

Baby & Child Feature

A supplement compiled by The SA Jewish Report, (011) 886-0162 or visit www.sajewishreport.co.za

The importance of proper nutrition in childhood

Child nutrition basics

PROPER NUTRITION in childhood can reinforce life-long eating habits that contribute to your children's overall well-being and help them to grow up to their full potential and a healthy life.

Unfortunately, some parents over-think what to do about their child's eating habits, and this gives way to practices such as forcing kids to clean their plates. And some parents don't think about nutrition at all, letting their kids eat a lot of junk food and drink a lot of juice. So, it's important to find a balance.

In addition to contributing to the current childhood obesity epidemic, kids who don't have healthy diets as young children, are likely to continue to make unhealthy choices as teens and adults.

Taking some time to understand the basics of child nutrition can help you avoid common mistakes, make healthy choices, learn about new things, like probiotics, and teach your kids healthy eating habits.

Feeding your baby

You would think that you would have the easiest time when you are still feeding your baby, but you do have a lot of decisions to make this first year. Of course the big one is breastfeeding versus giving your baby formula. There are still a lot of decisions to make later on, though, including:

- when to start rice cereal

- baby food next steps, including other types of baby cereal and baby foods, such as vegetables and fruits
- feeding homemade baby food versus store bought baby food
- when to give your baby water and juice
- starting finger foods, cereals and veggie puffs and then table foods
- switching to whole milk

Understanding the toddler diet

Feeding a toddler can be frustrating. You may go from having an infant who eats a large variety of vegetables and fruits and three big meals a day, to a toddler who is a much more picky eater and eats much less.

Surprisingly to many parents, that can be very normal - as long as their toddler is gaining weight and growing and developing normally, and isn't filling up on milk and juice. In fact, many toddlers simply eat one good meal each day, and then just pick at their other meals.

Your toddler's diet will likely be made up of about 16 to 24 ounces of milk (low fat milk once your child is two years old) and four to six ounces of juice, and be eating two snacks and two to three meals.

You should continue to offer a variety of foods. This includes small amounts of fruits and vegetables, as he or she may eventually try them if they

aren't pressured or forced into eating them.

Remember that this is a period in your child's development where he/she is not growing very fast and doesn't need a lot of calories. Also, most children do not eat a balanced diet each and every day, but over the course of a week or so, their diet will usually be well balanced.

Vitamins and minerals

Parents often worry that their kids don't get enough vitamins, minerals, and other nutrients from the foods they are eating. This often leads to their kids getting vitamins and other supplements. Although this can be OK, it is usually a much better practice to try and provide these nutrients to your child through the foods he/she is eating, such as:

- High fibre foods
- Protein rich foods
- Iron rich foods
- Calcium rich foods
- Water with fluoride
- Whole foods
- Vitamin C
- Food high in potassium
- Fruits and vegetables

Many parents have a very hard time getting their kids to eat few if any vegetables on a regular basis. Most experts advise that you can often get kids to eat more veggies if you start early by offering your

older infant and toddler a large variety of vegetables, set a good example by eating vegetables yourself, offering a lot of choices, and mixing vegetables into a food that your child already likes.

Getting kids to eat fruits is often a little easier, but are your kids eating enough fruits each day? Do you know how many servings of fruits your kids should be eating each day?

The food pyramid is a good place to learn. For example, a three-year-old male who is fairly active should eat 1,5 cups of vegetables and 1,5 cups of fruits each day. If you consider that 1/2 of a large apple or one large banana is equal to a cup of fruit, then it shouldn't be too hard to get your kids enough fruit each day.

Nutrition facts

Food labels provide nutrition facts and information about the foods that your family eats.

From the amount of calories, fibre, and total fat grams, to the food's ingredients, the food label is your key to the nutrition information in the foods you provide to your family.

Learning to read food labels can help you find healthier foods and help you find foods with the right amount of:

- Total fat grams
- Carbohydrates

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Caring for Arcadia's kids

Arcadia has been caring for Jewish children for over 100 years.



THERE WAS A time when it was common practice to place children in the home for financial reasons. But with progress in social services philosophies, this procedure became increasingly undesirable. Development dictated the advantages of, as far as possible, keeping children at home with their parents by providing them with the financial means to do so.

When, in 2002, the Chevrah Kadisha accepted management responsibility for Arcadia, it had already, for many years, been playing a pivotal role in providing the funds that enabled parents to keep their children at home with them.

Today, almost every child at Arcadia has been placed there for their own protection either by order of the Children's Court or through private placements.

Arcadia's children get excellent, professional care. They also benefit from the love, support and warm housing they enjoy. Schooling is selected to meet the needs of each individual child and counselling, religious studies, medical and dental care - even exciting holiday programmes, are all made available.

While no effort is spared to provide them

with every advantage of growing up in a normal family home, in truth we know that nothing can ever really replace that.

In residence and at the day care centre, fulltime and well-trained childcare workers supervise and tend to the children by day and night. Healthcare, education, therapy, play and homework supervision, are all part of the deal. Enormous energy is invested in offering Arcadia's children every opportunity for the future.

Being located in a Jewish neighbourhood, in close proximity to youth movements and synagogues, the children are encouraged to take full advantage of their exposure to communal life.

The after-care programme is designed to care for the financial, educational and emotional needs of post-school youths who no longer live on campus.

The Arcadia Jewish Children's Home is not able to generate income in the form of fees and therefore the children are totally dependent on the facility for all their requirements - physical, emotional, intellectual and spiritual.

