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R HealthBeat

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PLAY IT SAFE-
PLAYGROUND INJURIES

AGE BY AGE GUIDE
TO PEER PRESSURE

KNOW ABOUT
FOOD ADDITIVES

FITNESS THROUGH
MARTIAL ARTS

CULTIVATE
CREATIVITY
IN YOUR CHILD

IMMUNIZATION
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From the Editor's Desk...



Rakesh Jain

Chief Executive Officer
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Hello Readers

Welcome to the 11th edition of R HealthBeat!

To create a culture for health, it is imperative to see that healthy behaviors and wellbeing are instilled from the early development years, thus making child development, parenting and nurturing a focal point of this edition.

“*The current edition focuses on the importance of right parenting ingredients with each article's heart being child care*”

Did you know that one of the best ways to protect your children is to make sure they are immunized and vaccinated correctly? In the opening article of this edition the queries to “Immunization – A Parent’s decision” is answered with utmost concern by a professional. In order to attain the right advice and provide good care to your child it is crucial for us to learn about the right medical professionals which are covered in “Know thy Doctor”.

Fitness being the mantra of the new generation kids, we are happy to share the “New age martial arts” to bring out the competent and energetic streak in their wonder years with “Measures to prevent the playground injuries”.

Child Psychologist shares his views on the “Face of child abuse” and what signs should we look for to protect our young ones. Nurturing is as important which is why the mental and emotional health factors are given equal importance in this issue with articles like “Cultivation of creativity in children” and “Age by age guide to deal with Peer Pressure in children”.

Turn over to our nutrition section to understand the effect of junk “Food additives” to reduce the long-term effects on the children. In today’s modern life, learn about the “Smart parenting apps” aptly suggested in the technology section.

“At the end of the day, the most overwhelming key to the child’s success and health is the positive involvement of parents”.

Wish you all a happy, satisfying parenting experience.

Warm regards.

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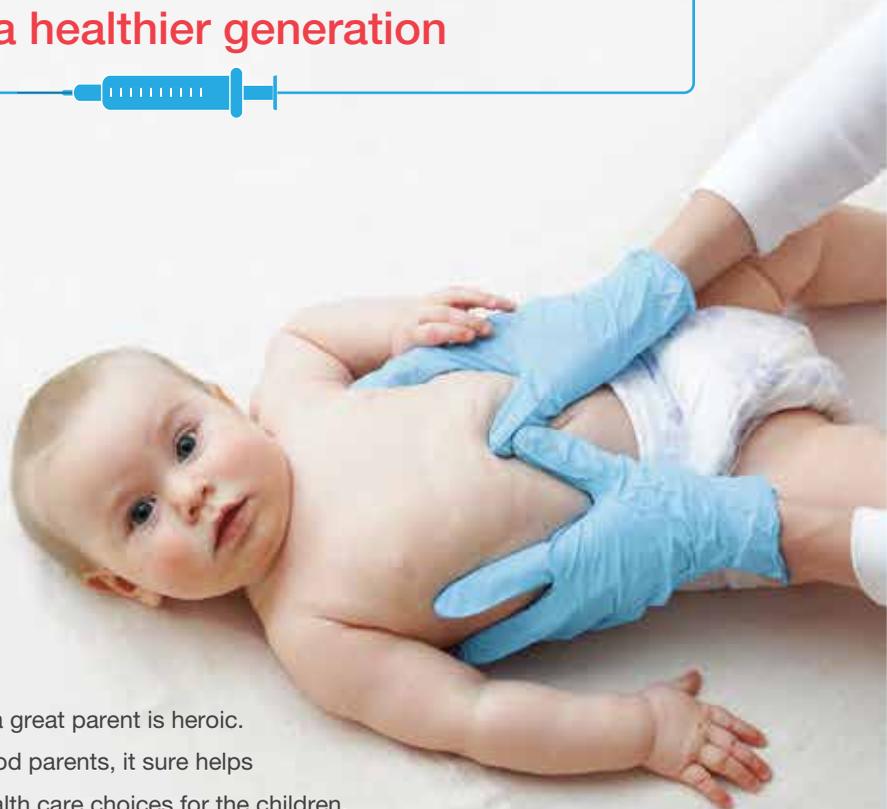
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Immunization

A parents' decision
for a healthier generation



Being a parent is a daunting challenge. Being a great parent is heroic. For those who make a conscious effort to be good parents, it sure helps when we can get accurate information about health care choices for the children. Preventive care is the proverbial “Better an ounce of prevention than a pound of cure.” So, at first glance, childhood immunizations are no-brainers for good parents. Every parent wants to do the best for their children and hence the importance of baby gates, car seats and other ways to keep them safe. But, did you know that the best way to keep your children safe is to make sure they have all the **Vaccinations**?

How does a vaccine work?

Vaccines reduce the risk of infection by working with the body's natural defences to safely develop immunity to disease.

A weakened or killed form of the **DISEASE** is injected in the body



The body creates **ANTIBODIES** to fight the germs



If the **ACTUAL DISEASE** germs ever attack the body, the **ANTIBODIES** return to destroy them.



How many vaccines can be administered to a child at a time?

Four, an injection on each limb, vaccines can be easily given to a child in one sitting. If need be more than one injection can be administered in the same limb. Nowadays combination vaccines, a mix of vaccines against several diseases are available that help to reduce the number of injections required to protect a child.

Is it a must to take so many vaccines?

Vaccination is the birthright of every child. While some vaccines prevent deadly diseases, others protect from diseases that are not life threatening. It is advisable to discuss the severity or nature of the disease and the effectiveness of the vaccine for it with your doctor and decide on which vaccines be given to the child.

What happens if a child is by mistake administered an extra dose of a vaccine?

