

InJoy Birth & Parenting Education

TOOLS FOR EVERY
TEACHING STYLE

See What You Read®
Parent Guides

PowerPoint® Programs

Online Education

DVDs



Gestational Diabetes page 8

Pain Management for Childbirth page 13

Managing Early Breastfeeding Challenges page 39

2012





Dear InJoy Customer,

Since 1988, InJoy has been your choice for reliable childbirth and parenting education. Today we are proud to offer more than 100 quality products—from DVDs and PowerPoint® presentations to *See What You Read*, a complete educational experience that includes printed guides and an award-winning companion website. Our evidence-based content is consistently recognized for empowering and educating today's expectant parents and families.

From our longtime bestsellers to our newest releases, you won't find more effective resources. Educators, health professionals, practitioners, and—most importantly—parents all appreciate the clarity and accuracy of our content, quality video and modern graphics, and state-of-the-art 3D animations.

InJoy is committed to continuously developing products that will boost your student or client comprehension, inspire and empower them through education, and help you—the educator—save time and money.

Be well!

The InJoy Staff

Saving Trees for Our Children



Our catalog is printed on Future Connection, made with 90% recycled fiber containing a minimum of 30% post-consumer waste. By using this environmentally friendly paper, InJoy saves the following resources:

- 150 fully grown trees
- 78,854 gallons of water
- 172 million BTUs of energy
- 13,156 pounds of solid waste
- 32,532 pounds of greenhouse gases

Environmental impact estimates were made using the Environmental Defense Fund Paper Calculator. For more information, visit www.papercalculator.org.

Our Promise to You

We promise to deliver products of superior quality, provide caring and responsive customer service, and always listen to you, our customer.



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FREE Previews available on request



Replacement of Defective Product

Any product that is found to be defective due to manufacturing error will be replaced free of charge.



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b) All orders are non-rescindable, non-returnable, and non-refundable unless the goods are damaged, you received an incorrect shipment, or you have a "return authorization" from our Customer Service Department.



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30 MacIntosh Blvd. Unit #7, Vaughan, ON L4K 4P1
Phone (800) 668-0749 • Fax (866) 664-7545 • www.visualed.com

Managing Early Breastfeeding Challenges

Solutions that help increase duration rates.

We've teamed up with ILCA once again to provide staff training that covers the most current techniques for helping new moms overcome early breastfeeding challenges. Set up in four short modules, this DVD offers a convenient opportunity to earn CE contact hours.

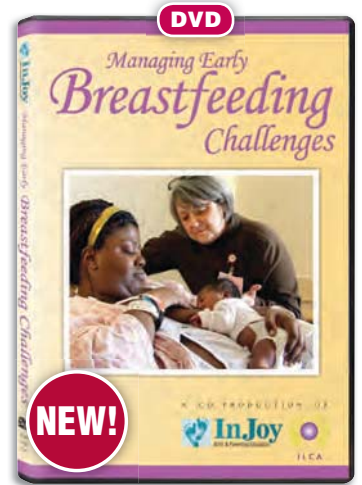
See page 39



Provides solutions to common newborn challenges



Uses clinical scenarios for teachable moments



Pain Management for Childbirth (2 Volume Set)

Effective options for labor pain relief.

This 2 volume DVD covers all the information expectant parents want to know about labor pain, including a comprehensive guide of natural comfort techniques and the benefits and risks of medicated pain relief.

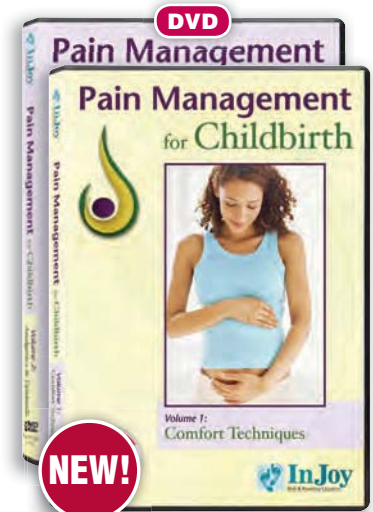
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Demonstrates a variety of comfort techniques



Shows what to expect during the epidural procedure



Gestational Diabetes

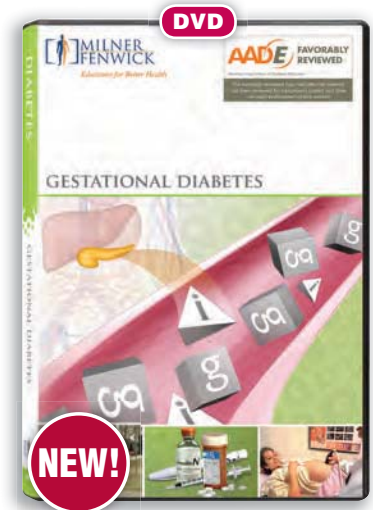
Gestational diabetes education made easy.

Produced in collaboration with the American Association of Diabetes Educators, this program teaches pregnant women who have gestational diabetes how to keep their blood glucose in a safe and healthy range for the remainder of their pregnancy. It concisely explains the condition, the risk factors to mom and baby, and gives an overview of the management plan.

See page 8



Explains the important role of a diabetes education team





“I would like to congratulate InJoy for creating such informative and complete educational material. I have not seen anything this terrific in the market!”

– Jessica Fitch, RN, BSN

“We love the InJoy See What You Read parent guides! They have helpful information in a patient-friendly format.”

– Rodni Cruz, MD

“Excellent content and Spanish translation! My students here in Mexico City follow the See What You Read curriculum during the week, then come to class to discuss and plan for birth, breastfeeding, and postpartum.”

– Guadalupe Trueba, LCCE, FACCE, CLC, CD(DONA), Midwife

See What You Read Web-Enhanced Parent Guides

Reach a new generation of parents and bring your teaching to life with *See What You Read* web-enhanced parent guides. *See What You Read* is not just a new instruction tool; it's a complete educational experience that includes:

- A high-quality printed booklet filled with the most up-to-date evidence-based information and modern graphics
- An award-winning website featuring dozens of video clips
- Printable charts, checklists, and information sheets that are available online 24-hours a day for educators and parents

Order your FREE REVIEW COPY today!

Educators Trust *See What You Read*

- Evidence-based information from reliable sources
- Annually reviewed by a panel of experts
- Appeals to the new generation of online learners
- An ideal format for bedside, classroom, and one-on-one education
- Also available in Spanish

Parents Love *See What You Read*

- 24-hour access to video clips and accurate information
- Complex topics made easy to understand
- Essential reference material for at-home support

Institutions Benefit From *See What You Read*

- Standardizes curriculum throughout your healthcare system or facility
- Multi-year contracts save money
- Affordable customization and branding options available
- No hidden fees-free 24-hour website access for educators and parents (licensed for institutional use)
- Booklets are printed on paper that is 90% recycled



Website includes printable handouts

Childbirth, Discharge, and Breastfeeding Education Made Easy



Easy-to-use booklets simplify teaching



Online videos reinforce learning

Order your FREE REVIEW COPY today!

See What You Read: Understanding Birth

Offer cutting-edge childbirth education. Expectant parents have a lot to learn—the right materials make all the difference! *See What You Read: Understanding Birth* is the most effective way to prepare parents for childbirth. This one-of-a-kind booklet comes with free access to SeeWhatYouRead.com, our award-winning, commercial-free website. Here, dozens of online video clips (including several complete birth stories) and printable labor-preparation worksheets are available for use in class, at bedside, and for parents to view at home.

