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HEALTH SYSTEM

# Well child exams in baby's first year

## A check-up for success



### Healthy Child Card

*a check-up for success*

Win a chance at a free prize with 6 visits,  
and double your chances with all 7 visits!

Offer applies to all parents interested in taking an active role in the growth and development of their child. To redeem, please bring this card to each well-child visit. Offer expires when child is 15-months-old. Void where prohibited. Not valid in combination with any other offer. Offer good at participating sites only. Only one card may be redeemed per child per visit.



### Why are well-child exams so important in the first year?

In their first year, babies go through rapid growth and change. They have changes in their height and weight, development, eating, safety risks and potential illnesses.

### What are the goals of a well-child exam for my baby?

1. To give you (the parent) time to discuss concerns and questions about your child with your pediatrician.
2. To enable the pediatrician to perform a complete physical examination and check on things like growth and development to find or prevent problems.

### What is the Healthy Child Card?

The healthy child card is a punch card for all your baby's recommended well child visits in the first year.

At each well-child visit you can get a stamp or a punch. When your baby turns one year old and you have at least 6 visits punched, you will be entered in a drawing for a prize!

Ask your pediatrician about this great new program!

Image source: <http://www.cdc.gov/growthcharts/>