The support of the community is essential to their ongoing care.

Arcadia's children have the same hopes, dreams and needs as all children



- ❖ Most of the children at Arcadia today have been placed there for their own protection either by order of the children's court or through private placement
- ❖ The children in residence and Day Care range in age from 4 and 18 years
- ❖ The After Care programme caters to post-school adolescents who receive tertiary education, accommodation, guidance and support

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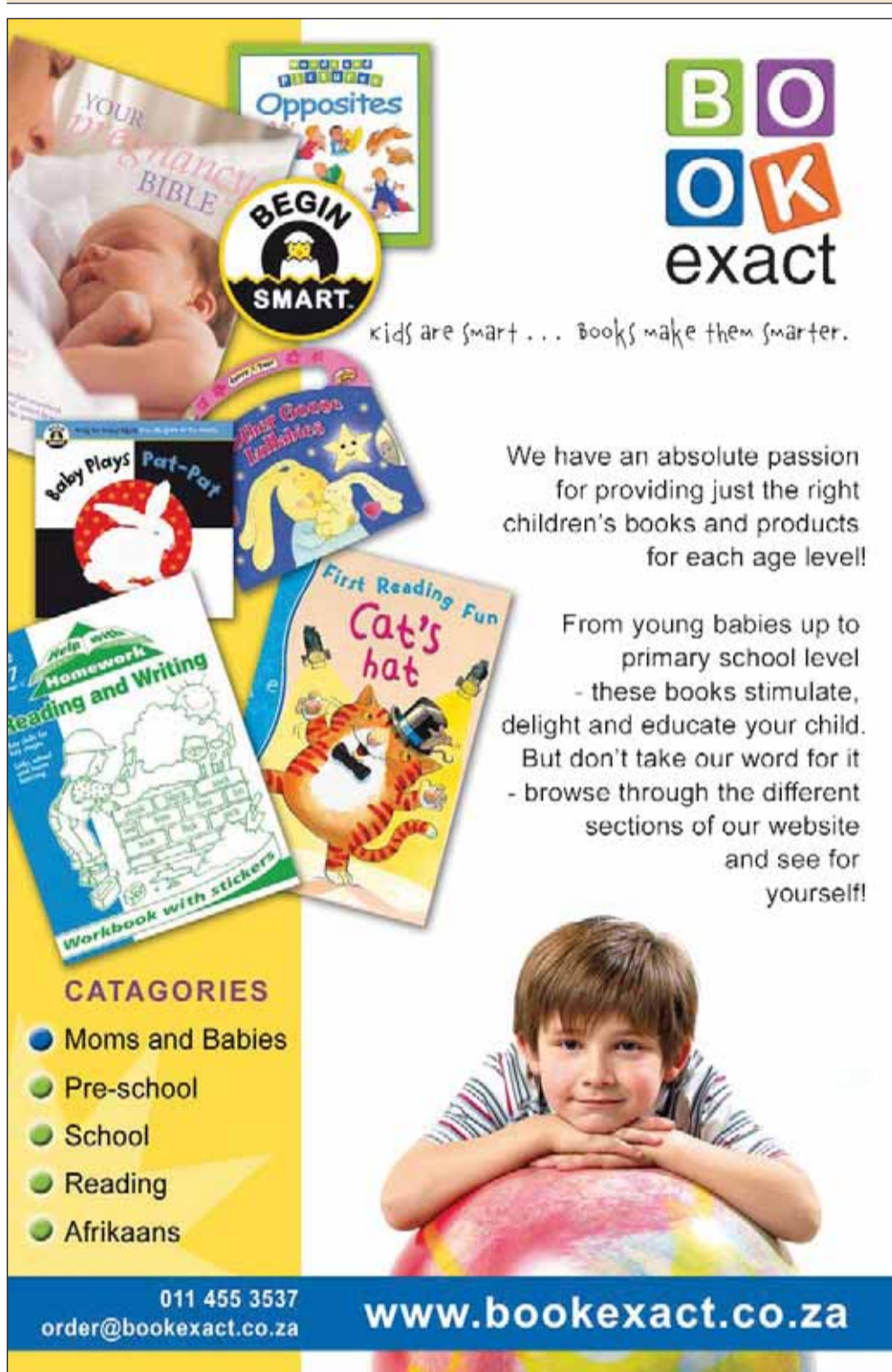


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BABY & CHILD FEATURE

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BOOKexact

kids are smart... Books make them smarter.

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FROM YOUNG BABIES to primary school level, these books can stimulate, delight and at the same time educate your child. It can be for your own child... or grandchild... or as gifts for the children of friends and relatives. Our baby and children's books fall into four categories:

The Baby Collection:

Begin Smart™, is a book programme designed for babies and toddlers.

Carefully levelled by age and ability in six-month increments, the Begin Smart™ programme will expand the emerging motor and cognitive skills of children from birth to age two.

Every book has been thoughtfully designed to enhance a developing child's abilities, and the large and appealing selection includes board, touch-and-feel, lift-the-flap, and novelty formats.

Pre-school Collection

Our Pre-school Collection is perfect for children from three to six years, with dozens of fun books and products that not only entertain, but also educate and inform, helping children to prepare for their first years at school. Over 50 titles will enthral young, growing minds.

School Collection:

First Time Learning is the ideal start every child needs to gain confidence for nursery, play-school or pre-school, early years and reception

classes. Our highlights include the Help with Homework Series, ranging from grade 0 - 4 - books for the beginner reader, progressing to the more advanced reader.