Benefits:

- 66 online video clips – reinforces learning whether used bedside, in class, or at home
- **Complete curriculum** – when used with *Understanding Birth* DVD or PowerPoint
- **Provide parents answers** – the printed guide and website provide parents with 24/7 support
- **Flexible** – ideal for full-length or condensed classes

Printed Guide Topics Include:

Chapter 1: Understanding Pregnancy

Third trimester overview, changing emotions, anatomy of pregnancy, discomforts, nutrition, warning signs of problems, hazards to avoid, body mechanics, strength & stretching exercises, special-attention pregnancies

Chapter 2: Understanding Labor

Birth is natural, the 4 P's of labor, signs of prelabor, onset of labor, stages of labor, early labor, active labor, transition, pushing, birth, placenta delivery

Chapter 3: Christina's Birth

Unmedicated vaginal birth story, hospital packing checklist

Chapter 4: Understanding Comfort Techniques

Labor support team, breathing, relaxation, massage, visualization, focal points, hydrotherapy, positions, back labor, long labor, providing support

Chapter 5: Understanding Medical Procedures

Birth planning & decision making, induction, augmentation, monitoring, IV, medical pain relief, analgesics, epidural anesthesia, other types of medical pain relief, making decisions about pain relief, second stage interventions

Chapter 6: Understanding Cesarean Birth

Reasons for cesareans, surgery, family-centered birth, recovery

Chapter 7: Understanding Newborns

Newborn procedures, choosing your baby's healthcare provider, newborn appearance, a newborn's world

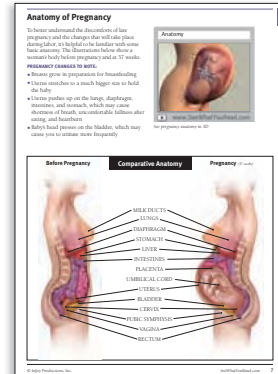
Chapter 8: Understanding Postpartum

Physical changes, emotions, lifestyle changes & tips, breastfeeding basics

11 Printable Handouts and Worksheets at

SeeWhatYouRead.com

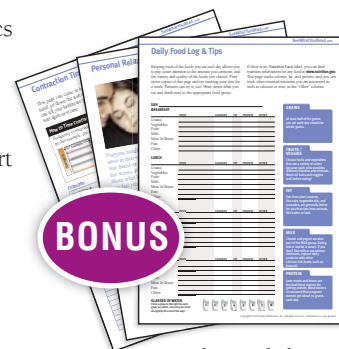
- Baby Information Sheet
- Baby's Daily Feeding Log
- Birth Plan: Checklist Style
- Birth Plan: Worksheet Style
- Contraction Timing Chart
- Daily Food Log & Tips
- Fetal Movement Count Chart
- Kegel Information Sheet
- Labor Partner's Cheat Sheet
- Personal Relaxation Chart
- What to Pack for the Hospital



Comprehensive information in a concise presentation



Perfect for classroom or home use

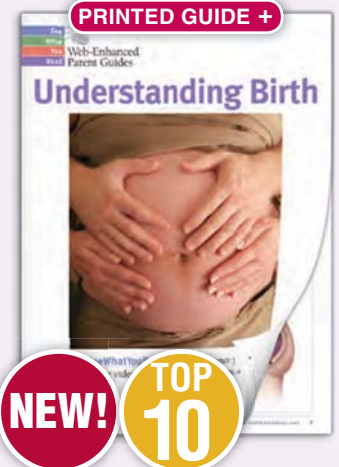


BONUS

Website includes printable handouts

GUIDE, WEBSITE, & VIDEO CLIPS AVAILABLE IN SPANISH

66 Video Clips & 11 Handouts at SeeWhatYouRead.com
72 Pages • 8 x 11 • Full-Color Booklet • Ages 13-Adult • © English 2009, Spanish 2008
(10 unit minimum per order. Quantity discounts are available. Call for details.)
Printed Guide English **INJOY222** or Spanish **QP600SB** **\$5.99 per unit**



“All that I can say is **FABULOUS!!!** Our patrons really like *See What You Read: Understanding Birth*, and they are a huge resource for them during as well as after the class.

Thank you.”

– Tory Banks, Emory University Hospital Midtown

Complete Your Curriculum



See What You Read: Mother and New Baby Care

Discharge parents with answers. When it's time to bring home baby, new parents have lots of questions. Now you can send them home with answers. *See What You Read: Mother and New Baby Care* reassures parents by explaining-and showing-what to expect in those first few weeks. Each printed guide also comes with free access to SeeWhatYouRead.com, our award-winning, commercial-free website. Here, dozens of professional video clips and printable safety and health information handouts are available for use in class, at bedside, and for parents to view at home. (Available in a version created for Baby-Friendly hospitals.)



Benefits:

- Flexible teaching tool – works with various discharge procedures
- Complete curriculum – when used with our *Hospital to Home* DVD
- Provide parents answers – the printed guide and website provide parents with 24/7 support
- Covers warning signs – a comprehensive list for both mom and baby
- 36 online video clips – reinforces learning, whether used bedside, in class, or at home
- Discharge review – offers a helpful worksheet for educators to use with parents

Printed Guide Topics Include:

Chapter 1: Mother Care

Lochia, involution & afterpains, perineum care, constipation, hemorrhoids, fatigue & rest, body changes, nutrition, exercise, cesarean birth recovery, sex after birth, emotions, simplifying the first month

Chapter 2: Feeding Your Baby

Newborn hunger signs, breastfeeding, latching on, nutrition for breastfeeding moms, engorgement, blocked ducts, sore & cracked nipples, breast infection, expressing & storing breastmilk, how to bottle feed, formula feeding

Chapter 3: New Baby Care

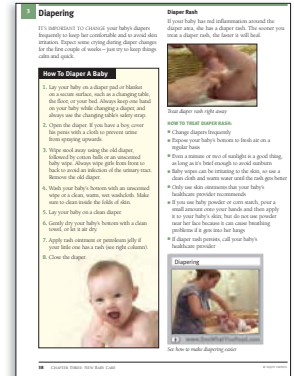
Newborn appearance, jaundice, breathing, umbilical cord care, circumcision care, bowel & bladder functions, diapering, taking your baby's temperature, sleep, crying, bathing, newborn senses, Sudden Infant Death Syndrome (SIDS), safety, well-baby visits

Notes & Resource Section

Glossary/Index • When to Call Your Healthcare Provider • Mother and New Baby Care Review • Personalized Information Sheet

13 Printable Handouts and Worksheets at SeeWhatYouRead.com

- The Edinburgh Postnatal Depression Scale
- Home-Safety Checklist
- Baby Information Sheet
- Kegrel Information Sheet
- Special Breastfeeding Situations
- Restore Your Body
- Baby's Daily Breastfeeding Log
- Keep Your Relationship Strong
- Expressing Milk by Hand
- Baby's Daily Feeding Log
- Pumping and Breastfeeding
- How to Perform Infant CPR
- How to Play With Your Baby

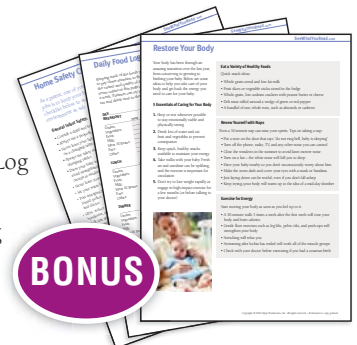


Provides helpful tips every parent needs to know



Simplifies discharge education

CALL TODAY FOR YOUR FREE REVIEW COPY
800.668.0749 x 257



Website includes printable handouts

“A comprehensive guide for navigating life with a new baby ... perfect for today's technologically savvy parents.”

