

Taking Your Child's Temperature Has Never Been Easier

(NAPSA)—Getting an accurate temperature reading is essential to determine whether your child has a fever, but it's not always easy. A normal temperature is around 98°F when taken orally. Generally, a fever is a temperature over 100°F if taken under the arm or over 100.4°F if taken rectally.

A new digital thermometer featuring SpongeBob SquarePants™ by BD (Becton, Dickinson and Company) may help make the process easier.

According to Dr. Vera Bennett, a pediatrician at Chilton Memorial Hospital in Pompton Plains, N.J., parents often have to work hard to get an accurate temperature reading. "The best news is that technology has made the process a lot easier. Digital thermometers are light years ahead of the old mercury-based thermometers many parents remember from their own childhood."

The American Academy of Pediatrics (AAP) has advised parents to stop using mercury-based thermometers at home because of concerns about possible exposure to mercury, an environmental toxin. The AAP's official policy is that newer types of thermometers are safer and have been found to be just as accurate in young children.

A fever is a sign of illness. When a child has a fever it means that the child's body is trying to fight off an infection. Fevers can be considered a good sign that your child's immune system is working and the body is trying to rid itself of the infection.

Any infant under three months with a rectal temperature of 100.4°F or greater, should have immediate medical attention, as they may have a serious illness. Although, a drop in temperature may be even more concerning.

Always consult your pediatrician if there is any question that



SpongeBob SquarePants™ Digital Thermometer from BD.

your child may have a more serious illness.

Tips For Taming Fever Fears

Generally, a parent's strategy for making temperature taking a good experience falls into four categories:

Make the process interesting.

- Let the child take your temperature first.

Reward the child.

- Provide a tantalizing carrot—reading from a special storybook, a special program, a special food, extra five minutes before bedtime.

Distract the child...

- Here's one time that you can be thankful for the hypnotizing power of modern technology—play the television or some music, put on a video, pass your child a handheld video game, etc.

Instruct the child.

- Demystify the thermometer by letting the child handle it, look at it.

The new SpongeBob SquarePants™ thermometer is safe for all ages and for oral, underarm and rectal use. It features large easy-to-read night light display, auto memory that shows last temperature, a fast one-minute temperature readout and BD's Accu-Beep® feature allowing caregivers to take their child's temperature with ease.

BD has led the charge of bringing new technology to the thermometer market with six digital products now available. BD is one of the largest distributors of thermometers and is pleased to offer the SpongeBob SquarePants model as the first-ever characterized digital thermometer for consumers.

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