Need reference books for those school projects? Look at the new Planet Earth and Using Maps series. Over 70 titles to choose from.

READING COLLECTION:

Classic Starts Collection - a dazzling new series.

The stories are abridged; the quality is complete. Classic Starts treats the world's beloved tales (and children) with the respect they deserve - all at an incomparable price.

Read On Collection - age group 6 - 9

There is a lot more to "Read On" than wonderful stories and fabulous illustrations. There are notes to help parents guide and encourage their child's reading and suggestions of how to extend the learning experience.

I Love Reading Collection, suitable for children grade 1 - 5 and age 7+

These will help your child get the most out of his/her reading, as this programme takes children from 250 word books to 800 word books as their confidence grows.

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Holly and Jack's amazing range of baby furniture

SOMEONE ONCE SAID that to be a parent is to walk forever more with your heart outside of yourself. At Holly and Jack we are moms, aunts and godmothers, so we understand how the world changes when you have children.

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We (Tanya and Lyn) also offer a full interior design service - furniture, wall and window treatments, lighting, linen, accessories and soft furnishings - that brings added value to your experiences with Holly and Jack.

Don't forget to add our website to your list of favourites; it has a real visual feast to offer.

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BABY & CHILD FEATURE

The future is bright for use of stem cells

Stem cell technology is a fascinating, evolving science in medical circles.



MUCH RESEARCH IS underway worldwide to develop new cures for varied diseases where drug therapy has not been successful or could be enhanced.

Currently a range of diseases are being treated with stem cell therapies including blood disorders such as Thalassaemia, Fanconi's anaemia, sickle cell anaemia, aplastic anaemia; cancers such as leukaemia, lymphoma and solid tumours of childhood; metabolic and immune disorders.

The umbilical cord stem cells are mainly haematopoietic (blood forming) stem cells and are therefore used in these illnesses to create new healthy bone marrow, predominantly following chemotherapy.

In the case of the genetic illnesses, the child's own stem cells are not used, but those of a sibling or family member could possibly be.

These therapies are successful and are currently being practised in South Africa.

The future holds huge potential for using your child's stem cells. There are human trials underway all over the world that are proving the effectiveness of stem cell therapies in diseases such as heart disease, diabetes type 1, cartilage replacement for arthritis, blindness, stroke patients, spinal cord injury and multiple sclerosis.

As technology advances and medicine moves

more towards cellular and molecular based therapies, the need for stem cell therapies will undoubtedly increase.

Netcells Cryogenics is a leading provider of storage of umbilical cord blood stem cells. Once collected at birth, these cells are couriered to its internationally registered laboratory in Midrand.

The stem cells are then extracted from the cord blood, cryogenically frozen and stored at -196 degrees Celsius. Netcells carry out flow cytometry testing to ensure that there are sufficient stem cells for storage.

It is most important that the cells reach the laboratory as soon as possible after the birth, before these precious cells start dying. This makes local storage preferable because the cells reach the laboratory within 24 hours and improved viability rates are achieved relative to international storage.

Netcells can transport your stem cells in their frozen state anywhere in the world, should the need ever arise.

For further information, please contact Netcells on (011) 697-2900 or info@netcells.co.za

AIM (Action in Motherhood) grows great moms

AIM STANDS FOR Action in Motherhood - a community organisation that facilitates support groups for mothers of all ages, providing them with encouragement and inspiration.

AIM was initially set up 27 years ago on the advice of the Lubavitcher Rebbe zt"l in response to a question often asked by today's mothers: "How can I balance the demands made on my time by family, community and work? Is the job of mothering not too important to be a part-time occupation?"

The Rebbe's response: "From time to time you should gather together to talk about the above. Each woman should strengthen her friend (mutual) and G-d will help them."

The name of the organisation was subsequently taken from Psalm 113:9 "...a joyful mother of children".

In 2006 Mashi Lipskar, rebbetzen, educator, mother and grandmother, decided to relaunch AIM. Three years later, AIM has much to offer.

- The Annual Parenting Conference held in May covers a wide range of topics that address the challenges facing modern moms. Speakers are chosen from among mothers who are professionals in the fields of counselling, nutrition and education.
- The Special Needs Parenting Conference welcomes moms who face the challenge of parenting children with special needs. This ranges from autism, Asperger's and Tourette's, to eating disorders, ADHD and



Educational psychologist, Sheryl Cohen, conducting one of six workshops at AIM's Parenting Conference on May 17.

other health problems.

- Spiritual Pre-Natal Classes are held several times each year and moms can choose the Sunday morning that suits their due dates.
- AIM encourages moms to take the initiative and share informal and spontaneous support groups among their friends. If a facilitator is required, AIM will gladly help. Committee: Rebbetzen Gina Goldstein (patron); Mashi Lipskar (director); Tzivia Grauman (founder); Esti Woznica (administrator).
- For more information please contact Esti on 084-623-6554 or estie@chabad.org.za

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Bookings: Esti 084 623 6554

In loving memory of Eliyahu ben Moshe Yosef

BABY & CHILD FEATURE

Netcare Linkwood Hospital Active Birth Unit - a lifestyle choice

"NETCARE LINKWOOD Hospital is a lifestyle choice for parents-to-be. Our birthing unit is ideal for parents wanting to birth and spend the first few days with their newborn in a safe, serene and comfortable environment with every possible healthcare service literally on tap." - Linda Bossert, general manager of Netcare Linkwood and Linksfield Hospitals.