By and large an extra dose does not cause harm to the child. However one must try and follow the recommended schedule of vaccination and hence it is important to keep the records of the vaccine administered to the child.

Is the disease 100% prevented after vaccination against it?

In general, immunity against a disease developed by a vaccine is less effective as compared to the immunity developed following the illness. The later comes at the cost of suffering and can prove fatal. Ability of a vaccine to protect against the illness varies from vaccine to vaccine. Even if the disease is not 100 % prevented, the disease that occurs despite vaccination is by and large mild.

If the immunity following the natural disease is stronger and long lasting, why typhoid vaccine is offered when the child recovers from typhoid illness?

Though immunity after natural disease is stronger and long lasting, it is not uniform to all the diseases. A child recovered from typhoid can still contract typhoid and hence it is recommended to vaccinate a child against typhoid even when suffered from it.

Nowadays painless vaccines are available and how effective are they in preventing the illness?

Vaccines like DTP cause pain, redness and swelling at the site of injection. These side effects are less common or minimal with the alternative product used by the practitioners in private sector. However this vaccine is as effective as the other used in the public sector.

Some babies do not develop any mark or scar at the site of BCG injection given at birth. Does it mean a failed attempt of vaccination?

A boil that ruptures to form a scar or mark is a common phenomenon after BCG vaccination. But a few vaccine recipients don't react that way and the vaccine can still effectively protect the child. However to be safe and certain another dose can be administered if the child does not develop a mark in 12 weeks after vaccination.

Does the brain fever vaccine protect a child against fits caused by fever?

Parents refer to Hib vaccine as the brain fever vaccine. Hib vaccine is given to prevent illnesses like meningitis and pneumonia caused by the bacteria Hemophilus influenzae type b.

This article has been contributed by Dr. Vijay Yewale, DCH, MD Pediatrics and Head of Department at Apollo Hospital (Navi Mumbai).

VACCINATION

is when a vaccine is administered to you (usually by injection)



IMMUNISATION

is what happens in your body after you have the vaccination. The vaccine stimulates your immune system so that it can recognise the disease and protect you from future infection (i.e. you become immune to the infection)

DID YOU KNOW? The Government of India launched the Universal Immunization Program (UIP) in 1985, one of the **largest health programs of its kind in the world**. According to a report, it is observed that though the program is being operational for over 30 years, only 65% children in the first year of their life have been able to achieve full immunization and the increase in coverage has stagnated in the past 5 years to an average of 1% every year.

Source: http://www.unicef.org/infobycountry/india_statistics.html

Know thy Doctor



Your child will encounter numerous medical professionals from the moment they are born. These people are there for your child as much as they are there for you to answer questions, diagnose illness and ensure overall health. Knowing what each specialist can and can't do will make the process less confusing.

Immunologist or Allergist

Pediatric allergy specialists and immunologists concentrate on factors related to your child's immune system. They diagnose, treat and monitor children with a wide array of immune issues including allergies to food, chemicals, medicines and plants, severe allergic reactions (anaphylaxis), allergy based dermatitis, primary immune deficiencies, acquired immune disorders.



Pediatric Dentist

Pediatric Dentists care for the oral health of children from infancy through the teen years. They take care of a child's teeth, gums and mouth. A child's oral health is of utmost importance as it might make way to oral decay and other diseases causing a lifetime of pain and complications.



Medical Geneticist

Medical Geneticists examine and treat diseases related to genetic disorders. They specialize in disorders that are hereditary in nature and work to find ways to prevent already present diseases from passing down to the next generation through reproduction.



ENT Specialist / Otolaryngologist

ENT Specialists concentrate in areas related to the Ear, Nose & Throat and sometimes even ailments related to the neck or the head. Children often seek treatment from ENT specialists for tonsillitis or sinus infections.



Dermatopathologist

A Dermatopathologist has the expertise to diagnose and monitor diseases of the skin including infectious, immunologic, degenerative and neo-plastic diseases. This entails the examination and interpretation of specially prepared tissue sections, cellular scrapings and smears of skin lesions by means of routine and special microscopes.



Child Psychologist / Therapist

Child Psychologist deals with the emotional and behavioral issues of a child and tries understanding the root of the situation. Children have issues in coping up with stressors such as homework, test anxiety, bullying or peer pressure.



Thoracic and Cardiovascular Surgeon

Thoracic Surgeons specialize in management of patients with conditions of the chest and heart. This specialty includes providing surgical care of patients for coronary artery disease, abnormalities of lungs, heart valves and heart vessels.



Pediatric pulmonologist

Pediatric Pulmonologists diagnose, treat and manage children from birth to 21 years old with breathing and lung diseases.





Play it safe:

Tips for preventing Playground injuries

Playgrounds are fun places where children can explore, move and play. But they can be dangerous if children are unsupervised or if the area is not properly designed or maintained. Accidents happen for many reasons, but you can prevent them. The following tips can help you keep children safe.

Before allowing children to play, make sure that:

- The playground is free of hazards. For example, make sure the ground is free of trash and broken glass.
- There is safety surfacing beneath equipment, especially under climbing materials. Look for a thick layer of mulch, sand or synthetic shock absorbing surfacing, such as shredded rubber.
- The equipment is in good repair. Rust, exposed nails or screws and loose pieces can be hazardous. Plastics should be free of cracks and wood free of splinters.
- There is adequate shading. If equipment is metal, ensure it is not too hot.

Areas for pre-schoolers should have

- Smaller steps and crawl spaces.
- Low platforms with short ladders or ramps with grips.

- Shorter slides, usually less than 4 feet high.
- No rope or chain climbers hung at an angle, horizontal bars or sliding poles.

Be alert

Experts estimate that nearly half of all playground injuries are related to inadequate supervision.

