

There are plenty of parenting tips and advice that get passed on from generation to generation. As a part of the *Word of Mom* Campaign, more than 500 U.S. moms participated in a survey and shared health tips and advice that have helped to keep their families healthy. The survey, conducted by ResearchNow, was fielded online from June 13 to 17, 2013.

### Top 5 Health Tips & Advice

Moms across the country were asked to rank tips they think are most important in helping to keep their families healthy. Following are the top 5 they selected.



**1. Refrain from smoking, especially if you are pregnant or are trying to get pregnant.**

Why? Doctors do not recommend smoking for women who are pregnant or trying to get pregnant as exposure to smoke during pregnancy can lead to limitations in mental functioning.<sup>1</sup>



**2. Ensure your children get regular check-ups, such as dental and eye exams.**

Why? Regular health exams and tests can help find problems before they start. By getting the right health services, screenings and treatments, parents are taking steps that may help their children's chances to live healthier lives.<sup>2</sup>



**3. Vaccinate your children to help keep them healthy and protect them against preventable diseases.**

Why? In addition to helping to protect your children from serious diseases, vaccines help to reduce the number of susceptible individuals who can spread dangerous diseases throughout the community.<sup>1</sup>



**4. Wash your hands for at least 20 seconds (the time it takes to sing Happy Birthday) in clean, soapy water to help prevent the spread of infection and illness.**

Why? According to medical professionals, hand hygiene is one of the most important steps one can take to avoid getting sick and spreading germs to others.<sup>3</sup>



**5. It's important for adults and caregivers to stay up-to-date on their vaccinations to help protect children against disease.**

Why? Vaccination doesn't stop at childhood. It's important for adults to be vaccinated too. When adults vaccinate themselves against preventable diseases, they are less likely to contract serious illnesses and pass them on to their family.<sup>4</sup>

### Survey Results

Moms across the country shared their thoughts about health advice that has helped keep their families healthy, including the importance of vaccination. Results from the survey revealed:



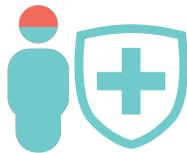
**Nearly 80% of moms across all ages agreed** that vaccinating children is one of the best ways to help keep your children healthy and protect them against preventable diseases.



**Moms were highly aware that pertussis, chicken pox, meningitis, and influenza are still in existence in the U.S.** (80%, 78%, 82% and 87% answered the question correctly, respectively).



**Moms were less clear on the status of polio, mumps and measles.** At least 40% of moms answered incorrectly regarding whether the disease has been eradicated or selected "I don't know" (47%, 46% and 40%, respectively). Polio is the only disease from the list that has been eradicated from the U.S. / Western Hemisphere; however, it still occurs in other parts of the world.



**85% of moms and other female relatives said** they sometimes, usually or always rely on advice from the female relatives in their family when it came to the health of their children.

#### The most common correct health advice shared by an older female relative included:

- Parents should swaddle their babies (wrap them in blankets to limit limb movement) to mimic the womb environment at the end of pregnancy. Contact your doctor for safe swaddling practices.<sup>5</sup>
- The optimal way for a baby to sleep is in a crib on its back.
- Vaccination is one of the best ways to help keep children healthy and protect them against preventable diseases.

### About the *Word of Mom* Campaign

For 75 years, March of Dimes has supported stronger, healthier families through research, education and vaccines. In honor of this milestone, Sanofi Pasteur and March of Dimes are working together on the *Word of Mom* Campaign to reach across generations to motivate moms and caregivers to advocate for childhood, adolescent and adult vaccinations. The *Word of Mom* Campaign seeks to empower moms with resources and tools to help make the best health decisions for their family.

**Please visit [Vaccines.com](http://Vaccines.com) or speak with your doctor to learn how vaccinations can help protect yourself and your family.**

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 2. Centers for Disease Control and Prevention (CDC). Healthy Family, Regular Check-ups Are Important. <http://www.cdc.gov/family/checkup/index.htm>. Accessed April 25, 2013.  
 3. Centers for Disease Control and Prevention (CDC). Handwashing: Clean Hands Save Lives. <http://www.cdc.gov/handwashing/>. Accessed April 25, 2013.  
 4. Centers for Disease Control and Prevention (CDC). Recommended Adult Immunization Schedules, by Vaccine and Age Group. <http://www.cdc.gov/vaccines/schedules/hcp/imz/adult.html>. Accessed April 17, 2013.  
 5. Academy of Pediatrics (AAP). Swaddling 101, 2004. *Contemporary Pediatrics*. [http://www2.aap.org/sections/scan/practicingsafety/Toolkit\\_Resources/Module1/swadling.pdf](http://www2.aap.org/sections/scan/practicingsafety/Toolkit_Resources/Module1/swadling.pdf). Accessed July 1, 2013.