With the acquisition of Linkwood Hospital's Active Birth Unit by Netcare almost a year ago, the joining of the Linkwood and Linksfield Hospitals under the Netcare banner, has signalled greater accessibility and convenience for patients.

"The two facilities fit under the same umbrella so well because they complement each other perfectly," comments Bossert.

"While they have always been in close proximity, improved collaboration between the healthcare professionals at the two facilities and the sharing of services - ranging from the pharmacy to the X-ray unit - can be only advantageous and convenient for our patients and healthcare professionals."

Netcare Linkwood Hospital was "designed to

be different" by architect Eric Saretsky, who was inspired to open a family-centred active birth unit in 2001 after the birth of his first-born in a traditional hospital.

Small, exclusive and highly personalised, the custom-designed, and until now privately-owned midwife obstetric unit, has earned its stripes as one of Johannesburg's foremost birthing units in the eight years since it opened its doors.

Designed to be a special haven for new parents seeking a natural birthing experience in a comforting and beautiful environment, Netcare Linkwood Hospital presently offers eight en-suite family rooms, each of which is equipped with a large oval bath for water births. More than 1 500 babies have been born in this way at Netcare Linkwood Hospital through the years.

Netcare Linkwood Hospital prides itself on its excellent reputation, and the growing demand from patients wanting to avail themselves of the services of this special unit reflects this.

Work has therefore commenced on an additional 10 family rooms set to open in the second

half of this year.

Traditionally an active birth unit, 11 midwives carry out regular deliveries at Netcare Linkwood Hospital. In the event of an emergency, obstetricians, paediatricians and anaesthetists are on call 24 hours a day, seven days a week.

The Netcare acquisition has also brought a number of gynaecologists/obstetricians whose patients birth here. High-risk patients who previously delivered at Netcare Linkwood Hospital, can therefore return to the hospital in the full confidence that their special needs will be catered for.

"While the focus will always be on natural birth, as many as 50 per cent of babies born at the hospital are born by caesarean section, including elective caesarean sections. Although anaesthetists are on call, very few epidurals are done, as natural birthing practices are encouraged," explains Bossert.

"Our entire approach is designed around parents, their newborn babies and the physical and emotional well-being of the family unit.

"We therefore actively encourage partners to stay over and visitors are not restricted as we be-

lieve that a patient copes so much better with labour if she is supported by her family and loved ones."

Bossert explains that Netcare Linkwood Hospital prides itself on highly individualised support and education, and new mothers receive all the help they need with their newborns. Even baby bath demonstrations are done on a one-on-one basis.

"Further peace of mind for our patients is the knowledge that a theatre team is on hand on the premises 24 hours a day in the event of an emergency and the facility also has its own state-of-the-art neonatal intensive care unit (NICU).

"The staff working throughout the facility are highly qualified and sensitive to the very special needs of their little patients and their parents. Continuous training and development mean that staff members remain up-to-date with the very latest techniques and developments," she said.

"At Netcare Linkwood Hospital we are the advocates of our patients. As the well-being of our patients is our single most important priority, they are treated in the context of their family unit.

"While they are with us, our facility becomes their home and our behaviour reflects this at all times," says Lizette Gouws, unit manager of the maternity unit.

"Our entire environment lends itself to the philosophy of family-centred care," says Gouws.

To this end, other services offered by Netcare Linkwood Hospital include the popular Stork's Nest offering antenatal classes, postnatal support, a well-baby clinic, immunisations, breastfeeding support, first-aid classes for parents, nanny training and baby massage courses.

• For more information, contact Martina Nicholson on (011) 469-3016 or 083-631-6647.

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You're in safe hands

The importance of proper nutrition in childhood

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- Dietary fibre
- Vitamins and minerals
- Cholesterol, sodium, and protein
- Reading the ingredients list is also helpful to avoid foods to which your child may have a food allergy

Healthy diets

Proper child nutrition should usually include eating three meals a day and two nutritious snacks, limiting high sugar and high-fat foods, eating fruits, vegetables, lean meats and low-fat dairy products, including servings of milk, cheese or yogurt to meet your child's calcium needs.

These healthy practices can also prevent many medical problems, including becoming overweight, developing weak bones, and developing diabetes. It will also help ensure that your child physically grows to his/her full potential.

The best nutrition advice to keep your child healthy includes encouraging him to:

- Eat a variety of foods
- Balance the food he/she eats with physical activity
- Choose a diet with plenty of grain products, vegetables and fruits
- Choose a diet low in fat, saturated fat, and cholesterol
- Avoid foods with a lot of added sugar and foods high in salt
- Choose a diet that provides enough calcium and iron to meet his/her growing body's requirements
- Avoid a lot of fast food, caffeine, juice, and soda.

BABY & CHILD FEATURE

If you want that little bit extra for your child

LOOKING FOR SOMETHING special, chic and stylish for your child? Innovative and chic children's store, Frankie & Fred, imports fashion and stylish, but functional, gifts for babies and children up to 16 years of age.

The Diesel Kid range from Italy epitomises ultimate international fashion for kids. This chic and trendy range for babies through to teenagers, is gorgeous - including the best denim jeans in town!

The Cakewalk range for girls from the Netherlands is elegant and the clothes are beautifully made.

The Zutano babywear is colourful and comfortable. And the Junk Food T-shirts from the United States are so in demand! The winter ranges for Diesel, Cakewalk and Zutano are in store now in time for the chilly weather.