- Watch children at all times. For example, monitor the slide so children go up the ladder one at a time.
- If there is more than one adult, split up so you each can watch the area from a different perspective.

Discuss playground safety

- Discuss safety measures with children.
- Work with them to create three or four playground guidelines, such as “Make sure I can see my teacher” and “Take turns on the slide.”

How to treat minor injuries?

Minor Cuts & Grazes

Clean the wound thoroughly with soap & water and then apply firm pressure for around 5 minutes. This will stop most bleeding; a clean dressing like a plaster or bandage can then be applied.

Minor Burns

Immediately submerge the area in cold water until the pain subsides. This can take 10 to 15 minutes, but is essential to minimize the damage done to the burned tissue. Unbroken blisters should be covered by a loose dry dressing and should not be broken. Blisters where the skin is broken or large burns should be seen by a Doctor or Nurse.

Sunburn

You should always use a high factor sun cream, especially on children or if you have fair skin, since more sensitive skin can burn very rapidly. Cool burnt skin with cold water then apply aftersun lotion, paracetamol or similar medication to reduce soreness and discomfort.

Sprains

Elevate the affected limb and apply a cold compress like crushed ice or frozen peas wrapped in a towel or similar cloth for 15 to 20 minutes. The application of a firm bandage or compression bandage may help to ease the strain, the strain should then be rested. It may take several weeks to fully recover.

martial arts!

If you have a child who is full of energy and is looking for an exciting indoor activity to let out some steam, then it could be time to put your little one's exuberance to good use at a Martial Arts class! From toddler taekwondo lessons to Capoeira martial arts perfect for kids who also love to dance, here are the classes that will bring out your little warrior's inner Karate Kid!



Muay Thai:

Muay Thai or the "Science of Eight Limbs", helps kids develop quick reflexes and self-defence techniques through eight points of contact (the fists, knees, elbows and feet). A speedy, fun sport that boxers often also practise!

Levels:     



Brazilian jiu-jitsu:

Brazilian jiu-jitsu, focuses on grappling and ground fighting, this form is offered to kids as young as three years. Jujitsu is a martial art originally developed to complement the weaponry fighting of the Samurais. Over time its focus has been shifted to hand to hand combat, though weapon usage in various Jujitsu teachings is still an important part of the discipline.

Levels:     



Judo:

 Official event in Olympics

This modern Martial Arts form from Japan teaches its pupils to execute swift moves in a no-nonsense way! Subduing an opponent is the name of the game, and whether it's grappling, tossing or throwing, you'll find your little ones rather keen to execute a joint lock on you!

Levels:     



Aikido:

Dubbed the "way of unifying with life energy", Aikido seeks to teach moves that defend but also protect the attacker from minimum injury. This is a non-aggressive martial arts form and a good pick to calm down wannabe power rangers from scrapes in the playground! Aikido is a great way for your kids, aged three years and up, to develop more patience and teach them to defend themselves safely should the need arise.

Levels:     



Wing Chun

Wing Chun, which means “spring chant” in Chinese, is all about close-contact sparring. Discipline and focus are the names of the game here and little ones (and their parents) will benefit from finding an inner peace and improved concentration levels for sure. This one notches up the cool ladder all the more for its most famous follower: Bruce Lee.

Levels: 



Mixed Martial Arts (MMA)

If you just can't decide what martial arts your kids from age six should practice, then mixed martial arts could be the solution! Whether it's wrestling, boxing, kung fu or wushu, MMA is a full-on contact sport perfect for your little one to get an all-round knowledge of various martial arts.

Levels: 



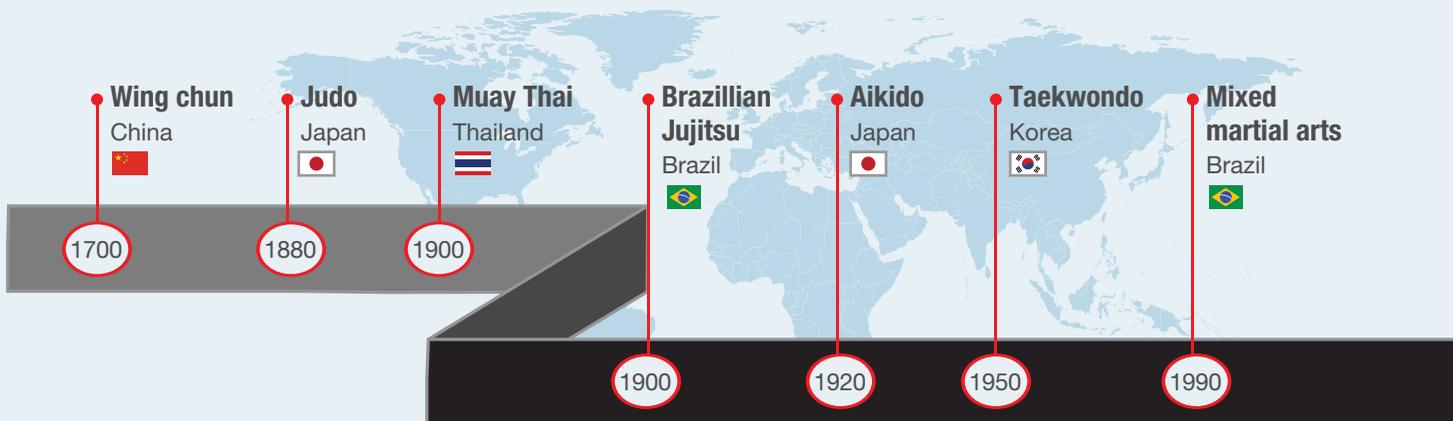
Taekwondo:



