INTRODUCING THE TEAM

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RESEARCH UPDATES

Electronic Cigarettes
Research Assistants gathered parental surveys measuring parents’ perceptions of e-cigarettes. Data was gathered from 15 practices and 584 parent surveys were collected.

- Parent’s used categorical scales to indicate their perception of the addictiveness of regular and e-cigarettes as well as their perceptions regarding the safety risks of e-cigarettes.
- Based on preliminary findings from 11 practices, 15% of parents reported use of e-cigarettes in the home, 74% of parents believe that regular cigarettes are addictive and 31% believe that e-cigarettes are addictive.
- We anticipate the data will be available by the end of 2014.

Thank you to the 15 practices who hosted the Research Assistants in the recruitment for this study!

Tongue Tie
WUPAARC collaborated with WU experts in newborn medicine and otolaryngology, and the hospitalists to develop recommendations for management of tongue-tie. The following recommendations resulted:

- Frenotomy is not recommended for asymptomatic tongue tie.
- All infants with breastfeeding problems should be assessed for tongue-tie.
- If tongue-tie is diagnosed, frenotomy should be considered if breast-feeding problems persist after a brief trial of supported breastfeeding (e.g., lactation consultant).
- Breast-feeding should be reassessed after frenotomy to ensure difficulties are resolved.
- If tongue-tie is not obvious, refer for further evaluation to identify the cause of the feeding difficulty.

Milk, Water, Period
Using information learned from our survey on sugar-sweetened beverages, we developed an intervention to reduce consumption of excessive calories from beverages.

- Ten WU PAARC practices participated in a randomized trial to reduce consumption of fruit juice and sugar-sweetened beverages among children less than 12 years old.
- Intervention practices had access to brochures, posters, and talking points to encourage consumption of “Milk.Water.Period”.
- 443 parents completed the survey after a well-child visit.
- Data analysis is in progress expected to be available by end of 2014

Thank you to the 10 practices who aided in the recruitment for this study!

MANUSCRIPTS PUBLISHED AND IN PRESS

- Pediatric providers' attitudes toward retail clinics: published on-line at JAMA Peds, Nov 2013
- Opportunities to reduce excessive consumption of calories from beverages: published at Clin Pediatr, Sept 2014

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