New moms love the dot blankets, wooden spelling blocks (non-toxic) and Rockabye lullaby music CDs from the US. And the ultimate gift for a new baby is a first pair of comfy Diesel jeans or a Diesel baby-grow.

Kids love Frankie & Fred's special selection of books, the ever popular Sticky Mosaics (jewel boxes for girls and dinosaurs for boys - keep them busy for hours), the quality wooden toys and cuddly WWF animals.

The delightful Miffy range from the Netherlands brings

a smile to all the little faces.

Frankie & Fred prepares beautifully wrapped gifts and hampers for a baby shower or bris, children's birthdays and all special occasions.

They keep gift registries and will deliver to all maternity hospitals, clinics, offices, schools and private homes in the Sandton area.

And you will be pleased to know that for every R100 you spend, R3 is donated to the Society for Animals in Distress to assist with their school education programme.

Frankie & Fred, Blubird Shopping Centre, (011) 786-0095, or www.frankieandfred.co.za



Mod-Trix has the service as well as the quality



MOD-TRIX IS a niche retail children's furniture group which was created by an extremely dynamic, innovative and creative team. It was formed out of the realisation that the market in South Africa was very poorly catered for.

As a result, exciting ideas and designs were sourced in Europe and the United States. Mod-Trix then contracted top factories to produce children's furniture exclusively.

The most important aspect of the furniture that Mod-Trix strives for, is to deliver and produce products of the highest quality, together with the best service. Mod-Trix products are long lasting and are able to withstand the harsh treatment by children.

The Mod-Trix motto is: With service and quality, we will grow.

The product range caters for children from the ages of two (once a child is out of its cot) to 18, the twilight of one's teenage years. With a comprehensive range of styles and colours, there is a Mod-Trix solution for all tastes.

Mod-Trix has received numerous compliments from their many customers thanking the company for making their children's lives happy and fulfilling.

In some instances, Mod-Trix furniture has made it easier for parents to lay their children to sleep as the appeal of a beautiful bedroom suite has meant that children take the initiative to go to bed.



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BABY & CHILD FEATURE

At Crawford, Jewish learners have a warm, caring home

CRAWFORDSCHOOLS™, OFFERS Jewish education to Jewish learners on our Pretoria and Sandton campuses. In accommodating Jewish learners, among others, the school offers optional morning prayers and is closed on all Jewish festivals for every learners across the board.

The school encourages that extra curricular activities, extra lessons, or sports events are notheld on Shabbat.

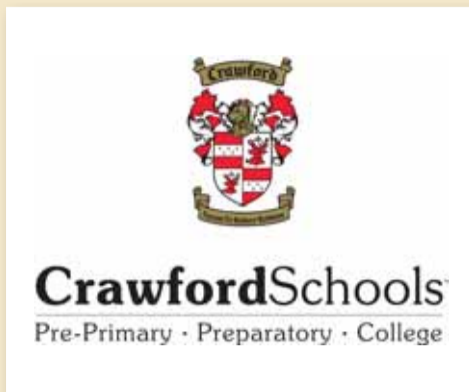
At CrawfordSchools™, Jewish learners are exposed to different cultures, ethnicities and religions, all of which co-exist in peace and friendship. Jewish sentiment is prevalent at the school, and a large degree of respect is shown to Judaism as a religion, as well as to the Jewish contingent of the school.

CrawfordSchools™, offers a viable option to Jewish learners looking for Jewish schooling that offers a high standard of academics and quality education.

At CrawfordSchools™, Hebrew and Jewish studies are available at pre-primary, preparatory and college level. We also offer a rich extracurricular programme designed to foster a love and enjoyment of all things related to Yiddishkeit.

Crawford College offer the following:

- * Hebrew (grade 8 - 12)
- * Jewish studies (grade 8 - 9)
- * Tour to Israel (grade 8 - 12)
- * Prayers and Jewish discussions with the rabbi
- * College learners offer a voluntary service to the community



* Learners are affiliated to the Jewish youth movements

• For further information please contact Ika Kinstler on (011) 784-3447

Crawford Preparatory offer the following:

- Hebrew (grades 1 - 7)
- Jewish studies (grades 1 - 7)
- Jewish outings to Chabad House
- Davening (prayers) every morning
- Celebrate all chagim
- Affiliated to Jewish youth movements
- Batmitzvah ceremony - grade 6
- School closed on all Jewish Holidays

Crawford Pre-Primary offers the following:

- Hebrew and Jewish studies (grade 000 - 0)
- Sabbath and the various brachot are taught

These activities may vary from school to school.

A healthy lunchbox guide for kids

PUT YOUR OWN lunchbox together. It saves you money - and it's a lot healthier than buying junk food on the run.

Among the things you need to consider are weather conditions, whether the food can be kept at the right temperature, ease of eating, and the time lapse between packing and eating.

These and other factors will influence what and how much you put into the box, bag or packet.

• Sandwiches made with whole-wheat, low-GI or seed-loaf type bread are higher in nutrients than anything made with white or refined breads. Good topping ideas include:

- shaved chicken or beef
- tuna, pilchard or egg mayonnaise
- cheese with cucumber, tomato (fresh or sun-dried), jam, marmite or Bovril
- hummus
- low-fat flavoured cottage cheese* and gherkins
- peanut butter
- Toppings to avoid include salami, polony, liver spread, egg
- Commercially available muffins tend to be high in fat and added sugar, but a homemade banana or bran muffin could be a healthy lunch box alternative to a sandwich
- Homemade hamburger with lettuce, tomato and gherkin
- Hamburger bun with marinated, stir-fried skinless chicken breast strips with lettuce and tomato
- Low-fat savoury crackers such as Provita with low-fat Melrose* or chicken drumstick
- Homemade popcorn
- Cherry tomatoes, sugar snap peas, baby carrots, mini corn, mushrooms

During the hot summer months it is especially important to ensure you keep your body hydrated.