– Janet Crawford, RN, BSN, LCCE

“This is an excellent guide and resource. The information is succinct and very useful. The accompanying website and video clips are equally as wonderful!”

– Elizabeth Pericat, MD, Pediatrics

Complete Your Curriculum



See page 30

GUIDE, WEBSITE, & VIDEO CLIPS AVAILABLE IN SPANISH

36 Video Clips & 13 Handouts at SeeWhatYouRead.com
52 Pages • 8 x 11 • Full-Color Booklet • Ages 13-Adult • © 2010
(10 unit minimum per order. Quantity discounts are available. Call for details.)
Printed Guide English INJOY147 or Spanish QP601SB \$5.99 per unit



See What You Read: Better Breastfeeding

The guide for breastfeeding success. Breastfeeding mothers need all the support they can get! Now you can give them the information they need to succeed. *See What You Read: Better Breastfeeding* answers all their breastfeeding questions. Each printed guide also comes with free access to SeeWhatYouRead.com, our award-winning, commercial-free website. Here, dozens of professional video clips and helpful breastfeeding information handouts are available for use in class, for one-on-one consulting, and for parents to view at home.

Benefits:

- **Complete curriculum** – when used with *Better Breastfeeding* DVD or PowerPoint
- **Sources you trust** – follows ILCA and AAP guidelines & recommendations
- **Breastfeeding 911** – tells when to call a breastfeeding specialist for help
- **19 online video clips** – reinforces learning, whether used bedside, in class, or at home
- **Asymmetrical latch** – taught through step-by-step instructions and 3D animation

Printed Guide Topics Include:

Chapter 1: How Breastfeeding Works

Breastfeeding is natural, the early weeks, how your breasts make milk, the letdown reflex, your milk changes, special situations

Chapter 2: Latching On and Positioning

Getting off to a good start, mother & baby positioning, latching on, breastfeeding holds, feeding patterns

Chapter 3: When to Feed Your Baby

Hunger signs, crying patterns, sleepy eaters, avoid pacifiers & bottle feeding

Chapter 4: How Much Is Enough?

How to know that your baby is getting enough milk, counting diapers, weight gain, feeding log, jaundice

Chapter 5: Breast Care

Breast fullness, expressing your milk by hand, engorgement, blocked ducts, nipple care, sore & cracked nipples, breast infection

Chapter 6: Breastfeeding Lifestyle

Taking care of yourself, family planning, nutrition for breastfeeding mothers, returning to work, expressing & storing your milk

9 Printable Handouts and Worksheets at SeeWhatYouRead.com

- Special Breastfeeding Situations
- Birth and Breastfeeding
- SIDS Safety and Breastfeeding
- Baby's Daily Feeding Log
- Baby Comfort Techniques
- Expressing Milk by Hand
- Nutrition for Breastfeeding Mothers
- Choosing Childcare
- Pumping and Breastfeeding

GUIDE, WEBSITE, & VIDEO CLIPS AVAILABLE IN SPANISH

19 Video Clips & 9 Handouts at SeeWhatYouRead.com
 36 Pages • 8 x 11 • Full-Color Booklet • Ages 13-Adult • © English 2010, Spanish 2008
 (10 unit minimum per order. Quantity discounts are available. Call for details.)
 Printed Guide English **INJOY198** or Spanish **QP602SB** **\$5.99 per unit**

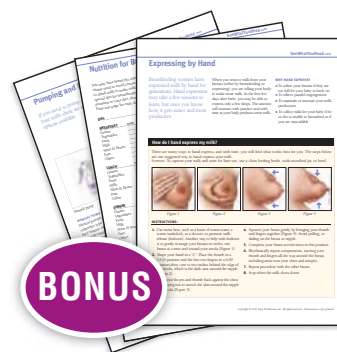


Colorful illustrations and photos make learning easy



Perfect for class or one-on-one teaching

CALL TODAY FOR YOUR FREE REVIEW COPY
800.668.0749 x 257



Website includes printable handouts



“This is a highly effective new teaching approach. My parents rave about having access to video clips on topics they can continue to view on their own.”

– Martha Olson, RN, ICCE, IBCLC

“The pictures and illustrations make the information easy to read and understand.”

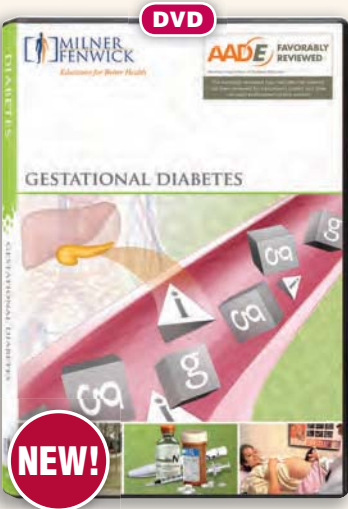
– Deletta Ebbesen, Governor's Juan F. Luis Hospital, Christiansted, Virgin Islands

Complete Your Curriculum



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Gestational Diabetes



Gestational diabetes education made easy. Produced in collaboration with the American Association of Diabetes Educators, this program teaches pregnant women who have gestational diabetes how to keep their blood glucose in a safe and healthy range for the remainder of their pregnancy. It concisely explains the condition, the risk factors to mom and baby, and gives an overview of the management plan.

Program Benefits:

- **Easy to understand** – animation shows how insulin controls blood glucose
- **Outlines risks** – reviews warning signs and when to call a healthcare provider
- **Monitoring & management** – shows how to test glucose levels and ketones in urine
- **Healthy choices** – emphasizes healthy diet and exercise
- **Empowering** – encourages viewers to take charge of their health



Explains the important role of a diabetes education team

Topics Include:

- **Gestational Diabetes Overview** – defines condition, insulin, glucose, ketones, effect on mom and baby
- **Your Management Plan** – nutrition, exercise, monitoring glucose and ketones, keeping records, insulin injections
- **As Your Baby Grows** – visiting healthcare provider, monitoring baby's growth, warning signs, newborn testing

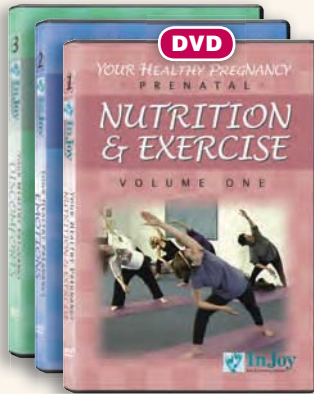
“The real-life scenarios will enhance the patient’s willingness to comply with her gestational diabetes self-management.”

– Lana Goordineer, MSN, RN, CDE, Bayhealth Medical Center

AVAILABLE IN SPANISH

CC CLOSED CAPTIONED ENGLISH ONLY

Ages 13-Adult • 22 min. • 2009 Release
 DVD English **INJOY236** or Spanish **INJOY236S** **\$199.99**



(3 VOLUME SET)

Your Healthy Pregnancy (3 Volume Set)

Promote a fit and healthy pregnancy. Show expectant parents the benefits of good nutrition and safe exercise during pregnancy, as well as how to cope with mood swings and use natural techniques to reduce discomforts. This award-winning video ensures that new families receive the information they need for a healthy start.

