



111 East 210th Street Room NW 604/605 Bronx, NY 10467

Tel.: 718 920 4006

Fax: 718 920 6769

*Keeping Kids Healthy* is an innovative, Emmy-nominated, weekly half-hour TV program designed to provide parents and caregivers of children with the knowledge and support they need to make well-informed decisions about their children's health. The series has been on the air for over two years on Thirteen/WNET New York, the nation's flagship PBS station, and is now running on over 100 PBS stations around the country. Shot live on location from the lobby of the Children's Hospital at Montefiore in New York City, *Keeping Kids Healthy* is hosted by Winnie King, MD, a practicing board-certified physician and an engaging and experienced television host. Originating the program from an urban hospital underscores one of the program's main goals: to use public television to reach out to diverse communities, including those that are medically underserved, that do not have easy access to health care information for their children and that are typically not targeted by commercial television.

Produced by Montefiore Medical Center in association with Thirteen/WNET New York, and now preparing to enter its fifth season on that station, *Keeping Kids Healthy* gives its audience meaningful and useful information that will improve the quality of children's health, enabling parents and caregivers to play a more active and effective role in the health care process. The program brings viewers the kind of health care information that has an impact on their children's daily lives -- the information they really need to know to keep their kids healthy. In addition, each medical issue is personalized by introducing not only the medical specialists who know how to treat it, but also the parents and children who are living with it. This "team" approach ensures that viewers see the human side of each issue, that the segment addresses the concerns that really matter to parents, and that those concerns are addressed in a conversational, comprehensible, and down-to-earth manner.

Each half-hour episode of *Keeping Kids Healthy* -- produced by an award-winning editorial team that includes recipients of Pulitzer, Peabody, Emmy and Ace Awards -- covers one or two health care issues, drawn from a broad range of topics including not only physical issues such as disease, nutrition, and fitness, but also psycho-social issues such as behavior, safety, and emotional well-being. Segments have addressed topics ranging from heart defects, breastfeeding, chronic illness, and the obesity/diabetes connection, to teen suicide, behavioral limits for young kids, and techniques for helping children survive divorce. Dr. King moderates, with compassion and sensitivity, discussions with the medical experts and families. Frequent video packages bring the program out of the studio and directly into the lives of the families affected by each issue. Special content segments, such as "Mom's Coping Tips" and Resource Lists directing viewers to relevant books, organizations, websites, and phone numbers, provide community members with additional actionable information in each show. These elements combine to bring critical health care information directly into viewers' lives, enabling them to play an increasingly effective role in keeping our children healthy.