Ideas to ensure your fluid needs are met include:

- Taking sips from a water bottle when you feel thirsty - remember that some flavoured bottled water is much the same as decoloured cold drink!
- Iced tea
- 100 per cent fruit juice
- Flavoured dairy* or soya milk
- Drinking yoghurt*
- Yoghurt tub*
- Sports drinks should only be drunk by individuals who take part in exercise for more than an hour per day

To help you reach your five-a-day fruit and vegetable intake, slip whole, easy-to-eat fruits, dried fruit, fruit bars or chews into your lunch box.

Weekly treats could include:

Biscuits; savoury biscuits; bite-size chocolates; mini milk tarts; carrot cake; banana loaf; hot-cross buns; homemade oats biscuits or crunchies; nuts or nuts and raisins; energy bars; cereal bars; liquorice; jelly babies or beans; marshmallows; suckers; ostrich or game biltong (beef biltong is higher in fat)

Foods for occasional treats, ie once or twice a quarter:

• Pies and pastries; sausage rolls; samosas; chip rolls; chips; vetkoek; commercial rooties; doughnuts; brownies; coconut ice; fudge; toffees; viennas; gatsbys; droëwors

* Important to note that children under five should not consume fat-free or low-fat dairy products as their bodies require a higher fat intake than that of adults.

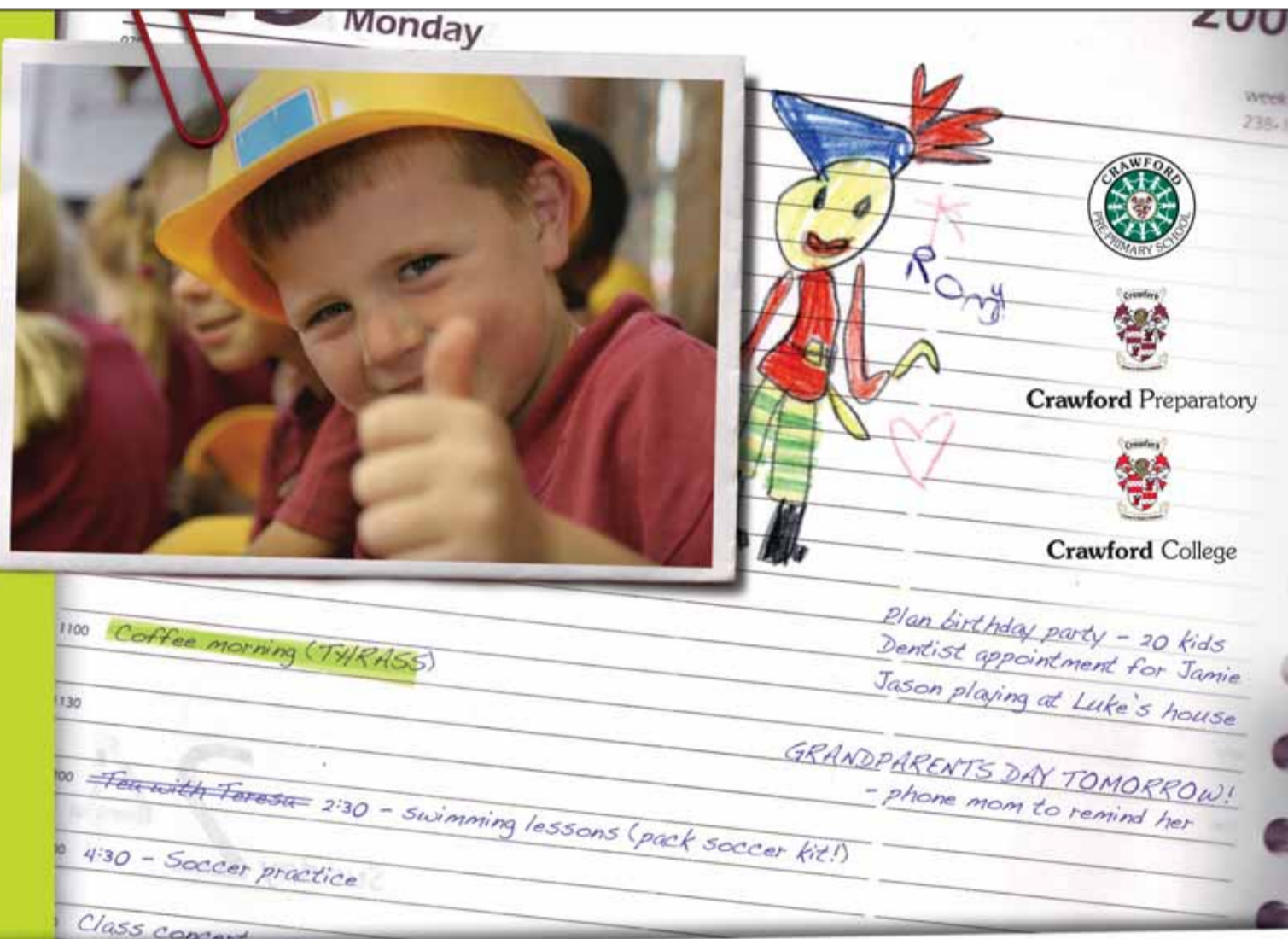
At CrawfordSchools™, we understand that there are no ordinary children. Every child is extraordinary and we are committed to highlighting, encouraging and releasing that individuality.

