

Do It for the Kids

Quick: What is one simple way you can help promote the health of future generations of fellow Americans across all ages?

If being in the National Children's Study in Duplin County was your answer, you are absolutely right.

We all want our kids to grow up to be as healthy as possible so that they can live their lives to their full potential. We all would like to see decreases in health problems like asthma, allergies, birth defects, infant mortality, obesity, diabetes, and cardiovascular disease. If we can pinpoint the causes and contributors to these health challenges, we can work more effectively to overcome and counteract them.

Health care professionals who work with children have noticed increases in a number of diseases that were not so common 30 or 40 years ago. Like parents, grandparents, aunts, uncles and friends, these professionals want to know why these increases are taking place and if there is anything that can be done to reverse the trends.

Being in the National Children's Study will provide useful information to physicians and researchers who might be able to find explanations and understanding that will lead to solutions and improvements in children's health.

As the largest and most



comprehensive study of children's health ever conducted—following 100,000 children from when they are born to early adulthood—the National Children's Study will be able to make a significant impact in our knowledge of children's health.

While the National Children's Study doesn't provide medical care to families who participate, there are some incentives for participants who are eligible for the study, are pregnant and complete the first detailed study visit.

Duplin County residents can also take pride in the community's role in the National Children's Study. It is a unique opportunity, and it is a powerful way to positively affect the health of children across the nation

and throughout Duplin County and North Carolina. Ultimately, participation will help to inform researchers and policy makers about children's health issues facing communities like Duplin County.

In the end, it is all about the parents and children and about finding the solutions that may help future generations of kids grow into healthy adults. It is about helping not just individual children, but entire populations, grow up to be strong, healthy and happy.

If you would like to learn more about being in or supporting the Study, call 1-888-827-2177 or visit our website at <http://centers.nationalchildrensstudy.gov/unc/duplin>.