Program Benefits:

- **Nutrition guidelines** – understanding the USDA’s “MyPyramid”
- **Staying fit** – prenatal exercise “dos and don’ts”
- **Warning signs** – symptoms of preterm labor
- **Teamwork** – partner support and healthy communication



Teaches the importance of a healthy diet

Series Includes:

Volume 1: Prenatal Nutrition & Exercise

Presents extensive healthy diet guidelines and safe exercise information

Volume 2: Prenatal Emotions

Describes what to expect during each trimester and how to navigate mood swings, anxieties, and joys

Volume 3: Prenatal Discomforts

Viewers learn about body changes they can expect, warning signs, discomforts, and relief methods



Includes the current USDA’s “MyPyramid” dietary guideline information



Platinum Best of Show
Aurora Awards

Winner
MediMedia Int’l Health & Medical Media Awards

Bronze Award
Telly Awards

Bronze Award
National Health Information Awards

AVAILABLE IN SPANISH

CC CLOSED CAPTIONED ENGLISH ONLY

Ages 13-Adult • Vol. 1, 20 min. • Vol. 2, 14 min. • Vol. 3, 15 min. • Released 2007
 DVD 3 Vol. Set English **S0003459** or Spanish **S0003789** A \$60 Savings!..... **\$312.99**
 DVD Vol. 1 English **INJOY138** or Spanish **INJY209S**..... **\$124.99**
 DVD Vol. 2 English **INJOY139** or Spanish **INJY210S** **\$124.99**
 DVD Vol. 3 English **INJOY140** or Spanish **INJY211S** **\$124.99**



Alcohol & Pregnancy: Making Healthy Choices

Teach the importance of an alcohol-free pregnancy. This concise program is an excellent way to start a dialogue about the harmful effects of alcohol during pregnancy. Most importantly, it will help you convey the motivational message that Fetal Alcohol Spectrum Disorders (FASD) are 100 percent preventable. Created to capture the attention of teens and young adults-but appropriate for mature audiences as well—this program is impactful, positive, and prevention-oriented.

Program Benefits:

- **High-quality graphics** – clearly explains how alcohol reaches the fetus and affects brain and physical development
- **Relatable and real** – shares personal stories about being alcohol-free, including one from a young, Native American family
- **Research-based** – separates fact from fiction about alcohol and pregnancy



Shows how alcohol affects fetal brain development

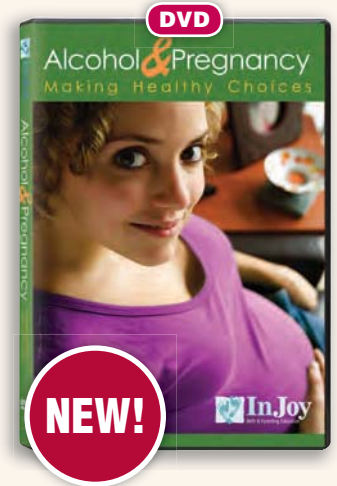
AVAILABLE IN SPANISH

CC CLOSED CAPTIONED ENGLISH ONLY

Facilitator's Guide With Handouts Available at visualed.com

Ages 13-Adult • 10 min. • Released 2010

DVD English **INJOY221** or Spanish **INJOY221** \$124.99



You Can Quit! How to Stop Smoking During Pregnancy

15 minutes to a smoke-free pregnancy.

Most women want to stop smoking during pregnancy but don't know how. Using a research-based, proven approach, this interactive program not only reminds pregnant women why they should stop smoking, it actually gives them a way to quit. In fact, in just 15 minutes your clients will have their quit plans in hand!

Program Benefits:

- **Teach for success** – this proven quit method really works
- **Clear and simple** – step-by-step instructions for quitting
- **Relate and motivate** – other moms share what worked for them
- **Change behaviors** – helps identify underlying causes and habits



Teaches a proven quit method

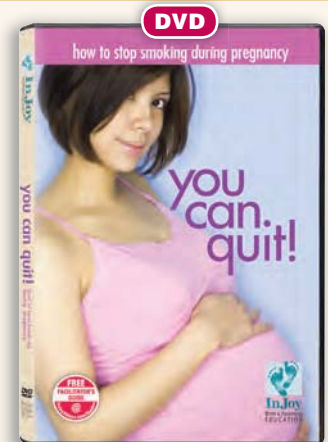
AVAILABLE IN SPANISH

CC CLOSED CAPTIONED ENGLISH ONLY

Facilitator's Guide With Handouts Available at visualed.com

Ages 13-Adult • 18 min. • Released 2005

DVD English **INJOY089** or Spanish **INJOY89S** \$124.99



Silver Award
Telly Awards

Bronze Award
HeSCA Media

Healthy Journey: Your Contemporary Guide to Pregnancy

Teach the latest in prenatal health. Teach expectant parents how to keep themselves and their baby healthy as they take the remarkable journey through pregnancy. A complete teacher's toolbox, *Healthy Journey* presents the latest information in fetal development, nutrition, prenatal healthcare, and more.

Program Benefits:

- **All inclusive** – essentials that expectant parents should know
- **Reliable information** – current prenatal recommendations
- **Solution-oriented** – answers common prenatal questions
- **Food & fitness** – nutrition and exercise guidelines



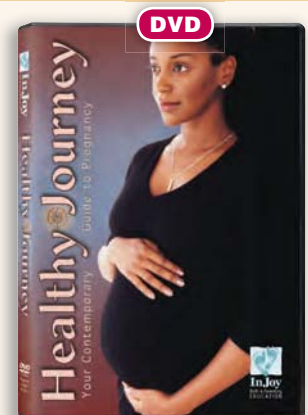
Illustrates fetal development

AVAILABLE IN SPANISH

CC CLOSED CAPTIONED ENGLISH ONLY

Ages 13-Adult • 61 min. • Updated 2007

DVD English **INJOY026** or Spanish **INJOY027** \$249.99



Winner
MediMedia Int'l
Health & Medical
Media Awards

Finalist
Telly Awards

Understanding Birth 2nd Edition: A Comprehensive Guide

Setting the standard in childbirth education. With help from a team of childbirth educators, we completely recreated our award-winning bestseller, *Understanding Birth* DVD. This comprehensive program delivers all the essential information you need in eight convenient chapters—perfect for classes or home visits. This powerful teaching tool uses 3D animation, genuine birth footage, and illuminating parent commentary to provide your students with all the important research-based information they need to prepare for their own birth experience.

What's New?

- Fresh, updated look
- All new birth stories and families
- Includes *Express* version bonus DVD
- More 3D animation of medical procedures
- “Take Note” and “Partner Tips” segments help viewers pay attention
- Emphasis on the benefits of breastfeeding and skin-to-skin contact
- Facilitator's guide with discussion questions, teaching tips, and more

Program Benefits:

- **All-in-one** – the most important information educators want
- **8 easy-to-use segments** – perfect for classroom or home visits
- **3D animation** – illustrates the labor process and medical procedures
- **Baby friendly** – rooming-in, breastfeeding, and skin-to-skin contact
- **Look inside** – 4D ultrasound images show fetal development
- **Natural options** – intervention alternatives and an unmedicated birth
- **Research-based** – the most accurate and up-to-date information

Chapters Include:

1. Understanding Pregnancy (13:14)

Fetal development, anatomy, emotions, discomforts, general and preterm labor warning signs, nutrition, hazards, exercise, and more

2. Understanding Labor (18:25)

Signs of prelabor, onset of labor, stages of labor with 3D animation and all new footage, emotions, skin-to-skin contact, and more

3. Christina's Birth (11:56)

Viewers follow a couple that has an unmedicated vaginal birth to see how the stages of labor unfold in real life, learn natural coping techniques, and see examples of effective partner support.

