

HEALTHY. Beginnings

A WELLNESS
guide for you
and your
newborn



Information &
tips on infant care
and health, plus
new moms FAQs

Developed with
contributions from
Dr. Laura Jana,
renowned pediatrician
and author.



Visit
www.lysol.com/newmom
for advice that grows with your baby

congratulations, you're a mom!

Time to focus on a healthy beginning for you and your newborn

Being a new mom is an exciting and incomparable experience. Enjoy this amazing chapter of your life by staying rested and healthy so you can protect and take care of your little miracle. Ask others for help with chores. Try to sleep when your baby sleeps. Focus on a healthy diet with a balance of fresh vegetables, fruits, proteins and carbohydrates. Drink enough fluids to stay well hydrated, especially if you are breastfeeding.

Aim for a healthy future

During your newborn's first visit to the pediatrician, some topics that might be discussed will be the basics of infant health, including feeding, bowel movements, sleeping, weight and potential issues with jaundice. You might want to maintain a list of questions about you and your baby's health for each trip to the pediatrician.

Since you will have so much to absorb during your time with the pediatrician, this handy guide from the makers of LYSOL® — plus an accompanying website, www.lysol.com/newmom — covers useful information to help you provide a healthy beginning for your baby's ongoing development.

Remember that your pediatrician is always your number one resource concerning your baby's health and wellness.



your life is changing

Motherhood is a wonderful period of discovery and joy as you and your baby adjust to a new world of changes.

But be aware that some moms experience “baby blues” within days of delivery — an emotional roller-coaster ride that could last for over a week. However, strong negative feelings about your baby may be a sign of **Postpartum Depression**. Discuss your feelings with family, a friend or your doctor, as help is available to deal with this situation. Learn more at www.womenshealth.gov/faq/depression-pregnancy.cfm.

Add TLC to every routine!

Make your newborn’s world a safe, happy and secure place. Always put your baby to sleep on his or her back. Wake for feedings with gentle patting. Play when your baby is alert, not tired or fussy. And don’t ever leave your baby unattended on the changing table or in the tub.

Use positive parenting. Comfort your baby often with rocking. Talk, read, play music and sing. Repeat baby’s sounds and add words to help with language development.

This is only the beginning. Get advice for dealing with every stage of your child’s life at www.cdc.gov/ncbddd/child/infants.htm and at www.cdc.gov/actearly.



We do more not just because we can, but because we must.

Health matters. To all of us. That’s why we started the **LYSOL® Mission for Health**. With new moms programs, healthy habits initiatives in schools and disaster relief efforts.

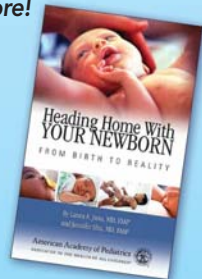
As part of this mission, **LYSOL®** is taking a bold step in supporting new moms with an online site designed to help answer a variety of questions you may have concerning your child’s first year.

VISIT US TODAY

at www.lysol.com/newmom
and take advantage of these great resources!

- 👉 **Health tips for mom and baby**
- 👉 **New moms forum for questions and advice**
- 👉 **Newborn instruction from Dr. Laura Jana, pediatrician and mom**
- 👉 **Coupons and much more!**

When you register with **LYSOL®**, you will have the chance to win Dr. Jana’s well-respected book, *Heading Home With Your Newborn**



Register today at
lysol.com/newmom

*No Purchase Necessary. Sweepstakes begins July 1, 2011, and ends February 29, 2012. Sweepstakes is open to legal residents of the 50 U.S. states and D.C. who are 18 or older at time of entry. To enter and for full rules, please visit www.lysol.com/newmom.

FAQs for new moms

As a new mom, you are bound to have a lot of questions! That's why we've enlisted the help of Dr. Laura Jana, **pediatrician** and co-author of the award-winning book *Heading Home With Your Newborn: From Birth to Reality*, to answer the following questions.



Q: How often do I need to bathe my newborn?

A: Despite what you may think, babies don't need daily baths — especially as newborns. In fact, it's not recommended that you give your baby a full bath until the umbilical cord dries and falls off. Even then, bathing your baby a few times a week will often suffice. Until your baby starts getting messier on a regular basis, simply ease into a safe and enjoyable bathing routine by focusing on cleaning areas that tend to get dirty — like the diaper area, around the mouth and in skin folds.

Q: How often should I feed my baby?

A: It is important to feed newborns quite frequently to ensure that they get enough nutrients and calories to grow. Whether you are breastfeeding or formula feeding, the minimum recommendation of feeding every 2 to 3 hours translates into at least 8 to 12 feedings (if not more!) during any given 24-hour period.

Q: How much will my newborn sleep?

A: A lot! While the total amount of sleep babies need gradually decreases over time, newborns typically spend 16 or more hours a day sleeping. At 6 months, this decreases to just over 14 hours a day.

Q: How can I figure out why my baby is crying?

A: Start by considering the most obvious causes — tired, hungry, cold, wet, a poopy diaper. Always make sure your baby's crying is not due to a more serious cause such as fever and illness, an eyelash or scratch in the eye, stray hairs or strings wrapped around fingers or toes. While new parents soon learn to recognize most of their baby's cries, it's not always a simple task. If you are ever unable to figure out why your baby is crying and you're concerned, be sure to call your baby's doctor.

Q: Why does my baby need vaccines, and how often are vaccines given?

A: Vaccines help prevent serious and life-threatening diseases, and have been recognized as one of the most lifesaving public health achievements of the last century. Immunizations should be given according to the standardized childhood immunization schedule, which typically means at each routine well visit.

Q: What are the top diaper changing safety considerations?