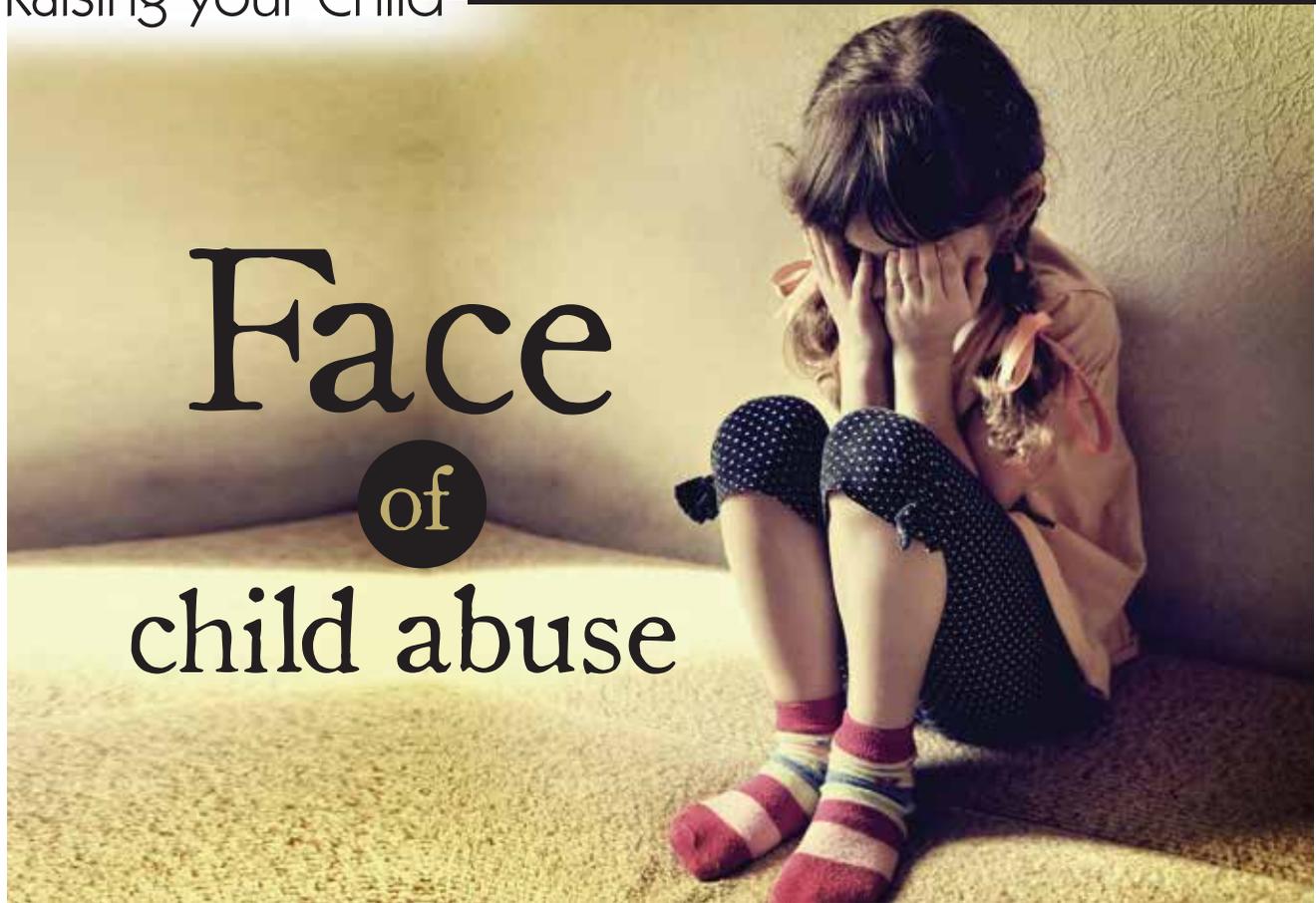
Official event in Olympics

The words Tae Kwan Do, translate to: "the way of foot and fist." Though primarily an art where strikes with the foot are the focus, Tae Kwon Do also teaches the use of one's hands to strike an opponent or to block an opponent's kicks or punches. This Korean-born art stresses flexibility and mental discipline. Taekwondo is a Korean Martial Art form that combines combat and self-defence moves to develop speed, strength, and balance.

Levels: 



Origin of martial art and country



Face of child abuse

**Child abuse and neglect occurs in a range of situations, for a range of reasons.
Children are rarely subject to one form of abuse at a time.**

Research by McGill University (published October 14, 2015) showed that emotional abuse of a child may be equally harmful as physical abuse and neglect, while child sexual abuse often co-occurs with other forms of poor treatment.

Emotional and psychological abuse in children is defined as behaviors, speech and actions of parents, caregivers or other significant figures in a child's life that have a negative mental impact on the child. Depending on the nature of the emotional or psychological abuse tactic employed, it can also be referred to as child neglect.

We have always spoken to children about conventional wisdom, however talking about topics that do not see the day of light very quickly is difficult. Talking to your child about sexual abuse can be tricky as conventional wisdom has changed over years and the same may be counterintuitive.

Many adults are uncomfortable about talking with children who have questions about child abuse or who, unfortunately, may be victims themselves. Don't assume that a child will behave or react in any particular way. Every situation that involves child abuse is different, and every child responds differently. Simply being an available, responsible adult may provide the support a child needs. Establishing or maintaining a sense of normalcy or routine may help to reassure a child and start the healing process.

While this can be an uncomfortable subject, particularly if a child is too young, children in pre-kindergarten have shown the capability to grasp these concepts if age-appropriate language is used. Parents need to use their discretion depending on the child's age, but the important thing is to have the conversation. Children of all ages are in danger of being targeted for abuse. It's more common as children reach the ages of 8 to 12, but younger children are easy

prey for perpetrators, too. Parents may want to ask their pediatricians for guidance, as they can be a great resource.

