

HEALTH EDUCATION ASSOCIATES INC.

PRESENTS

Skin to Skin in the First Hour: A Suite of Materials

DVDs

Skin to Skin in the First Hour After Birth: Practical Advice for Staff after Vaginal and Cesarean Birth

This important video is intended to assist staff in providing behaviorally appropriate, individualized, baby adapted care for the full term newborn using the best practice of skin to skin contact in the first hour after birth. The video is divided into three sections: the importance of skin to skin and examples of the baby's stages during the first hour; practical advice for staff after a vaginal birth; and practical advice for staff after a cesarean birth. *By Kajsa Brimdyr, Ph.D, CLC, Kristin Svensson, PhD (cand), RN & Ann-Marie Widström, PhD, RN, MTD.* DVD, 2010, 39 minutes, \$39.00, Quantity Discounts available (English, French, and Chinese subtitles)

The Magical Hour: Holding Your Baby Skin to Skin in the First Hour After Birth

This breathtaking DVD aimed at prospective parents. Perfect for birthing classes, lactation consultants, and anyone interested in implementing skin to skin in the first hour. Sure to become an essential teaching tool for all childbirth educators, labor and delivery wards, and lactation counselors! This new DVD asks parents who have experienced skin to skin to share their thoughts and feelings about what this magical first hour of life meant for them and their child. Guided by Dr. Kajsa Brimdyr, the video brings expert advice by given by Dr. Ann-Marie Widstrom and Dr. Lars Ake Hanson - international experts in skin to skin in the first hour and the importance of breastfeeding - in an accessible way. DVD, 2011, 30 minutes, \$39.00, Quantity Discounts available (English, French, Spanish and Russian)

Breastfeeding: Baby's Choice

Demonstrates the newborn baby's natural instinct to search for and find the mother's breast. The baby we follow during the first hour of life will show us a variety of explicit behaviors such as looking, listening, touching and talking while exploring life outside the womb. A wonderful tool for parents or professionals. This DVD, which includes the role of the father, is based on the scientific results in midwifery research carried out at Karolinska Institute in Stockholm Sweden. Since this is originally in PAL format, it will play on any computer DVD player, but may not play on certain stand alone DVD players. DVD, 2010, 8 minutes, \$39.00, In English, French, and Spanish. Quantity Discounts available

Handouts

How to Hold Your Baby Skin to Skin Tear Off Pad

A double sided tear-off pad which explains the benefits of holding your baby skin to skin in the hospital for healthy, term babies, the special care nursery, and at home. 8 1/2 x 11, 100 sheets, \$14.00 per pad

The First Hour After Birth: A Baby's 9 Instinctive Stages

This tear-off pad clearly explains the nine observable newborn stages that occur when a baby is in skin to skin contact after birth. These stages happen in a specific order and are innate and instinctive for the baby. 8 1/2 x 11, 100 sheets, \$14.00

Coordinating poster available in English, Spanish or French. \$5.00 each

An Easy Way to Get Started at Breastfeeding: Skin to Skin and Breastfeeding in the First Few Hours

This 5th grade reading level pamphlet describes infant self attachment and the importance of skin to skin contact in the first hours after birth. Illustrations with step by step narrative to prepare pregnant women and their labor coaches of what factors help/hinder early breastfeeding. Also lists the benefits of colostrum, discusses flat and inverted nipples and milk supply. (Code E) 1—24, \$1.00 each; 25—149, \$.49 each; 150—499, \$.45 each

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	<i>The Magical Hour: Holding Your Baby Skin to Skin in the First Hour After Birth, \$39.00 each</i>	
	<i>Breastfeeding: Baby's Choice, \$39.00 each</i>	
	<i>How to Hold Your Baby Skin to Skin Tear Off Pad, \$14.00 each English or Spanish (please circle)</i>	
	<i>The First Hour After Birth: A Baby's 9 Instinctive Stages Tear Off Pad \$14.00 each. English or Spanish (please circle)</i>	
	<i>The 9 Instinctive Stages Full Color Poster (English, Spanish, or French, please circle choice) \$5.00 each</i>	
	<i>The Magical Hour full color 8x8 coffee table book. \$25.00 each</i>	
	<i>An Easy Way to Get Started At Breastfeeding: Skin to Skin and Breastfeeding In the First Few Hours (1-24, \$1.00 each; 25-149, \$.49 each; 150-499, 4>45 each; 500+, \$.40 each)</i>	
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