4. Understanding Comfort Techniques (17:46)

Labor support, breathing, relaxation, massage, visualization, focal points, hydrotherapy, labor & pushing positions, back labor, advice for partners, and more



Gold Award
Aurora Awards

Bronze Award
Telly Awards

“Efficient and completely complementary to my teaching style, updated and ‘modern,’ and pleasantly attention-grabbing for the participants.”

– Jo Ann Thompson, RN,
BSN, ICCE, Holy Cross
Hospital

“An excellent teaching tool for those who want high-quality, up-to-date, and concise information.”

– Kim Fuhrman, RN, BSN



Features new animation



Includes all new birth stories



Provides a fresh, modern look



Promotes skin-to-skin contact and breastfeeding

ALSO AVAILABLE IN POWERPOINT!



Understanding Birth: PowerPoint® Class (1 DVD-ROM)

A childbirth educator's dream come true. If you like the teaching versatility that PowerPoint offers, you will love this packaged presentation featuring 200 slides and 50 video clips. It's bright, modern, colorful, and convenient—everything you need is on one easy-to-use disc.

See page 12

Chapters (continued)

5. Understanding Medical Procedures (26:41)

Birth plans, questions to ask caregivers, induction, fetal monitoring, IVs, pain medication, augmentation, second-stage interventions, nonmedical alternatives, and more

6. Understanding Cesarean Birth (15:36)

Unplanned cesarean birth story, reasons for cesareans, the surgical procedure with 3D animation, family-centered birth tips, recovery, breastfeeding, and more

7. Understanding Newborns (16:16)

Newborn hospital procedures with an emphasis on skin-to-skin contact, first feeding, newborn appearance, newborn's world, senses, behaviors, safety issues, and more

8. Understanding Postpartum (15:24)

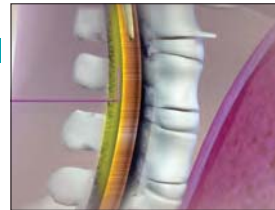
Involution, lochia, perineum care, rooming-in, baby blues, postpartum depression, healthy habits, breastfeeding, hunger signs, feeding frequency, effective latch, getting support, and more



Explains how to have a healthy full-term pregnancy



Enjoy the beautiful story of one couple's birth



Explains the why and how of common medical procedures



Teaches new parents what to expect from their newborn

INCLUDES BONUS DVD

Understanding Birth Express. Need to squeeze an entire birth class into one half-day session? *Understanding Birth 2nd Edition* includes a free express class DVD. Now, the most important information is condensed into less than an hour—it's ideal for your time-crunched class schedules.



Segments Include:

1. Pregnancy (4:11)
2. Labor (15:20)
3. Medical Procedures (19:20)
4. Cesarean Birth (8:50)

AVAILABLE IN SPANISH

CLOSED CAPTIONED ENGLISH ONLY

Facilitator's Guide Available at visualed.com
Ages 13-Adult • 135 min. • Released 2009

DVD + BONUS DVD English **INJOY219** or Spanish **QP345SD**\$562.99

“This latest version of *Understanding Birth* has a fresh new feel and is full of updated information.”

– Tamara D-Corbeil, RN, BSN, Family Education Coordinator, Boulder Community Foothills Hospital

“The best birth graphics anywhere!”

– Darcy Kamin, RN, Certified Lactation Consultant and Parent Educator

“Wonderful! Covers all important facets of birth. Great birth stories!”

– Margaret Garfield, LCCE

“Superior educational tool which speaks to a very diverse population, including teen parents from diverse ethnic backgrounds.”

– Wendi Worthington, RN, Childbirth Educator

COMPLETE YOUR CHILDBIRTH CLASS CURRICULUM WITH THIS PARENT GUIDE



See What You Read: Understanding Birth

A complete educational solution. Use *See What You Read: Understanding Birth* web-enhanced parent guides while you teach with our *Understanding Birth* DVD or PowerPoint. The seamlessly corresponding content allows your expectant parents to follow along in class with the guide, reinforcing comprehension.

They can also continue their learning at home by referencing the printed guide or by logging into SeeWhatYouRead.com, our award-winning, commercial-free companion website.

See page 5



“As the coordinator of hospital parent educator programs, I love having the option of InJoy’s Understanding Birth: PowerPoint Class. It ensures that my educators are presenting the most cutting-edge information in a manner that is visual, clear, and engaging. The option of customization makes this product perfect for hospital-centered education.”

– Laurel Wilson, BS, IBCLC, CLE, CCCE, CLD

Complete Your Curriculum



See page 5

Understanding Birth: PowerPoint® Class (1 DVD-ROM)

A childbirth educator’s dream come true. If you like the teaching versatility that PowerPoint offers, you will love this packaged presentation featuring 200 slides and 50 video clips. It’s bright, modern, colorful, and convenient—everything you need is on one easy-to-use disc. No need to carry around bulky flip charts—they’re in here, along with engaging video clips from our new *Understanding Birth 2nd Edition* DVD, detailed illustrations, discussion questions, and more.

BONUS! 2 PowerPoint Programs in 1

Have less time to teach your childbirth class? *Understanding Birth: PowerPoint Class* includes a bonus *Express Class* PowerPoint—all the important information condensed for your time-crunched classes.

Program Benefits:

- **Your way** – introduce complex material at the right pace
- **Show and tell** – video clips and 3D animation bring your teaching to life
- **Lots of extras** – discussion questions, fun cartoons, inspirational quotes, and follow-along exercises
- **Planning tool** – printable “thumbnail” guide with facilitator notes
- **User-friendly** – includes a printable PowerPoint User’s Guide
- **Customizable*** – move slides, edit text, add logos, and more

Chapters Include:

1. **Understanding Pregnancy** – fetal development, anatomy, discomforts, nutrition, general warning signs, preterm labor, hazards, Kegel exercises, and more
2. **Understanding Labor** – pain theories, 4 P’s of labor, signs of pre-labor, onset of labor, stages of labor using 3D animation, emotions, skin-to-skin contact, and more
3. **Christina’s Birth** – an unmedicated vaginal birth story shows the stages of labor unfolding in real life, natural coping techniques, and effective partner support
4. **Understanding Comfort Techniques** – labor support, breathing, relaxation, massage, visualization, focal points, hydrotherapy, labor & pushing positions, back labor, advice for partners, and more
5. **Understanding Medical Procedures** – birth plans, decision making, induction, augmentation, fetal monitoring, IVs, pain medication, second-stage interventions, nonmedical alternatives, and more
6. **Understanding Cesarean Birth** – reasons for cesareans, risks, anesthesia, 3D animation of the surgery, recovery, reducing the risk for cesarean birth, family-centered birth tips
7. **Understanding Newborns** – newborn hospital procedures with an emphasis on skin-to-skin contact, first feeding, newborn appearance, newborn’s world, senses, behaviors, safety issues, and more
8. **Understanding Postpartum** – physical recovery (involution, lochia, perineum care, warning signs), home recovery (baby blues, postpartum depression, healthy habits), breastfeeding (hunger signs, feeding frequency, effective latch, getting support)

***Customize Your Presentation**

Purchase a password to customize so you can personalize this program—move slides, add text, insert your logo, and more.