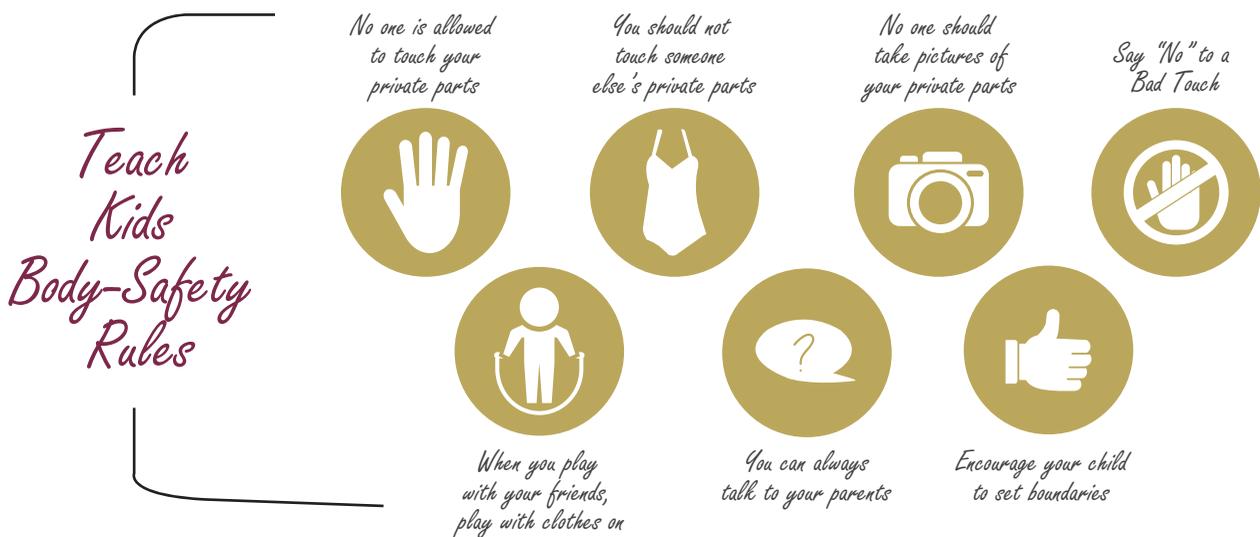
Safe/Not safe:

Educating the children about "safe/not safe" instead of "good/bad" will make much more sense as it makes it clearer for the child. For example, sometimes a good touch (vaccination in the doctor's office) can feel bad to the child's body, and a bad touch (inappropriate tickling/fondling) can feel good to the child's body. The terms "safe/not safe" eliminates this confusion. The parent should give examples of safe touches, such as a doctor or nurse during an examination, with Mom or Dad in the room, mom changing the baby's diaper or giving the toddler sister a bath. "These are safe touches and are OK."

Asking the child to give an example of a safe touch is a way to ensure that they understand the concept.

The parent should also address the issue of secrecy or threat that some perpetrators use with children to keep them quiet about the abuse. "Even if the person who is touching you makes you promise not to tell, or tells you that they will be mad at you or they may hurt you, or someone you love, if you tell, that does not matter. What they are doing is bad and not your fault. You must not keep it a secret, you must tell me right away. Then, I promise that I will take the steps needed to keep you safe."

It is very important to reinforce with the child that it's never their fault if they were touched in an not safe way. It's always the adult's fault. And the parent's job is to protect them.



Laws on Child Sexual Abuse:

It is very important for the parent to know about the child protection laws for the wellbeing of their child. One such law which the Indian Parliament passed in 2012 is called "The Protection of Children from Sexual Offences Act" with clauses as below:

- The Act defines a child as any person below the age of 18 years and provides protection to all children under the age of 18 years from the offences of sexual assault, sexual harassment and pornography.
- This is the first time that an Act has listed aspects of touch as well as non-touch behaviour (eg: photographing a child in an obscene manner) under the ambit of sexual offences.
- The Act incorporates child friendly procedures for reporting, recording of evidence, investigation and trial of offences



Apart from the above, your child can also reach out to a helpline called **Childline** India by dialing **1098**. It is India's first **24-hour, free,** emergency phone service for children in need of aid and assistance.

Source: <http://www.ovc.gov/pubs/helpseries/pdfs/CATipSheet.pdf> • http://www.huffingtonpost.in/entrytry/talking-to-your-child-about-sexual-abuse_b_3581232 • <http://www.childlineindia.org.in/Child-Sexual-Abuse-and-Law.htm>



Age by Age guide to

PEER PRESSURE

This article content has been contributed by

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When does peer pressure typically begin to occur in children's lives and what impact does it have on child and adolescent development?

Peer pressure develops because we want to be accepted by our peers and it begins in early childhood with children trying to get other kids to share toys and games. It generally increases through childhood and reaches its intensity in teenage. Almost every adolescent has to deal with peer pressure, often on a daily basis.

To begin with, children cannot resist instant gratification nor delay it. This means they can focus on immediate rewards but do not have the capacity to focus on long term gains or harms. Also, they have difficulty in controlling their immediate impulses. As children progress developmentally, they "learn" to control the above.

What role do the social media play in fostering the feelings of peer pressure?

Social Media is to be feared for its power to create an alternative world around you. Indeed, social media and the space it has created is an integral and impactful part of the environment that we live in and just as we need to protect and nurture the physical environment around us, we also need to be careful about this virtual environment which shapes our mental development. When we say children are developing, it means their brains are developing *i.e.* the neural connections between

different parts of the brain which is a kind of a code or program for that particular thought, idea, opinion or action. The more the child gets repeatedly exposed to the latter, the more that particular set of neurons and connections get stronger, the more ingrained becomes that idea, habit or thought! So much so that this now becomes a "part" of that person!

