

modernmums

Hi! We've launched a new blog called modernmums.com, a progressive parenting blog founded by **acclaimed Manhattan pediatrician Dr. Natalie Geary**, founder of **vedaPURE skincare**. Dr Geary has studied both Ayurvedic and Western pediatrics and has brought this integrative approach to her skincare collection and now to her new online parenting blog, [modernmums](http://modernmums.com). Unlike other parenting blogs, readers can be assured that the content of this blog is based not only on medical experience, but also her perspective as a mother and as a healer. modernmums.com is like having your **own personal pediatrician on call 24/7**. With frequently updated video and written entries, a Q & A section, and an "It" list with the latest mommy must-haves, [modernmums](http://modernmums.com) is an invaluable resource for parents who want safe and reliable advice."

modernmums

progressive parenting
for modern moms

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AAP NY Times
July 10, 2008 | [Leave a Comment](#)

Childhood OBESITY ENDEMIC.

A recent New York Times article, called "8-Year-Olds on Statins? A New Plan Quickly Bites Back", has many parents up in arms, and rightly so. The article claims that the American Academy of Pediatrics is recommending the use of statins, cholesterol-lowering drugs, to prevent heart disease in. The report was misleading, as it implied that this was a fully endorsed plan by the AAP. Instead, the policy statement by the AAP was carefully considered and clearly recommended a case-by-case evaluation in the context of the family's medical history. On the other hand, this article by the AAP and the following media coverage does signal an increasing recognition of childhood obesity. While they are not recommending parents add lovastatins to their children's low-fat milk, it is worth looking at the following recommendations:

1. "For children between 12 months and 2 years of age for whom overweight or obesity is a concern [...] the use of reduced-fat milk [may] be appropriate."

Resources to Simplify Motherhood.
TODAY'S Mama.

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modernmums

Advertising

Summer Special

Book by August 31st and get this discount.
First-time advertisers only!

Ad Format:

Leaderboard: 728 x 90

Small Square: 200 x 200

File Size:

Ads must be 50K or smaller in file size.

Prices:

Leaderboard:

2 weeks: **\$200.00**

1 month: **\$750.00**

3 months: **\$1500.00**

Square 200x200:

2 weeks: **\$100.00**

1 month: **\$300.00**

3 months: **\$500.00**



Static (non-animated) image ads can be formatted as .JPEG, .PNG, or .GIF files.

Animated ads: Animated ads are restricted to a maximum of 15 seconds (at a 15-20 fps frame rate), after which point they must remain static. These ads must also comply with the other animation policies.

Flash Ads:

* All Flash ads must use Flash versions 4 - 8.

* ClickTags: All Flash ads should support the clickTAG variable. The clickTAG is the tracking code assigned by Google to an individual ad. It allows Google to register where the ad was displayed when it was clicked and helps advertisers determine the effectiveness of their campaign.

On any click, Flash ads should redirect to the URL specified in the clickTAG argument; there should be no other redirection in between. The variable name must be spelled 'clickTAG' (upper-case TAG; no space between click and TAG) and not 'clicktag,' 'Click Tag,' or any other form.

This is the proper code for the clickTAG parameter:

```
on (release) {  
  if (clickTAG.substr(0,5) == "http:") {  
    getURL(clickTAG, "_blank");  
  }  
}
```

Note that it is not necessary to specify the destination URL for the ad anywhere in this code; this is taken care of through the usage of clickTAG. Also, depending on the structure of your Flash ad, it may be necessary to prepend "_root." or "_level0." to "clickTAG" above, resulting in "_root.clickTAG" or "_level0.clickTAG". It is strongly recommended to upload the ad into your account and verify that the ad is behaving normally prior to it going live, allowing time for any necessary changes.

Ads will be tracked by Google Admanager