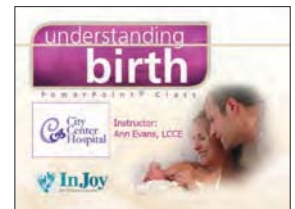
Demonstrates useful techniques and positions



Brings your class to life with instant video clips



Engages parents with a beautiful birth story



Customize your presentation

PowerPoint User Guide Available at InJoyVideos.com/Guides

Ages 13-Adult • Released 2010 • Requires DVD-ROM Drive for use • Not recommended for Mac OS

PowerPoint English INJOY223	\$687.00
Password to Customize QP345PTE	\$159.99

Pain Management for Childbirth (2 Volume Set)

Educate parents about effective pain relief options. After watching this 2 volume set, expectant parents will learn tangible ways they can manage pain, whether they choose non-medicated or medicated relief. Volume one is an excellent tool that guides expectant parents through comfort techniques they can practice in class or at home. Volume two provides a balanced approach to the risks and benefits of analgesics and epidurals, and includes 3D animation of the epidural procedure. As a bonus, each volume includes a complete, inspirational birth story that audiences are sure to enjoy.

Program Benefits:

- **How-to guide** – demonstrates different comfort techniques and how pain medications work
- **Personal perspective** – each volume includes a bonus birth story
- **Engage labor partners** – offers tips, techniques, and tools
- **“Myth or Fact?”** – a doula and an anesthesiologist share information on commonly held beliefs
- **Be informed** – overview of both medicated and non-medicated pain management options



Demonstrates a variety of comfort techniques



Teaches effective techniques for moms and their partners



Shows what to expect during the epidural procedure



Uses animation to show placement of catheter



(2 VOLUME SET)

Series Includes:

Volume 1: Comfort Techniques

This volume provides an overview of why labor pain occurs and offers expectant parents a variety of proven techniques they can practice ahead of time.

- **Pain in Labor** – causes of pain, exploring the P.A.I.N. acronym
- **Mental Techniques** – labor environment, relaxation, vocalization, attention-focusing
- **Physical Techniques** – breathing, massage, positions and movement, hydrotherapy, pushing
- **Bonus Birth Story** – a couple having their first child use a variety of comfort techniques to bring their baby girl into the world

Volume 2: Analgesics & Epidurals

Covering both benefits and risks, this volume offers expectant parents important information they need to know if they choose medicated relief.

- **Analgesics** – definition, administration, benefits, risks
- **Epidural Overview & Procedure** – definition, administration, 3D animation of procedure
- **Benefits & Risks of Epidurals** – pros and cons for mom and baby
- **Labor With an Epidural** – monitoring, mobility, labor progress, labor support, pushing, breastfeeding
- **Bonus Birth Story** – a single-mom having her first child starts with an analgesic, then decides to get an epidural with the support of her sisters and mother



“Great visuals along with modern, realistic, and diverse couples! Loved the comfort measures appropriate for each stage of labor. Both volumes include choices available for laboring women and are complemented by a birth story!”

– Kim Fuhrman, RN, BSN

“My new favorite video from InJoy! Comfort Techniques gives couples wonderful ideas for coping mechanisms and shows the importance of the birth companions role.”

– Erin Miyoshi, MPH, ICCE, CLC

AVAILABLE IN SPANISH

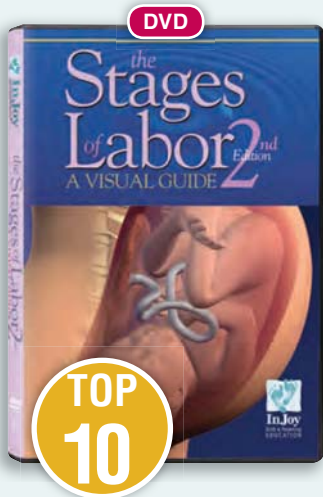


Parent Handouts Available at InJoyVideos.com/Guides

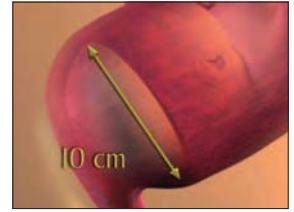
Ages 13-Adult • 27 min., plus an 11 min. bonus birth story, per Vol. • Available September 2011
 DVD 2 Vol. Set English **S0004167** or Spanish **S0004167S** A \$50 Savings! .. **\$437.99**
 DVD Vol. 1 English **INJOY234** or Spanish **INJOY234S** **\$249.99**
 DVD Vol. 2 English **INJOY235** or Spanish **INJOY235S** **\$249.99**



The Stages of Labor 2nd Edition: A Visual Guide



A revealing look inside birth. Don't you wish you could show expectant mothers exactly what happens inside their bodies during labor and birth? Now, with *The Stages of Labor*, you can! In stunning detail, 3D animation shows how contractions open the cervix, cause the baby to descend, and ultimately bring about the baby's birth. At the same time, personal birth stories highlight the common emotions that occur during each stage. If you're looking for the most effective way to teach the birth process-this is it!



Shows contractions and dilation

Program Benefits:

- **An inside look** – animation of the entire labor process
- **Signs of early labor** – when labor starts, they'll know it
- **Make it memorable** – personal perspectives on the labor experience
- **Labor concepts explained** – illustrates dilation, effacement, and more
- **Helpful partner tips** – important advice for support persons



Illustrates fetal movement

Topics Include:

- **Anatomy of Pregnancy** – uterus, cervix, vagina, mucous plug, placenta, umbilical cord, amniotic fluid and sac
- **Pre-Labor Signs** – Braxton-Hicks contractions, lightening, release of the mucous plug, nesting, other signs
- **Onset of Labor** – timing contractions, water breaks, COAT
- **The Three Stages of Labor** – overview of each stage, length of labor
- **First Stage** – contractions, cervical effacement and dilation, emotions, support, when to go to the hospital, internal rotation, fetal positions
- **Second Stage** – contractions, emotions, support, pelvic station, bony plates, crowning, birth
- **Third Stage** – placenta, afterpains, involution, breastfeeding

★★★★½
 “Highly Recommended.”

– Video Librarian



Silver Award
 National Health Information Awards

Bronze Award
 Telly Awards

Finalist
 MediMedia Int'l Health & Medical Media Awards

AVAILABLE IN SPANISH



Facilitator's Guide With Handouts Available at www.visualed.com
 Ages 13-Adult • 29 min. • Released 2006
 DVD English **INJOY123** or Spanish **INJY216S** **\$349.99**

ALSO AVAILABLE IN POWERPOINT!

The Stages of Labor 2nd Edition: A PowerPoint® Guide

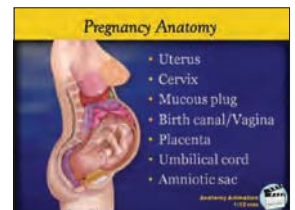
Increase class participation. Research shows that overall learning increases when educators use PowerPoint. This presentation includes all the animation and video found in our bestselling *The Stages of Labor* DVD ... and more, such as illustrations and printable handouts.

Why use PowerPoint?

- **Teaching simplified** – everything for your class on one disk
- **All the video you need** – 18 clips at your fingertips
- **Keep it interesting** – show slides, video, and animation with ease

Customize Your Presentation

Purchase a password to customize so you can personalize this program—move slides, add text, insert your logo, and more.

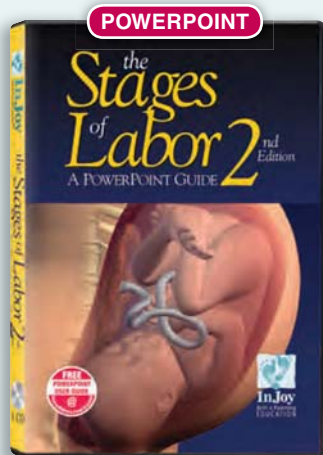


Includes 18 video clips

AVAILABLE IN SPANISH



PowerPoint User Guide Available at InJoyVideos.com/Guides
 Ages 13-Adult • Released 2008 • Not recommended for Mac OS
 PowerPoint English **INJOY154** or Spanish **INJY207S** **\$474.99**
 Password to Customize **QP155PTE** **\$159.99**



Positions for Labor: Maternal Movement and Optimal Fetal Positioning

Don't take labor lying down. Finally, there's a DVD that clearly shows the benefits of maternal movement during labor! An innovative 3D fetal animation technique illustrates how movement provides comfort, progresses labor, and minimizes interventions by helping the baby into an optimal position for birth. This program demonstrates a variety of productive positions for both the first and second stages of labor, and for moms with limited mobility due to epidural anesthesia. You know maternal movement works—now, expectant mothers will too!