This environment includes everything: the pressure to be perfect, look perfect, act perfect, to have the perfect body, have the perfect friend group and have the perfect amount of likes on Facebook. If the child does not meet these high standards, it leads to lack of self-esteem and further to anxiety and depression.

Why are some children and teens more susceptible to peer pressure than others? You see some kids that generally seem to just do their own thing and not care what other children think of them, but that's not always the case and why are some of them more susceptible to that?

Susceptibility to peer pressure varies with specific personal traits and parenting patterns. Children who come from homes which are judgemental or those which have very strict limitations are paradoxically more influenced by peer pressure, as compared to kids of parents who have always been more open about acceptance. Children who have low self-confidence and a low sense of purpose are more likely to be influenced by their peers. Children who are ostracized from the general group

of peers may gravitate towards children who have also been ostracized (typically children with behavioural or conduct problems), who may be more likely to engage in antisocial behaviour. Children who are pushed out of the group may feel more pressure to conform in an attempt to be accepted by a group.

We are sure that there are some parents that are listening to this wondering what can they do to help children recognize and deal appropriately with peer pressure?

Parents need to recognise and accept that peer pressure is a part of life for everyone (children and adults) and we are all susceptible to it. Children learn about everything from relationships to fashion from their peers, and it is a vital part of

growing up to learn from others, and yet also learn how to draw the line between what is good for others but may or may not be good for us.

Children with low self-esteem or low academic ability are particularly vulnerable, as are those with a lack of close friendships or family relationships. Parents need to identify these are risk factors and seek help from qualified doctors or counsellors sooner than later.

The most important thing to remember is that though it may seem otherwise, your teen still needs your love and attention. Your teen may not agree with you, but they do want to talk with you as long as you avoid nagging, snapping and the **"I-told-you-so!" attitude!**

Parents need to accept that peer pressure is a part of everyone's life including children. They learn many things from their peers and it is a vital part of growing up. Here are some points of action for parents to deal with children in a friendly and interesting way:



Communication with your child is possible only when you listen carefully and talk effectively. While talking, ensure that you are not forcing your words on them or nagging them; instead share your experiences and stories. Also while listening, pay attention to what they share.



Try not to criticize your child's friends, as it will only turn them against you. Instead, get to know them and their parents better.



Motivate your child to make friends and have different interests so that it helps them improve their overall personality.

According to research, children can be categorically divided into the following based on their behavioral analysis, accordingly they've been segregated to what activities can they follow to inculcate more interest and deal effectively with their peers.

| Category | Age group 3-6 years | Age group 7-9 years | Age group 10-12 years |
|-------------------|---|---|--|
| Creative thinkers | Lego building | Art classes | Theatre workshops |
| Whiz kids | Abacus training | Math and scientific programs organized by schools | Membership of exploratory club |
| Physically Active | Group play & racing with the peers | Soccer, bicycle riding and swimming | Competitive sports like rifle shooting & enhanced physical activities like marathon training |
| Shy Child | Taking part in spelling bees & school plays | Classes on sociable skills by counsellors | Elocution and public speaking |
| Sociable | Dance training | Adult and children co-ordinated cooking classes | Being a part of the literary or the math club |

Fighting the food allergies

Khushi had just started eating her lunch when her mother noticed her trying to scratch her mouth. After Khushi vomited and began wheezing, her mother took her to the doctor. Khushi was diagnosed with a food allergy (in this case) from Peanuts.

Learning how to recognize an allergic reaction will help you get your child the medical care needed if a reaction occurs. If your child has already been diagnosed with a food allergy, it's important to know:

- How to manage your child's dietary needs
- What emergency preparations to make in case of an allergic reaction

It is estimated that globally 220 to 250 million people suffer from food allergies. The incidence is higher in children (5-8%) than in adults (1-2%).



5-8%
CHILDREN



1-2%
ADULT

What is a food allergy?

A food allergy is a condition in which the immune system incorrectly identifies a food as a threat and defends the body from it by releasing chemicals in the blood; the chemicals cause what is known as an allergic reaction.

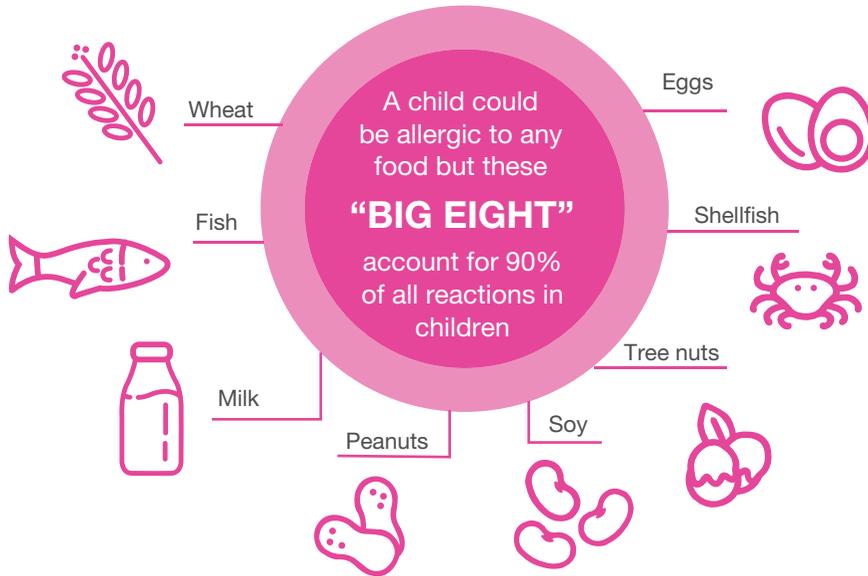
Symptoms of food allergy:

Children have unique ways of describing their experiences and perceptions and allergic reactions are no exception. Some children, especially very young ones, put their hands in their mouths or pull or scratch at their tongues in response to a reaction.