With facilities that serve young kids just starting their educational journey right through to eager teens preparing for life after school, CrawfordSchools™ believes that children should be nurtured and inspired from the very beginning.

We have a strong commitment to meet the highest academic, cultural and sporting standards. Our graduates are accepted internationally for their ingenuity, academic ability and confidence.

Our teachers identify and develop potential in every student. From Pre-Primary and Preparatory through to College. Ours is a lifetime commitment.

CrawfordSchools™
Grade 000 - 12



So you think your child is special?
Well... so do we!

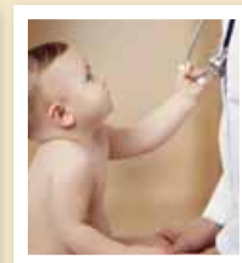
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BABY & CHILD FEATURE



The Genesis experience - starting moms on life's journey

It is the belief of the healthcare professionals at Genesis Clinic, and of millions of women around the world, that a healthy baby, while obviously the first priority, is not the only goal of childbirth.

BIRTH CAN AND should be an amazing experience - properly managed, mom can emerge with the kind of strength and confidence no women knew she had in her and this starts her on her journey as a mother with the best possible advantage.

For the 80 per cent of women who are healthy and experience uncomplicated pregnancies, it is unnecessary to have an obstetrician manage your labour.

Births assisted by caring and supportive midwives are proven to have better outcomes in terms of length of labour and minimising interventions, without risking the safety of mom or baby. For the percentage of women who encounter problems with their preg-

nancies or births, obstetric care is imperative and does save lives.

For this reason, appropriate maternity care should take a tiered approach, where healthy moms are afforded the benefit of labouring with the supportive care of a midwife and in a tranquil environment, but have immediate access to vital obstetric care and first-class medical facilities, should the need arise. It is this combination that Genesis Clinic offers moms-to-be.

Perfect place to meet your baby

- Each mother labours under the care of one of the private midwife practices operating at the clinic. At the time of birth, her

midwife will manage the labour and birth, with the support of the clinic's staff midwives and nurses.

- In the event of an emergency, there is immediate access to our on-site major operating theatre, where the backup obstetrician will handle all complications.
- Each mom stays in her own, beautifully appointed private room through the entire labour, birth and recuperation period. These rooms are large with double beds and cribs to accommodate rooming in and are decorated to create an environment of tranquillity and comfort.
- Each room has its own birthing bath and en-suite bathroom.

- Each room has its own private garden and families have access to a beautiful communal garden for mom to move around in during labour or simply to enjoy with baby after birth.
 - Home-made meals are catered on site and kosher meals are provided by a professional kosher caterer.
 - Genesis Clinic aims to be the centre of a community, offering antenatal classes, preggie yoga, baby clinic, breastfeeding support, trauma counselling and weekly support teas.
- "When we respect the power and knowing of every childbearing woman and baby, we help birth a better future and a thriving world." - Suzanne Arms.

Children's baltic amber teething and wellness beads



- Boosts the immune system
- Relieves teething pain and associated symptoms without resorting to medication
- Stimulates the thyroid gland to help reduce drooling and soothes red and inflamed cheeks
- Reduces inflammation of the throat and ears
- Accelerates the healing of wounds
- Therapeutic properties helps calm irritable and niggly children
- Assists with stomach infections and respiratory disease
- Reduce inflammation

Made from the highest quality 100% pure grade Baltic Amber. Designed with knots before and after each bead. Baltic Amber beads are made for wearing not chewing. Suitable for children from about 3 months to teenage years.

Lovebug Products

We care about your wellbeing

Tel: 083 650 0279 Mail: nicky@lovebugproducts.co.za

Think Natural Birth. Think Genesis.



- Free-standing midwife birth unit on picturesque grounds
- Beautiful rooms with birthing baths and private gardens
- Compassionate nursing staff who are passionate about moms and babes
- Rooming in for dads. Siblings and family welcome
- Fully equipped theatre with obstetric and anaesthetic cover

Tel: 011 646 3923
Fax: 011 646 1078
info@genesisclinic.co.za

5 Northwold Drive
Cnr of Jan Smuts Ave
Saxonwold

www.genesisclinic.co.za

Redefining Birth

With the medicalised model of birth that dominates today, we sometimes lose our perspective on this incredible milestone in the life of a woman and her family. It is possible to ensure the safe delivery of a child into this world while remaining respectful of the powerful emotional and spiritual aspects of childbirth. Every woman has the right to have her fears alleviated and both her physical and emotional needs met during childbirth. Every woman has the right to be treated with love and respect at this pivotal moment in her life.

HAPPINESS

The Genesis Experience

There is no reason why you should not give birth somewhere beautiful and comfortable, away from bright lights, stretcher beds and a parade of strange faces.

Genesis Clinic offers you a better way. Come and stay in your own beautiful room with its king sized bed, birthing bath and private garden, and bring your precious newborn into the world in a place that honours life and empowers women.

