



The Insiders' Guide To Modern Parenting

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✿ EDUCATION

Maternal Health Awareness

By Christy Turlington Burns, Director, [No Woman, No Cry](#)
& Maternal Health Advocate for [CARE](#)



Like many women, I was genuinely excited to become a mother. I also really enjoyed being pregnant. But after a perfect birth experience where I delivered my daughter exactly the way I dreamed, I suffered a complication that could have been fatal had I not received the care that was so easily accessible to me.

A few years later, I had the opportunity to travel with the humanitarian organization CARE to El Salvador - my mother's birth country - while pregnant with my second child. Of the many CARE projects I visited, one in particular inspired me to focus on maternal health.

This is when I learned that it had been estimated by the World Health Organization that more than 500,000 women die each year from pregnancy related causes - and that 90% of these deaths are preventable. Then in 2007, I visited another CARE project in Peru where maternal deaths were significantly reduced over a short period of time.

I came away from that trip with hope and felt certain that we, as a global community, could do better. That was the moment of inspiration for me to begin making the documentary film, NO WOMAN, NO CRY. I thought that if I could help to connect women with each other through the universal experience of pregnancy and childbirth, others might feel inspired.

After two years of working on this project, I am very excited to share NO WOMAN, NO CRY at its world premiere on **April the 24th at the Tribeca Film Festival in New York City.**

Christy Turlington Burns is the Maternal Health Advocate for CARE and a graduate student at Columbia University's Mailman School of Public Health. She lives in New York City with her husband and two children.

To purchase tickets to the world premiere of NO WOMAN, NO CRY or any of the screenings throughout the week of the Tribeca Film Festival, please visit: http://www.tribecafilm.com/filmguide/no_woman_no_cry-film30501.html.

✿ HEALTH

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Emergency Medicine for Moms

By Stacey Cleveland, MS PA-C

What is the best course of action for scrapes, cuts & open wounds? The first priority is to control the bleeding. This is best accomplished by applying direct pressure directly over the wound. Use a clean cloth, sterile gauze or compress and hold firmly over the site. Elevating the injured area will also help control bleeding.



Apply pressure for five to ten uninterrupted minutes. (Do not "peek" under the bandage to check if the bleeding has stopped. Doing so will disrupt the forming clot and bleeding will continue longer). If the wound bleeds through the compress, place additional gauze on top of the blood-soaked dressing, and continue to apply pressure and elevation. Do not remove it.

Secure the gauze pad with skin tape, roller gauze or an elastic (ACE) wrap. Never apply a tourniquet to control bleeding as this may jeopardize the entire limb involved.

Wounds that are not actively bleeding should be thoroughly cleaned. This is best accomplished by irrigating the area with cool running water. Tap (any potable) water is fine. Dirty wounds (contaminated with soil, etc) can be washed with soap and water. Do not initially apply any creams, ointments or topical pain relievers. Antibacterial ointments are appropriate for continued wound care (see below).

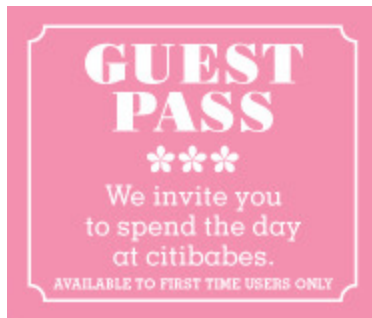
NEVER use rubbing alcohol, hydrogen peroxide or any other antiseptic to clean a wound. Agents such as these kill not only the bacterial, but also the "good" cells the body recruits to the wound site. These cells (such as white blood cells) are necessary to fight infection and insure proper wound healing.

For continued wound care, clean the wound at least twice a day with soap and water (any mild hand soap is fine, it doesn't have to be "antibacterial"). Apply an antibiotic ointment such as Bacitracin or Neosporin (Triple-Antibiotic Ointment). Keep the wound covered with a bandage.

When is suturing or medical attention necessary?

- Continued, uncontrolled bleeding. Bleeding which is spurting or pulsing.
- Gaping wounds (edges do not meet or close).
- Very large or complex wounds (particularly if over a joint).
- Wounds appearing to be very deep.
- Cosmetically unacceptable wounds (on face, lips, near eyes, etc.).
- Wounds likely to contain foreign bodies (glass, gravel, etc.).
- All bite wounds (human or animal).
- Infected wounds (painful, red, swollen, red streaks tracking away from wound, foul smelling discharge or pus, fever).

When in doubt, call your pediatrician for advice and possible treatment.



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