

Nurofen for Children can offer relief for children from 3 months to 12 years.** Nurofen for Children a peaceful night's sleep. It's clinically proven to last

- ✓ Recommended Retail Price £3.99



DID YOU KNOW?

MUMS WHO USED NUROFEN FOR CHILDREN WOULD

HELP IS AT HAND

If you would like more parenting advice or information on your child's health, wellbeing and lifestyle, helpful resources can be found at:

- www.nurofenforchildren.co.uk
- NHS website
- Childcare is Fun website
- Emma's Diary
- Bounty
- Baby & Toddler Shows
- (www.babyandtoddlershow.co.uk)

CONFIDENCE COLLECTIVE

AMBASSADORS



of numerous magazine columns

and a mother of one, Pixie

understands the pressures of

being a new parent on both a

professional and personal level.

She draws upon her knowledge

and experience to support

"My advice would

be not to go it alone

share your anxieties

no matter how foolish they may seem. DR PIXIE

other mums.

Fi Star-Stone is a mother of two. broadcaster.

author, blogger and the editor of www.childcareisfun.com, a parenting site that hosts an award winning, free parent advice service. She speaks to over 150 parents every week, helping them overcome concerns and make informed decisions for their children.



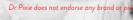
TARA

Tara, who lives in Teddington, South West London.

is a business analyst and mum to one year-old Austin. She struggled with her confidence as a first-time parent, but thanks to the support of her antenatal group, friends and family, now finds it easier to trust her own judgement and make the right decisions first time.

NUROFEN for Children





THE CONFIDENCE COLLECTIVE KIT



THE CONFIDENCE COLLECTIVE KIT

If you're reading this, it's likely that you are - or are soon to be - a parent. Brought to you by Nurofen for Children, this Confidence Collective Kit contains child health advice from trusted experts as well as interesting insights from like-minded parents.

At Nurofen for Children we listen to parents. We have recently recruited a panel of parent ambassadors, who throughout this guide offer their own advice and support. We have also conducted a survey¹ of 2,000 parents and our results show that although 90 per cent of you feel confident in your parenting, 3 in 5 feel judged on the decisions you make for your child. We're here to offer practical support and guidance so you can be more confident in your choices.

OF YOU FEEL CONFIDENT IN YOUR PARENTING...

ALTHOUGH

.3in5 FEEL JUDGED ON THE DECISIONS YOU MAKE FOR YOUR CHILD

Nurofen for Children wants to support you by providing expert advice, and encouraging you to share your experiences with each other - we hope this will help to gradually develop a feeling of 'collective confidence' among a network of parents, enabling you to feel more informed in your choices.

NUROFEN

THE HEALTH OF

MY CHILD

35%

33%

THAT MY

HILD WILL BE

IN OUR SURVEY

UK PARENTS

REVEALED THE

TOP THINGS

YOU WORRY

ABOUT:

36%

for Children

As part of the Confidence Collective Kit, GP **DR PIXIE MCKENNA** has shared her paediatric expertise and personal parenting experiences. She's given her top tips for managing fever in babies and thanks to her simple symptom checklist, her help will always be close at hand; why not tear off the checklist panel and stick it to the fridge?

FI STAR-STONE, mum of two and parenting broadcaster, author and blogger, is also supporting the Confidence Collective Kit. She has provided insight and guidance in confident parenting from a psychological and emotional perspective, combined with a couple of home truths...



MUMS KNOW BEST

In our survey, almost a quarter of you said you would feel more confident having asked your mum for help or advice. Sometimes hearing from another mum, whether it's your own or not, gives you the boost you need to know you're doing the right thing. Below you will find some top tips from our parent ambassadors. Whether it's these tips or ones of your own, sharing with other parents can help in boosting the confidence of both you and your friends.

TARA, one of our brand ambassadors, says, "My advice would be to seek help and auidance when you feel unsure, but accept your decisions won't always be right first time. My friends, my aunts and **Q DR PIXIE** says, "As a doctor my grandmother were great sources of knowledge but more than anything just reassured me that what I was doing was ok. It might sound clichéd but I have gradually learned to trust my gut instincts and this has stood me in good stead over the past 16 months."

FI STAR-STONE says,

"It is completely natural to feel bombarded with information. The Confidence Collective Kit is a great tool to instigate the sharing of snippets of important information between parents - little tips from someone who's been there before can make a huge difference."

I don't think I ever fully appreciated what it was like to have a sick child. until my own child fell ill. Despite my medical knowledge I would still turn to my friends and family for help and reassurance in my decisions. My advice would be not to go it alone, share your anxieties no matter how foolish they may seem. Consulting a healthcare professional will help to ease your child's pain and your concerns."

DR PIXIE'S FEVER CHECKLIST



SEEK URGENT MEDICAL ATTENTION AT A&E OR CALL 999 IF YOUR FEVERISH BABY:

is unresponsive or finding it hard to breathe has a weak, high pitched or continuous cry is blue, mottled, pale or has a non-blanching rash* has a fit

has a stiff neck or bulging fontanelle

has bile-stained vomit

is between 3 and 6 months old and has a temperature above 39°C

SEEK SAME-DAY MEDICAL HELP FROM A NURSE OR DOCTOR IF YOUR FEVERISH BABY:





has a fever for more than five days

IF YOU THINK YOUR BABY MAY BE



Offer them regular drinks

Check for signs of dehydration listed above

Try to keep the room at a comfortable temperature (18°C)

Check for a non-blanching rash*