*Genesis
Clinic*
labour, birth & beyond



BABY & CHILD FEATURE

Welcome to the leading baby hyper-store



BABY CITY IS the leading baby hyper-store in South Africa, boasting 19 stores nationwide - soon to be 20 with a new store opening in Pietermaritzburg in KwaZulu-Natal.

Staying true to their motto: "We know you care", Baby City offers a comprehensive range of quality branded products at everyday low prices - from nursery furniture, prams and car seats, to toys, food, formula, nappies, clothing and a variety of bottles, accessories and toiletries.

Baby City believes in exceptional service, which is why we have a team of passionate and highly knowledgeable staff on hand to offer advice and help make the best selections for you and your baby - from the need-to-haves to the nice-to-haves.

There are also a number of exciting free services available on the Baby City website.

There is no greater news than the birth of a baby, which is why Baby City provides a free SMS service that assists proud parents in announcing the birth of their baby.

As a new parent, you can broadcast the news to up to 50 friends and family with just one SMS. Sim-

ply visit www.babycity.co.za and follow the simple steps on how to register.

We understand a new mother has a thirst for information, which is why the "Monthly Gurgle" was born. This is an e-newsletter that is e-mailed to subscribers once a month. It contains informative articles on a variety of interesting and credible topics related to pregnancy, birth, and your child's development - useful information that no mom would want to be without.

At Baby City we stay ahead of the game. Our Peek-A-Boo is e-mailed out once a month free to subscribers, and contains information on new and exciting products that are available at Baby City.

• For more details and information on how to register for these services, visit www.babycity.co.za

PS: The Baby City gift card is the perfect gift for any expecting mom. The gift card gives you the opportunity to choose the amount you want to give and manage your monthly budget.

Presented in a special holder, the card allows you to create your own personal message to show that someone special, just how much you care.

Pregnancy and exercise

REGULAR EXERCISE during pregnancy can prepare your body for labour and the demands of a new baby. Caring for a newborn can be stressful and physically demanding, so it helps to be fit and strong.

You may need to modify your existing exercise programme or choose a suitable new exercise programme if you were sedentary before conceiving.

The level of exertion will depend on your level of fitness, but even fit athletes should only exercise at moderate levels of intensity.

Always consult your doctor, physiotherapist or healthcare professional to make sure your exercise routine won't harm you or your unborn baby.

If you have high blood pressure, multiple foetuses, increased risk of premature labour, pre-eclampsia or heart disease, you should seek advice from your doctor.

You may be advised to limit or avoid physical activity.

Suggested activities

Activities and exercises that are recommended for pregnant women include:

Exercise in water (aquarobics); pelvic floor exercises (important before, during and after pregnancy); walking; swimming; yoga; stretching; dancing; Pilates; cycling on a stationary bicycle; pregnancy exercise classes.

Benefits of physical activity during pregnancy

Some of the benefits of exercising regularly throughout your pregnancy include:

- Resistance to fatigue.
- Stronger back muscles, which can help manage back pain and strain as your belly grows.
- Improved posture.
- Smaller gain of body fat.
- Stress relief.
- Improved sleep and management of insomnia.
- Preparation for the physical demands of labour.
- Faster recuperation after labour.
- Faster return to pre-pregnancy fitness and healthy weight.
- Increased ability to cope with physical demands of motherhood.



Pippi Longstocking now in musical form

HER STOCKINGS are striped and long. Her fiery red pigtailed are arched like wings. She's... Pippi Longstocking, the immortal creation of Swedish author Astrid Lindgren.

What child wouldn't want to live like Pippilotta Delicatessa Windowshade Mackrelmint Ephraim's Daughter Longstocking?

She doesn't go to school, nobody tells her when to go to bed, she carries a suitcase full of gold, and she lives by herself with a horse and a monkey.

Pippi is the high-spirited, warm-hearted incarnation of every child's dream of freedom and power, whose imagination, mischievous courage and never-say-die attitude gets her into all sorts of adventures.

A favourite of children throughout the world for generations, Pippi teaches children that loneliness, sadness and feelings of abandonment can be overcome.

But Pippi Longstocking the musical is first and foremost a gorgeous, high-energy romp of a musical play, and Joyce Levinsohn's legendary National Children's Theatre brings a brand-new production of this timeless story to glorious life for the winter holidays.

Multi-award winning Levinsohn directs, with the internationally acclaimed Kevin Feather looking after the musical side of things. Choreography is by Shelley Adriaanzen, and the colourful decor and costumes have been designed by new kid on



the block, Sasha Ehlers (herself the recipient of a number of prestigious Naledi Theatre Awards) with Nicky Gallagher.

Using a new version of the play from the famous Children's Theatre Company in Minneapolis, Minnesota, in the US, this production will delight young and old alike - anyone who's encountered Pippi in their own childhood, plus a whole new generation of youngsters who have yet to discover the wonderful world of Pippi Longstocking.

The production runs at the National Children's Theatre in Parktown, Johannesburg, from June 8 to August 1. Tickets are R60 for children and R70 for adults. Booking is essential. Phone (011) 484-1584.

National Children's Theatre (NCT) 3 Junction Avenue, Parktown

presents

Pippi Longstocking

Directed by Joyce Levinsohn

*A joyful family
musical comes to life!*

BOOKING ESSENTIAL

Before, during, and after the winter school holidays

Monday June 8 - Saturday August 1

performances Mondays to Saturdays 10:30 & 14:30.

(011) 484-1584 / Computicket

or www.jyt.co.za



BABY & CHILD FEATURE



Motherhood is...

a Balancing Act!

With you every step of the way...

