health-related purposes, including pump upgrades and breastfeeding supplies and accessories.

"Support is available to help you on your breastfeeding journey," says Irene Zoppi, a clinical education specialist at Medela. "Take advantage of financial resources to get the breast pump and supplies you want, and access lactation support you need, to best support your breastfeeding goals."

Medela offers some tips on how to get the pump, supplies and support you need using your health insurance, HSA and/or FSA accounts:

Check with your insurance company to determine what kind of pump is covered. Some allow you to purchase a pump and submit a reimbursement request. Others may arrange to pay for a specific pump. Your insurance also may cover pump rental. Find out about breast pump coverage prior to delivery.

Ask if your insurance company will allow you to upgrade if the pump you want isn't available. An insurer may allot a certain amount of money toward a pump purchase, and you then can use your HSA or FSA funds

to cover any difference in cost.

Visit healthcare.gov to find a list of covered items, contribution limits and other information about your flexible spending account, or go to the IRS website to learn about health savings accounts.

Contact your insurer about reimbursement if you've already purchased your pump. (You will need recent proof of purchase.)

Plan for the year ahead. During open enrollment (generally in the last few months of the calendar year), moms should account for potential pump upgrades and breastfeeding supply purchases while allocating FSA/HSA money for 2015.

Don't let your funds go to waste. In most cases, FSA money set aside in 2014 must be spent by Dec. 31, so now is the time to consider an upgrade and supplies. (HSA money rolls over from year to year.)

Breastfeeding provides many health benefits to babies and nurtures the bond between mother and infant. Getting the support, breast pump and supplies you need can help ensure breast feeding success for you and your baby.





ABIGAIL MAE JAMES
September 4, 2014
Edward and Kimberly James
Forest, OH
(67C)



EMMA LYNLEE GRENER
June 1, 2014
Shawn and Lindsey (Howard) Grener
Belle Center, OH
(68C)



CAYDENCE MARIE MOTTER

January 22, 2014

Lacee Shepherd and Christopher Motter

Ada, OH

(69C)



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March 22, 2014

Tyler and Courtney Hastings

Kenton, OH

(70C)



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October 17, 2014
Alejandro and Misty (Creviston) Ramirez
West Mansfield, OH
(71C)



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October 25, 2014
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(72C)



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(76C)



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(77C)



EDISON PAUL LATIMORE

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Kenton, OH

(78C)



JACK PHILIP TURNER

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(79C)



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(80C)



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(82C)



CASEY LEE DELEON
March 11, 2014
Steffani Gibson and Eliberto Deleon
Kenton, OH
(83C)



CONNER DAVID RADE

March 24, 2014

Cody and Hannah Rader

Findlay, OH

(84C)



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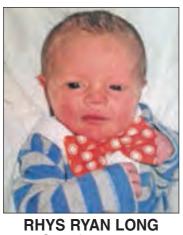
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LaRue, OH

(87C)



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(94C)



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(95)



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(100)



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Dennis and Michelle Musser
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(104C)



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## What parents feed baby can have long-term impact

(BPT) - Experts agree that the food babies eat helps set the stage for growth and development, but did you know that it also impacts long-term eating habits and taste development?

Children who consumed fruits and vegetables infrequently and drank sweet drinks during late infancy showed those same habits at age six, according to new data published in the journal Pediatrics. Infants who consumed sweetened beverages more than three times a week at 10-12 months were twice as likely to be obese at age six.

These findings validate the 2008 Nestle Feeding Infants and Toddlers Study (FITS), which also found eating habits are set in early infancy and mimic unhealthy eating habits seen in older children and adults. FITS is the largest, most comprehensive dietary intake survey of over 3,300 parents and caregivers of young children. The FITS findings showed preschoolers are getting nearly onethird (400 calories) of their total daily calories from fats and added sugars. and common childhood foods such as whole milk, cheese and hot dogs

are contributing to excessive saturated fat and sodium in young children's diets.

Nutrition expert Dr. Kathleen Reidy, who heads Nutrition, Meals and Drinks at Nestle Nutrition, says, "What you feed your baby now affects them not just today, but tomorrow and beyond. The first years of a child's life are a critical period of development, and instilling good eating habits during this time can help put a child on the path to a healthy future."

For parents and caregivers, Dr.

Reidy has some tips to help instill healthy eating habits for young chil-

Replace foods high in saturated fat with lean meats, low-fat dairy products and foods high in healthier fats such as avocado, fish and those made with olive, safflower and canola

Offer a variety of healthy foods, and try to set a good example by eating them yourself. If a child sees mom, dad or siblings eating a nutritious food, she may be more willing to try it.

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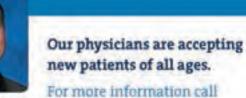
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Roger Amigo, DO **Urologist** 

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REVERSIDE METHODIST HOSPITAL + GRANT MEDICAL CENTER + DOCTORS HOSPITAL + CRADE MEMORIAL HOSPITAL DUBLIN METHODIST HOSISTAL + HAKDIN MEMBERAL HOSISTAL - MARION CENERAL HOSISTAL + ESHABILITATION HOSISTAL O'BLENESS HOSPITAL « MEDIZATEAL MANSFELD HOSPITAL » MEDIZATEAL SHEET HOSPITAL » WESTERVILLI MEDICAL CAMPUS. HEALTH AND SUBCENT CENTERS . PRIMARY AND SPECIALTY CARE . URDEN'T CARE .. WILLIAMS .. HIGHER .. HIGHER .. HIGHER 28,000 HYPSICIANS, ASSOCIATES & VOLUMPERS



