

# HEALTH EDUCATION ASSOCIATES INC.

## PRESENTS

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

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#### *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 Ann-Marie Widström, PhD, RN, MTD, Kristin Svensson, PhD (cand), RN & Kajsa Brimdyr, PhD DVD, 2010, 39 minutes, \$39.00, Quantity Discounts available*

##### **The Magical Hour: Holding Your Baby Skin to Skin for the First Hour After Birth**

*The Magical Hour* is a breathtaking DVD aimed at prospective parents. Perfect for birthing classes, lactation consultants, and anyone interested in implementing skin to skin in the first hour, this beautifully crafted DVD is sure to inspire parents and make them think seriously about skin to skin in the first hour. It has been well documented that skin to skin in the first hour is crucial in establishing breastfeeding and creating a priceless bond between mother and newborn baby. 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. International in scope, it will give parents a realistic view of what it really means to spend that first hour in direct uninterrupted contact with the new life they have been given. *By Kajsa Brimdyr, PhD with Ann-Marie Widström, PhD, RN, MTD and Lars Ake Hanson, MD, PhD DVD, 2011, 30 minutes, \$39.00, Quantity Discounts available*

##### **Breastfeeding: Baby's Choice**

This DVD 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. In French and English. DVD, 2010, 8 minutes, \$39.00, 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

##### **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; 500—2400, \$.40 each

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## HEALTH EDUCATION ASSOCIATES INC.

327 Quaker Meeting House Road, East Sandwich, MA 02537

Toll Free (888) 888-8077 from 9 to 4, Monday - Friday

FAX (508) 888-8050

www.healthed.cc

# Health Education Associates Inc.

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City:                      State:      Zip:	City:                      State:      Zip:
Name:	Name:
Telephone: (    )	Telephone: (    )

Qty	Description	Total
	<i>Skin to Skin in the First Hour After Birth: Practical Advice for Staff after Vaginal and Cesarean Birth \$39.00 each</i>	
	<i>The Magical Hour: Holding Your Baby For 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</i>	
	<i>The First Hour After Birth: A Baby's 9 Instinctive Stages Tear Off Pad \$14.00 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&gt;45 each; 500+, \$.40 each)</i>	
Subtotal		
6.25% MA Sales Tax*		
Shipping & Handling (see shipping charges below)		
Total		

**Payment Method:**

Purchase Order (# \_\_\_\_\_)     Check/Money Order (US Funds Only)

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\* Massachusetts customers: Please include 6.25% state tax or your tax exempt number

\*\*3 numbers on back of mc/visa/disc or 4 numbers on front of AmEx

<p style="text-align: center;"><b>Shipping and Handling:</b></p> <p style="text-align: center;"><i>If the total cost of the order up to \$100.00, S &amp; H charge is \$9.75</i></p> <p style="text-align: center;"><i>If the total cost of the order is \$100.01 - \$200.00, S &amp; H charge is \$15.75</i></p> <p style="text-align: center;"><i>If the total cost of the order is \$200.01 - \$300.00, S &amp; H charge is \$21.75</i></p> <p style="text-align: center;"><i>If the total cost of the order is \$300.01 - \$400, S &amp; H charge is \$27.75</i></p> <p style="text-align: center;"><i>Call for more shipping information for orders higher than \$400.</i></p>	<p style="text-align: center;"><b>Health Education Associates Inc.</b> <b>327 Quaker Meeting House Road</b> <b>East Sandwich, MA 02537</b></p> <p style="text-align: center;"><b>Phone: (508) 888-8044</b></p> <p style="text-align: center;"><b>Fax (24 hour): (508) 888-8050</b></p> <p style="text-align: center;"><b><i>Thank You For Your Order!</i></b></p>
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HEALTH EDUCATION ASSOCIATES INC.  
PRESENTS  
**Latch 1, 2, 3: A Suite of Materials**

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*DVDs*

**Latch 1,2,3: Troubleshooting  
Breastfeeding in the Early weeks**

Breastfeeding is the best choice for mothers, babies, families and society. But what happens if there are breastfeeding challenges in the early weeks? This 17 minute DVD by Healthy Children's Center for Breastfeeding gives you the step-by-step problem-solving strategy to help breastfeeding work. Continuity of health care is important, especially in the post-partum period, and this DVD aids health care teams in sharing an understanding of baby states, feeding cues and latch, as well as reinforcing essential teaching points to breastfeeding families. 17 minutes, \$29.95

*Posters*

**Breastfeeding: Latch 1,2,3...**

Help moms with latch with this beautiful full color poster. The photographs help moms latch their baby on with easy to follow steps. 14 x 20 full color, heavy poster stock. \$5.00 each.

*Handouts*

**Breastfeeding Latch-On 1,2,3  
In English**

Help moms with latch with this innovative full color tear-off pad. The photographs help moms latch their baby on with easy to follow steps. 8 1/2 x 11 single sided, 50 sheets per pad, \$15.00 each

**Breastfeeding Latch-On 1,2,3  
English/Spanish/French/  
Portuguese**

The same innovative tear-off pad as above, but in four languages! This pad is full color, *double sided*: English and Spanish on one side, French and Portuguese on the other. 8 1/2 x 11, 50 sheets per pad, \$20.00

**Breastfeeding Latch-On 1,2,3  
Laminated Sheet**

A single laminated sheet from our innovative tear-off pads. Laminated sheets are available in English or Multi-Language as above. \$5.00 each.

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City:                      State:      Zip:	City:                      State:      Zip:
Name:	Name:
Telephone: (    )	Telephone: (    )

Qty	Description	Total
	<i>Latch 1,2,3: Troubleshooting Breastfeeding in the Early Weeks, DVD, \$29.95</i>	
	<i>Breastfeeding: Latch 1,2,3... POSTER, \$5.00</i>	
	<i>Breastfeeding Latch 1,2,3, tear-off pad in English, \$15.00 each</i>	
	<i>Breastfeeding Latch 1,2,3, tear-off pad in four languages, \$20.00 each</i>	
	<i>Breastfeeding Latch 1,2,3 laminated sheet, English or Multi-Language (circle one), \$5.00 each</i>	
Subtotal		
6.25% MA Sales Tax*		
Shipping & Handling (see shipping charges below)		
Total		

**Payment Method:**

- Purchase Order (# \_\_\_\_\_)     Check/Money Order (US Funds Only)  
 VISA     MasterCard     Discover     American Express

Expiration Date: \_\_\_/--\_\_\_    Vcode\*\* \_\_\_\_\_    Signature: \_\_\_\_\_

\* Massachusetts customers: Please include 6.25% state tax or your tax exempt number

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