Program Benefits:

- **Movement makes sense** – 3D animation illustrates basic fetal positions
- **The right moves** – shows how positions help the baby move
- **Mother's instinct** – helps moms trust instinctual movement
- **Train staff** – teaches nurses to provide better support
- **Special situations** – epidural anesthesia, fetal monitoring, fatigue
- **A helpful guide** – includes a color handout to use in the labor room

Topics Include:

- **Fetal Positions** – anterior, posterior, transverse, breech
- **Positions for First Stage** – upright, forward-leaning, asymmetrical, side-lying, positions with epidural, fatigue, and monitoring
- **Positions for Second Stage** – sitting, hands and knees, squatting, side-lying, disadvantage of pushing when flat on back



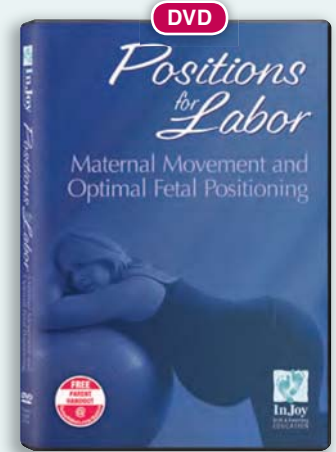
Shows fetal response to maternal positions



Presents a variety of helpful movements



Demonstrates productive positions for pushing



Gold Award
Aurora Awards

Silver Award
National Health Information Awards

Bronze Award
Telly Awards

★★★★
“This outstanding program will help pregnant mothers practice various positions at home with a partner well before labor begins. Highly recommended.”

– Video Librarian

AVAILABLE IN SPANISH



CLOSED CAPTIONED
ENGLISH ONLY

Parent Handout Available at www.visualed.com

Ages 13-Adult • 19 min. • Released 2008

DVD English **INJOY152** or Spanish **INJY194S**\$187.99



Risk-Free Previews. FREE PREVIEWS AVAILABLE ON REQUEST



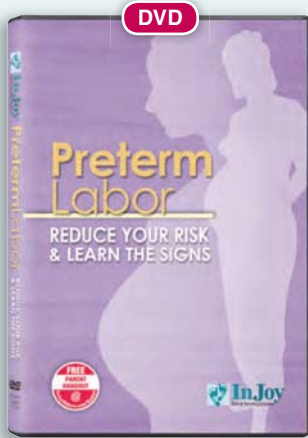
See What You Read: Understanding Birth

A complete educational experience. Use *See What You Read: Understanding Birth* web-enhanced parent guides while you teach with our *Understanding Birth* DVD or PowerPoint. The seamlessly corresponding content allows your expectant parents to follow along in class with the guide, reinforcing comprehension. They can also continue their learning at home by referencing the printed guide or by logging into SeeWhatYouRead.com, our award-winning, commercial-free companion website.

See page 5

Preterm Labor: Reduce Your Risk & Learn the Signs

Increase full-term outcomes. Decrease the incidence of premature birth. This program explains what preterm labor is, why it's a concern, how parents can prevent it, and when they should seek immediate medical care. An inspirational preterm birth story reinforces the importance of recognizing labor symptoms and calling for help.



Program Benefits:

- Reduce the risk – recognize the signs of preterm labor
- Visual comparison – shows why preemies need special care
- Stopping preterm labor – explains common medical treatments
- Premie success story – reinforces the importance of quick action

Topics Include:

- What Is Preterm Labor? – NICU, how preemies are different
- Who's at Risk? – medical conditions, lifestyle, reducing your risk
- What Are the Signs? – signs of preterm labor, contacting healthcare provider, what to expect at the hospital



Shows why full-term matters



Premie success story included

Bonus Section: Krysta & Ryan's Story

After going into labor at 32 weeks, Krysta and Ryan responded quickly, got medical care, and were able to delay birth for another eight days.



Platinum Best of Show

Aurora Awards

Silver Award

National Health Information Awards

Bronze Award

Telly Awards

AVAILABLE IN SPANISH

CC CLOSED CAPTIONED ENGLISH ONLY

Parent Handout Available at www.visualed.com

Ages 13-Adult • 14 min. • Released 2008

DVD English **INJOY153** or Spanish **INJOY175**\$187.99

Planned Cesarean: Your Guide to a Positive Birth Experience

When cesarean birth is necessary. Certain situations necessitate a cesarean birth. Teach parents how to turn a medical necessity into a positive birth experience. 3D animation shows what to expect from the surgical procedure, while personal birth stories give recovery tips and help parents feel better prepared.

Program Benefits:

- What to expect – before, during, and after the cesarean
- Make memories – cesarean birth can be a family-centered experience
- Never scary – animation of surgery is easier to watch
- Personal stories – insight from couples who had planned cesareans

Topics Include:

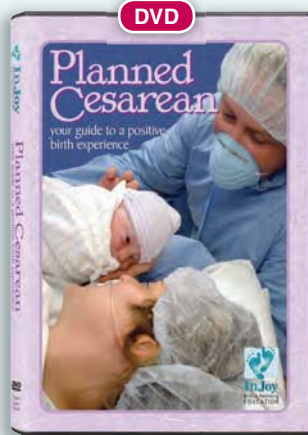
- Signs of Labor – signs of preterm labor, amniocentesis, labor signs
- Preparing for Surgery – relaxation exercises, emotional issues, preparing for cesarean recovery, common surgical restrictions
- Anesthesia – epidural, spinal block, general anesthesia
- Surgical Procedure – the operating room, support people, surgical steps, newborn procedures, bonding, family-centered birth tips
- Recovery at the Hospital – breastfeeding, rooming-in, visitors
- Recovery at Home – support, emotions, body mechanics, warning signs



Shows family-centered birth



Teaches tips for a speedy recovery



Gold Award

Aurora Awards

Winner

National Health Information Awards

Bronze Award

Telly Awards

AVAILABLE IN SPANISH

CC CLOSED CAPTIONED ENGLISH ONLY

Ages 13-Adult • 35 min. • Released 2007

DVD English **INJOY145** or Spanish **INJOY193S**\$312.99

“Highly recommended.”

– Video Librarian

Choices in Childbirth (2 Volume Set)

Epidural and cesarean birth information. With birth interventions on the rise, all expectant parents need to know about epidurals and cesarean surgery. Teach them what to expect and the benefits and risks of each intervention so they can make informed decisions. This program provides clear information about how each procedure is performed, what mothers will experience, and common side effects. Each volume also addresses alternatives to the procedures and, in the case of cesarean surgery, how mothers can reduce their risk of needing one.