Other symptoms include a runny nose; an itchy skin rash; a tingling in the lips, or throat; swelling; abdominal pain; or wheezing. Also, children's voices may change (e.g., become hoarse or squeaky) and they may slur their words.

A parent with an allergy is more likely to pass it to their child, and the child's allergy is also likely to be more severe.

Common Food Vs Uncommon Allergens



Apart from the above, the below 10% of the food allergens also cause various symptoms like:

- **Red meat:** Nausea, asthma and rashes
- **Sesame seeds:** Difficulty in breathing, swelling in the face, severe asthma
- **Avacados:** Itchy mouth, swollen lips, sneezing, difficulty in breathing
- **Corn:** Nausea or diarrhoea and headaches
- **Mango:** Dermatitis, red skin, hives
- **Brinjal:** Burning of throat, stomach cramps

Tests to detect food allergy symptoms:

If you suspect that your child might have food allergy, consult your regular doctor. If needed, he will refer to an allergist. The allergist might then prescribe certain tests to diagnose the allergy.

Radioallergosorbent Test (RAST):

A laboratory blood test looking for specific food antibodies



Oral Food Challenge:

Suspected foods are administered orally to patients to test reactions



Skin Prick Test:

Pricking the skin with a suspected allergen.



How do you treat allergies?

There are two main types of medication that can be used to relieve the symptoms of an allergic reaction to foods:

- Antihistamines are usually the first medications used to treat allergies. Like their name suggests, they block the effect of histamine.
- Adrenaline is used to treat severe allergic reactions (anaphylaxis)

Ask for substitutes!

Ask your doctor to suggest alternatives to the foods to which your child is allergic. When a child is allergic to milk, ask if she should eat additional protein-rich foods (legumes, chicken, fish, meat) and calcium-rich items (sardines, broccoli, spinach). If your child is allergic to wheat, ask if you can cook with corn flour or rice flour instead.



APP-solutely helpful apps and gadgets for the new Indian parents!

Though a new born baby is a bundle of joy, parenting can be a challenging uphill task for nurturing and caring. Breastfeeding, monitoring the baby, diaper changing, sleepless nights, keeping tabs on the child's growth and development – Everything combines to take a toll on the mother's health. Working moms specially find it difficult to manage parenthood. But there's smart Health Apps coming your way. Apps and smart gadgets can track the babies needs, diapers moods and feeding times. The technology that has invaded this domain is surprising and are as below:



Owlet - Baby's heart and oxygen level monitor

It involves wearing a hyper allergenic sock on the baby's foot. The sock is connected to a round base station using a low power bluetooth. The sock measures baby's heart levels and transmits it to a cloud. If it senses a high or low breathing/or heart rate the base station starts beeping and flashing thereby waking up the mommy. The owlet is designed for new borns to 18 month old toddlers.

Smart Diapers

Smart diapers come equipped with either non-toxic and cheap sensor or non-toxic test strips or both. When the diaper gets wet or soiled, the sensor transmits an alert to the smart phone. The test strips analyze the baby's stool and urine. Each strip has a QR code and the parents then scan the QR code and get the test results (bacteria, acidic levels, infections, etc).



Web MD Baby

A content based app that is extremely useful. New or to be parents should download this app and check its rich content comprising of more than 400 articles, 70 videos and 600 tips from pediatricians.

Baby Berry

A smart parenting solution/ service for parents with children from the age of 0 – 6 years. This is the solution for everything that a parent may need ie. information, advice, reminders and a friendly platform. BabyBerry is a child health and wellness platform which makes parenting easy. BabyBerry focuses on overall growth and development of a child. It has a plethora of features like vaccination chart reminder, growth chart, health record management, tip of the day and milestones a baby achieves once it starts to grow.



MamaBear

Here is another great app for keeping your children safe; the difference is, it also helps keep your child safe online. MamaBear has a feature to keep watch over your child's Facebook feed.

Offline, you will receive alerts for when they leave a place, when they need to be picked up, when they are driving or riding past a certain speed limit, or when they explicitly need you in an SOS cry for help. This app will give you either peace of mind or great conversation starters on talking about speeding, truancy, open communication channels, and how to stay safe at all times.

Source: • https://www.buzzfeed.com/mikespohr/amazing-parenting-apps-that-will-make-your-life-easier?utm_term=.ue6Z0k9xJX#.pxe0y0eBMA
• <http://makeupinindia.in/mag/lifestyle/digi-parenting-the-future-of-parenting-in-india/>



Nutrition Facts

Ingredients: Enriched wheat flour (Wheat flour, Niacin, Iron, Thiamin Mononitrate [Vitamin B1], Riboflavin [Vitamin B2], Folic acid), High fructose corn syrup, Onions*, Salt, Contains less than 2% of Partially Hydrogenated Soybean and/or Cottonseed oil, Hydrolyzed Soy protein, Monosodium glutamate, Cooked chicken and Chicken broth, Yeast, Spice, Celery*, Parsley*, Caramel color, Garlic*, Turmeric, With BHA, BHT Citric acid, and Propyl Gallate as preservatives
*Dried Contains: Wheat, Soy, Celery.

