

For Immediate Release

NEWS RELEASE

To: Assignment Editors, Reporters and Producers: Parenting, Family, Health, Lifestyle Topics

PUBLIC HEALTH EXPERTS launch the *CARING FOR YOU AND YOUR BABY* WEBSITE – One-stop, multilingual resource for new mothers

OTTAWA, March 2, 2010 – Today the Canadian Public Health Association (CPHA), along with the makers of LYSOL® products, introduce an online resource: the [Caring for You and Your Baby Website](#), designed to help mothers everywhere care for and support the health and safety of their newborn children and toddlers.

The website is a unique multilingual tool that is easy to navigate, clearly written and presented in twelve languages including Arabic, Chinese, English, Farsi, French, Inuktitut, Korean, Punjabi, Russian, Spanish, Tagalog and Urdu.

“The number one concern of moms everywhere is the health and safety of their children. The [Caring for You and Your Baby Website](#) is a practical online guide to help new mothers navigate baby and toddler health and safety matters,” said Dr. Lynn McIntyre of the Canadian Public Health Association. “The online resource was developed by public health experts with a focus on raising healthy babies and protecting them from injury and illness.”

In early 2008, CPHA conducted an assessment to uncover the resources available to new Canadian moms and their spouses via the Internet. A Google search revealed that nearly 9,000,000 parent-related websites exist. CPHA recognized the difficulty finding a single portal for parents that gives practical, easy-to-read and user friendly advice in several languages. As a result of the needs assessment, CPHA and LYSOL® collaborated to provide a one-stop resource for parents from many ethnic backgrounds, focusing on the most common languages found within Canada.

Today’s new parents tend to be more cyber-savvy and often turn to a computer search engine to seek out answers. Canada’s public health leader, CPHA, recognizes that having an online presence and providing support and advice for new parents enables them to contribute positively to the public health and well-being of Canadians and their families.

With only the “click of a mouse,” the [Caring for You and Your Baby Website](#) is an easily-accessed, information loaded resource that promotes the health of mom, child, the home and beyond the home. Healthy diet and lifestyle, breastfeeding, immunizations and household safety are just some of the topics covered within the website.

About The Canadian Public Health Association (CPHA)

The Canadian Public Health Association (CPHA) is a national, independent, not-for-profit, voluntary association representing public health in Canada with links to the international public health community. CPHA’s members believe in universal and equitable access to the basic conditions which are necessary to achieve health for all Canadians. For more information about CPHA, visit www.cpha.ca.

About LYSOL®

All LYSOL products are manufactured by Reckitt Benckiser, a leading global consumer products company in the health and personal care, household and food categories. The company manufactures and markets world-class products, including: VEET®, CLEARASIL®, STREPSILS®, FINISH® and FRENCH’S® Mustard and many other consumer-preferred brands. Reckitt Benckiser (Canada) Inc. is headquartered in Mississauga.

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