

AAP NEWS

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AAP News, the official newsmagazine of the American Academy of Pediatrics, is dedicated to informing, educating and inspiring readers on matters related to pediatric health care.

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SEEN & HEARD

from AAP Communications

AAP Communications has developed its first-ever Spanish language mat release, a prepared article that members can share with local newspapers and magazines for reprint in its entirety. The release focuses on the State Children's Health Insurance Program (SCHIP) and immunization. It points out that vaccines are covered through both SCHIP and Medicaid. Look to the online press room in January at www.aap.org/pressroom/aapfeatures.htm.

As the holidays approach, pediatricians often find themselves facing questions from the media and parents about holiday safety. At www.aap.org, members can find the Academy's annual holiday safety tips. Also this year, AAP President Carden Johnston, M.D., FAAP, participated in the creation of an audio news release on holiday safety, which is being distributed to radio stations across the country.

The following AAP members spoke with the media in October. Space restrictions prohibit listing everyone:

Barbara L. Frankowski, M.D., M.P.H., FAAP, chair of the AAP Committee on School Health, was quoted by the Washington Post in an article about medicine use at school. She also was quoted by the Times-Picayune (La.) in an article about head lice.

Ray Harris, M.D., FAAP, was quoted by the Associated Press in an article about infant exercise videos.

Margaret B. Rennels, M.D., FAAP, chair of the AAP Committee on Infectious Diseases, was quoted by USA Today and the Atlanta Journal-Constitution in articles about flu shots for infants.

Michael O. Rich, M.D., M.P.H., FAAP, member of the AAP Committee on Public Education, was quoted by the St. Petersburg (Fla.) Times in an article about watching television on long car trips.

John Ring, M.D., FAAP, member of the AAP Committee on Drugs, was quoted by the Atlanta Journal-Constitution in an article about psychotropic drugs and children.

Jay S. Rosenbloom, M.D., FAAP, was quoted by the Oregonian in an article about dispelling vaccine myths.

Janet Silverstein, M.D., FAAP, chair of the AAP Section on Endocrinology executive committee, was quoted by the Washington Post in an article about growth hormones in milk.

Peggy Stemmler, M.D., FAAP, president of the AAP Arizona Chapter, was quoted by the Arizona Republic in an article about childhood obesity.

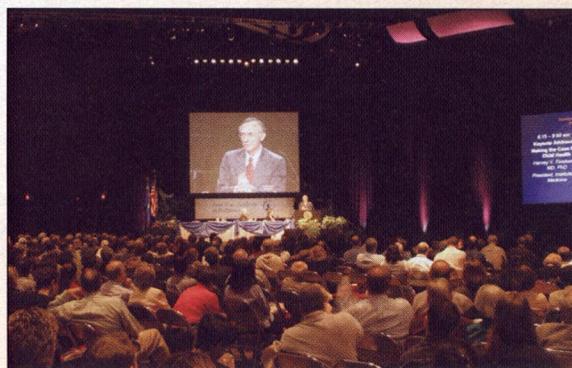
The AAP online Press Room is growing to meet the needs of the media. A new section, called "Questions and Answers for Families," provides reporters with Q-and-A style fact sheets on various topics, including immunization and talking to children about war. Members are welcome to promote the Press Room as a resource for reporters who ask for information on pediatric health care topics. The Press Room can be viewed at www.aap.org/pressroom.

AAP Communications thanks those members who took advantage of the Hometown Radio project at the AAP National Conference & Exhibition in New Orleans. About 55 members were interviewed on pediatric health care topics ranging from vaccines to childhood obesity to sports safety. Clips from those interviews were included in radio reports for stations in their hometowns.

Media tip of the month:

Become an AAP media spokesperson and represent the Academy in a media interview, either broadcast or print. If interested, contact your chapter president. New spokespeople need to be referred to AAP Communications in a letter from their chapter president. For more information, visit the Media Center on the Members Only Channel of the AAP Web site at www.aap.org/moc or call AAP Communications at (800) 433-9016, ext. 7877.

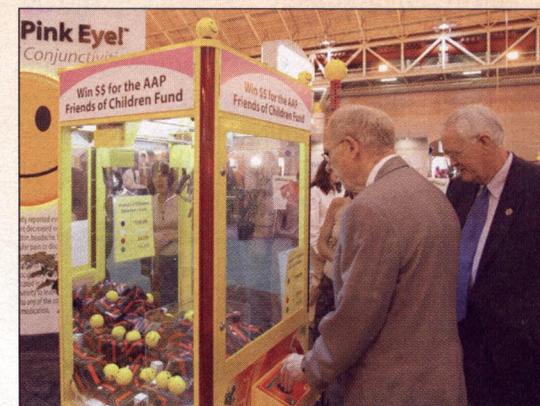
Memories from New Orleans



A packed house listens to a keynote address by Harvey V. Fineberg, M.D., Ph.D., president of the Institute of Medicine, at the 2003 National Conference & Exhibition.



See the January issue of AAP News for full coverage of the NCE.



AAP President Carden Johnston, M.D., FAAP, (left) and AAP Immediate Past President E. Stephen Edwards, M.D., FAAP, were among NCE attendees who played an arcade-style game sponsored by Santen Inc. that raised nearly \$19,000 for the Friends of Children Fund.

AMERICAN ACADEMY OF PEDIATRICS



2002-'03 AAP President E. Stephen Edwards, M.D., FAAP, presides over the ribbon-cutting ceremony opening the exhibit hall.

National Conference & Exhibition
November 1-5