Preservatives

Research has shown these preservatives to cause potential damage if consumed. Watch out for these and avoid buying food products containing these:

- **Butylated Hydroxyanisole (BHA):** This preservative serves as an antioxidant for food and can be found in meat, potato chips and cereals.
- **Butylated Hydroxytoluene (BHT):** Potent enough to be used as a component in jet fuel, this preservative is often found in vegetable oils and is best avoided. BHT is accused of causing hyperactivity in children. BHA induces allergic reactions on the skin if taken in high doses.
- **Sodium Benzoate:** Often used in soft drinks, juices and fast foods, this preservative has been proven to break down the immune system.



Artificial Colours

Artificial colours make food look very appealing, making it irresistible for kids. Children get drawn to colourful candies, ice-creams and baked confectionery and it is often very hard for parents to tug them from drooling at them. But high doses of food dyes are best avoided as they have been known to cause hyperactivity or even organ failure/improper organ functioning among children.

MAKING THE RIGHT CHOICE



Premium brands are more likely to use sugar than to substitute HFCS. Read labels to see which is which. If the wish is to cut down on HFCS, but not on sucrose, look for HFCS-free versions of your child's favorite flavors.

What's in that!

Food Additives that should be avoided

Food additives are ingredients added to food to give it a better appearance, taste and flavor. It also prevents the food from becoming stale. Kids are more affected by food additives. They usually fall for the artificial color and flavor of their favorite drink or candy. They can't fight the temptation of the smell, appearance and taste of their favorite food items. So, the parents who are totally against junk food and feel proud that their children are always having healthy food will be shocked when they find out that at least ten to twenty artificial food additives are consumed by their children daily.

Food and drug Administration (FDA) of India has made it mandatory for packaged food products to display all food additives, but these labels are not always easy to understand, as most people are not familiar with half the ingredients and the way their codes and product numbers are mentioned. Here's a quick and easy run down on the additives that one needs to avoid while buying processed or packaged foods:

Artificial Sweeteners

Artificial sweeteners have gained popularity over the last few years as they have been considered calorie-free. Children are also being given sweeteners like Equal and Nutrasweet, which is quite avoidable, as these can cause mood changes, headache and memory loss.

High Fructose Corn Syrup (HFCS) is a low cost alternative to sugar used in breakfast cereals, soft drinks, condiments such as ketchup and sauces, jams and jellies.



It is wise to choose food products with natural colours and play it safe



Natural salt and sugar preservatives though slightly acidic in nature are recommended over the above chemicals

Artificial Flavours

Mono Sodium Glutamate (MSG) found in Chinese foods is a popular artificial flavour/taste enhancer, which has FDA's approval when added to food products in low quantities. Be aware to avoid excessive consumption of MSG. Turmeric and cumin are good alternatives to MSG and add warmth to any dish.

With so many packaged foods hitting the market, it becomes essential for consumers to understand the ingredients and make safe choices. It is our responsibility to make our children aware of healthy eating habits and safe food choices. Let us try to be more aware parents and guide our children towards the same!





10 Tips to boost your child's creativity



1 Books as Friends: Get your child colorful story books and read stories to them. Also provide them with drawing, coloring and craft books.

2 Q&A sessions: Ask your child open ended questions, like "What if people could fly?" and listen to them express their opinions. Let them also ask questions to you.

3 Mess space: Give your child little room to mess up with their toys, books, colors and canvas.

4 Time to tap and clap: Play happy songs and children's rhymes and dance along with them. Dancing and singing boosts child's self-confidence.

5 It's their time: Give your child free time to play, enact characters, make greeting cards, tell stories and roam around.

6 Positive Way: Reward their effort instead of focusing on the end result.

7 You are the role-model: Take time off to explore your own creative prowess. Sometimes kids learn from watching their parents.

8 Language Learner: Speak more than one language. This helps child to speak confidently.

9 Toy Store: Provide items in your child's play area like puzzles, building blocks, xylophones, etc., to stimulate their imagination.

10 Ideal gift: Spend maximum time with your child and celebrate the moments when you are together.

DONT'S

- ✗ Do not criticize and compare
- ✗ Do not be bossy
- ✗ Do not scream or use abusive words while scolding your child
- ✗ Do not allow more television and desktop time. Kids that spend more time on television and computer are more likely to feel bored as compared to other kids



Source: <http://www.parenting.com/article/10-easy-ways-to-fire-your-childs-imagination-21354373>

Finding healthy, additive free, interesting yet delicious meals for children is a challenge most mothers face. Burgers, pizzas and so called “fast food” for children seem very attractive to children and adults alike with easy availability, cost friendliness and their savvy marketing. **Smita Dugar, Masterchef India – Season 1** finalist gives us a recipe which is very easy to prepare and yummy too.



Mexican Roll

Ingredients

- 2 Whole wheat Roties
- 1 tomato chopped
- ½ onion chopped
- ½ capsicum chopped
- 1 cup Rajma
- 2 Tablespoons Tomato sauce
- ½ Tablespoons chilli sauce
- ½ Tea spoon oregano
- 1 Teaspoon Butter
- Salt to Taste

Method

Mix everything except butter and rotis. Divide the mix into two and generously put on the Rotis and make a roll. Heat a tava and toast on both sides with butter.

This recipe uses whole wheat rotis which provide carbohydrates and fibre. Rajma has excellent proteins for vegetarians and the vegetables provide additional roughage and vitamins.

Thank you for keeping us on the top



August 2016 Indian Content Marketing Award

- ★ Best branded content on social media
- ★ Best crowd sourced branded content



June 2016 National awards for marketing excellence

- ★ Best use of social media in marketing
- ★ Marketing excellence in BFSI sector



June 2016 The Indian Insurance Award 2016

- ★ Best product innovation general Insurance



June 2016 The Economic Times

- ★ Best BFSI brands



February 2016 CMO Asia awards for retail excellence

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