A: One of the most important is preventing your baby from falling off the changing table! This is easily prevented if you simply commit to keeping a hand on your baby at all times, making sure the changing pad is secure, and never leaving your baby unattended — even before your baby learns to roll. Be sure the surrounding area is also safe, by keeping plastic bags, safety pins and any other potentially harmful changing tools out of your baby's reach. If using baby powder, make sure to only use talc-free (as talcum powder can damage a baby's lungs when inhaled).

Q: What should I do if my baby has a fever?

A: Call your baby's doctor. We know that newborns aren't as prepared to fight infection as older infants or children. While not every fever represents a serious underlying infection, any fever needs to be taken seriously and any newborn with a fever during the first few months of life should be brought to the immediate attention of a doctor.

new mom's germ solver

Because your baby's immune system isn't fully developed, it's important to provide protection from common germs, including bacteria, viruses and mold/mildew. These germs can spread:

- Through direct human contact (touching)
- Through indirect contact (surfaces)
- Through the air (uncovered sneezing)
- Through contaminated food and water
- And sometimes through contact with animals, or by a bite or scratch

Germs thrive in moist conditions and can live on even clean-looking surfaces for hours and possibly days. Remember that cleaning and disinfecting are NOT the same thing. **Only disinfecting actually kills germs on surfaces** — in the nursery, kitchen, bathroom and other common areas.

Because germs can be hiding everywhere, **washing your hands** before you touch your baby can help prevent the spread of germs. And always wash again after providing care — like diapering or feeding. Constantly remind visitors, other children and babysitters to wash their

CDC Hand Washing Guide

- Wet your hands and apply liquid, bar, or powder soap
- Rub hands together vigorously to make a lather, and scrub all surfaces, including under and around the nails
- Continue for 20 seconds. It takes that long for the soap and scrubbing action to dislodge and remove stubborn germs (Need a timer? Imagine singing "Happy Birthday" all the way through – twice)
- Rinse hands well under running water
- Dry your hands using a paper towel or air dryer
- If possible, use your paper towel to turn off the faucet



hands before touching the baby. You can make handwashing an easy process with an anti-bacterial product like the LYSOL® No-Touch™ Hand Soap System.

Learn more about germs, the illnesses they can cause and simple strategies for keeping them from spreading to your newborn at www.lysol.com/newmom.

Even More *Caring Tips*

- Immunize family members against "whooping cough" (Pertussis) — the highly contagious respiratory disease that is extremely dangerous to infants. Learn more at www.cdc.gov/features/pertussis
- Become familiar with immunizations required during your baby's different life stages. See immunization schedules at www.cdc.gov/vaccines/recs/schedules



- Avoid crowds that can expose your new baby to germs and illness
- Keep your baby out of direct sunlight
- Keep a well-stocked first aid kit and learn basic first aid, including infant CPR
- Keep important numbers handy and programmed into your phone (in an emergency, dial 911)
- Call your healthcare provider if your baby has a rectal temperature of 100.4°F or higher



keep the nursery safe



our new arrival needs a safe and protected environment to develop into a healthy little boy or girl. Although you have been careful in preparing the nursery, keep in mind that your baby will grow quickly and become more active and daring. You and your child will also be susceptible to germs from visitors as they enter your home bearing gifts (and colds). Below are some health, safety and illness-preventing tips.

DIAPER CHANGING TABLE

- When you place your baby on any raised surface, keep one hand on the baby to prevent falling
- Have everything you need close at hand to make the process easier
- Disinfect the changing table with disinfecting wipes after every diaper change to prevent the spread of bacteria

FLOORS

- If the floor is carpeted, vacuum it well to pick up dust mite debris
- When your baby starts spending time on the floor, be sure to clean and disinfect hard surface floors to remove dust, dirt and visible mold growth

CRIB

- Monitor what you put in the crib: stuffed animals or bulky blankets can be hazards
- Always place your baby on his or her back — never face down

MATTRESS

- Make sure that the plastic covering has been removed and that the mattress fits snugly (so that you can't fit more than 2 fingers between the mattress and crib)

GENERAL HEALTH & SAFETY

- Make sure that potential hazards are removed or covered, like exposed heating sources, electrical outlets and small electrical appliances
- Remove any curtains and cords near the baby's crib
- Frequently check drawer stops and locks on kitchen cabinets and cleaning products closets
- A single germ can grow to 8 million in less than 24 hours, so be sure to use a disinfectant spray on hard surfaces throughout the home
- Be sure your water heater is set to no higher than 120°F
- Keep your baby from getting too warm or too cold

FIRST AID KITS (both home and car)

- Refer to www.redcross.org for recommended contents
- Always store kits out of children's reach, but with easy access for adults





Keep This Valuable Contact & Reference Information Handy

Use these free resources to find reliable answers to various concerns about your baby.*

Childhood Immunization

www.cdc.gov/vaccines/recs/schedules
or 1-800-CDC-INFO

U.S.D.A. Nutritional Guidelines

www.mypyramid.gov

Postpartum Depression

www.womenshealth.gov/faq/depression-pregnancy.cfm

Newborn Information

www.cdc.gov/newbornscreening

Breastfeeding

www.cdc.gov/breastfeeding

Child Development

- *Centers for Disease Control*
- *American Academy of Pediatrics*
- *Bright Futures*
- *American Academy of Pediatrics*

www.cdc.gov/ncbddd/child/infants.htm
www.aap.org
brightfutures.aap.org
www.healthychildren.org

National Poison Prevention Hotline

1-800-222-1222

If baby is unconscious or not breathing, **CALL 911**

EMS (Ambulance)

911

First Aid

www.redcross.org

Germ Protection

www.lysol.com

*These resources are offered for reference only. If you are concerned or need more information about any aspect of your baby's or your own health, contact your pediatrician, nurse practitioner or healthcare provider.

