



spotlight on health

Parents Go The Extra Mile To Protect Their Kids From H1N1

(NAPSA)—With the government having already admitted it's drastically underestimated the number of deaths from H1N1 swine flu, parents have begun taking extra steps to protect their children.

Ninety percent of those infected and made seriously ill by this particular strain of influenza have been younger adults and children, according to the Centers for Disease Control and Prevention. The agency's Dr. Anne Schuchat has described the pattern as "unprecedented."

The communal nature of day cares and schools—as well as summer camps, whose registration process starts shortly—helps explain the risk children face. By now, everyone knows—or should know—how important it is that they wash their hands frequently and even use sanitizer when doing so.

But for many worried parents, that's simply not enough. And so they're going a step further by labeling their children's belongings in an effort to prevent the spread of germs.

One company that originated personalized labeling for kids, Stuck on You, has come out with a special "flu-fighter pack" that founder Amy Lipton is especially proud of.

"The labels help keep youngsters from accidentally using another child's cups, brushes, bags and jackets," said Lipton. "That can help limit a child's exposure to germs."

The pack includes six large name labels; 11 small, durable



Labeling children's belongings could help slow the spread of germs.

name labels; and six "Flu-Fighter Tip" stickers. Kids can also choose from additional label collections with designer themes, such as "friendly monsters" or "cupcakes." All the labels are waterproof and can withstand the dishwasher.

While the CDC recommends children receive the H1N1 vaccination, parents concerned about the presence of the mercury-based preservative thimerosal in the shots can opt for thimerosal-free alternatives.

"We have a long flu season ahead of us," said Dr. Schuchat. For many parents, that's reason enough to take H1N1 warnings seriously.

For more information, visit www.stuckonyou.biz or call (888) 236-2800.