Program Benefits:

- **Be informed** – step-by-step descriptions of each procedure
- **Personal perspective** – birth stories parents can relate to
- **Realistic animation** – helps parents understand cesarean surgery
- **Pros and cons** – the low-down on each intervention
- **Taking care** – possible complications and recovery tips

Series Includes:

Volume 1: Epidural Anesthesia

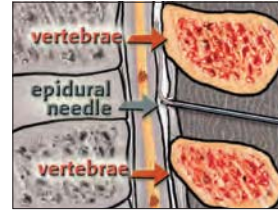
This program teaches parents everything they need to know about the epidural anesthesia procedure. Topics include:

- **The Procedure** – consent form, positions, local anesthetic, inserting the catheter, what it feels like
- **Effect on Labor** – mobility, monitoring, progression of labor, Pitocin, nausea, pushing
- **Advantages & Risks** – mental awareness, rest, level control, safe for baby, incomplete pain relief, blood pressure, fetal heart rate, fever, shortness of breath
- **Longer-Term Side Effects & Limitations** – headache, backache, more serious risks, not an option for some women

Volume 2: Cesarean Birth

Teach parents what happens if their birth becomes an unplanned cesarean. Through lifelike 3D animation of the procedure and a real birth story of a couple's unplanned cesarean, parents will know what to expect if the unexpected happens. Topics include:

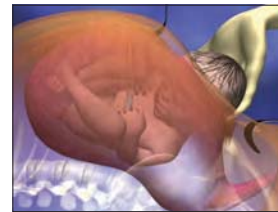
- **Reasons & Decision Making** – planned cesareans, unplanned cesareans, emergency cesareans, advantages and disadvantages, risks to baby, questions to ask care provider
- **Mary Pat's Birth & Cesarean Procedure** – first-time parents planned a vaginal birth but had an unplanned cesarean, as illustrated through 3D animation
- **Breastfeeding & Recovery** – benefits of breastfeeding after cesarean, positions, rest and recovery, getting support, mixed emotions
- **Reducing the Risk** – prenatal health, comfort techniques, labor support, wait to go to the hospital, upright positions, avoid routine interventions
- **Family-Centered Birth** – enhancing your cesarean birth experience, VBAC
- **Bonus Cesarean Surgery Segment** – this bonus section provides actual footage of a cesarean surgery



Uses animation to show placement of catheter



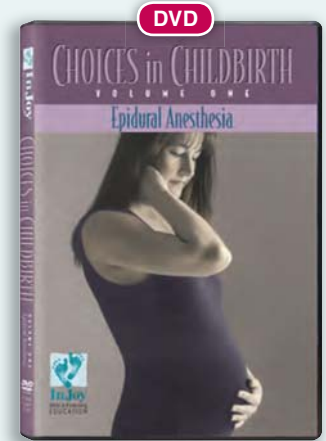
Explains the epidural procedure and what it feels like



Illustrates cesarean surgery with lifelike animation



Demonstrates how to have a family-centered birth



Finalist
MediMedia Int'l
Health & Medical
Media Awards

★★★★½

“This short, yet very comprehensive account of the choices available to women (and partners) interested in using epidural anesthesia is highly recommended.”

– Video Librarian

“Will rise to the top with its clear, honest, and balanced presentation ... superb quality!”

– Birth Magazine

“Well organized and concise ... a film of superior quality.”

– Journal of Midwifery & Women's Health

AVAILABLE IN SPANISH

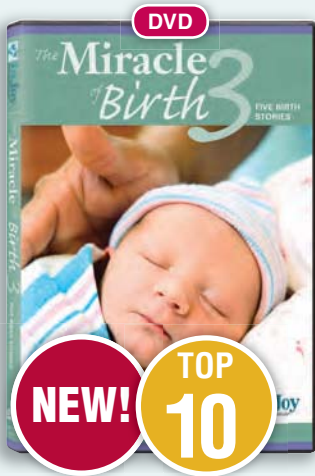
CC BOTH ENGLISH & SPANISH
VERSIONS ARE CLOSED CAPTIONED

Ages 13-Adult • Vol. 1, 20 min. • Released 2000 • Vol. 2, 22 min. • Released 2002
DVD 2 Vol. Set English **S0002797** or Spanish **S0002798** A \$90 Savings!..... **\$437.99**
DVD Vol. 1 English **INJOY054** or Spanish **INJOY056****\$249.99**
DVD Vol. 2 English **INJOY053** or Spanish **INJOY057****\$249.99**

**BUY BOTH
VOLUMES
SAVE
\$60!**

The Miracle of Birth 3: Five Birth Stories

Give your expectant parents what they want—birth stories! Weaving candid interviews with real labor footage, the most common hospital birth scenarios are featured in this modern, inspirational collection. Your viewers will not only be entertained by this popular format, but will also be better prepared for their own births.



“I was thrilled to view up-to-date information along with realistic and likable families. Kudos!”

— Laurie Boyer, ICCE, CD, LMT

Program Benefits:

- **Easy class planning** – features short stand-alone stories
- **Informative** – shows the most common medical procedures
- **Better than TV** – engages parents without drama and negative nuances
- **Diverse families** – differing ages, ethnicities, and situations are shown

Births Include:

- **Unmedicated Vaginal Birth** – Alex, a single teen mom, gives birth with support from her mother
- **VBAC** – Anissa, with support from her husband and doula, has an unmedicated VBAC
- **Epidural Birth** – Chelsea and her husband have an epidural birth with augmentation procedures
- **Unplanned Cesarean** – Daniela, after hours of labor, has an unplanned cesarean with support from her husband
- **Vaginal Birth** – Ty and her husband use natural comfort techniques before choosing an analgesic



Features an unplanned cesarean

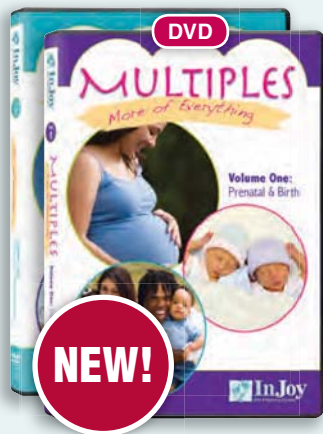


Demonstrates comfort techniques



Ages 13-Adult • 51 min. • Released 2010

DVD English **INJOY220** **\$349.99**



(2 VOLUME SET)

“A practical and positive look at pregnancy, delivery, and the first year from parents of multiples. This is a must-have for multiples classes!”

— Nancy Bowers, BSN, RN, MPH, President, Marvelous Multiples, Inc.

Multiples: More of Everything (2 Volume Set)

Prepare parents for multiples. Prepare parents for the special challenges of having twins or triplets with an in-depth look into the lives of other families of multiples. This thorough program covers a wide range of topics—from pregnancy challenges and birth to surviving the first year of life with twins or triplets. Candid interviews and personal birth stories help new parents feel reassured for this life-changing event!

Program Benefits:

- **Ease fears** – answers common questions about premies and the NICU
- **Livelier classes** – real-life situations start discussions
- **Birth stories** – four different delivery scenarios prepare parents
- **Breastfeeding multiples** – bonus section with a lactation consultant

Series Includes:

Volume 1: Prenatal & Birth

Teaches parents what to expect from a multiple pregnancy and shows different delivery scenarios through four personal birth stories.

Volume 2: Postpartum & Breastfeeding

Prepares parents for life with multiples—from the NICU to the first birthday. Includes Bonus Breastfeeding Section.



Features four unique birth stories



Tips on how to cope during the first few days



Ages 13-Adult • Vol. 1, 26 min. • Vol. 2, 29 min. • Released 2009

DVD 2 Vol. Set English **S0003846** A \$90 Savings! **\$437.99**

DVD Vol. 1 English **INJOY182** **\$249.99**

DVD Vol. 2 English **INJOY181** **\$249.99**



The Miracle of Birth 2: Five Birth Stories

Every birth tells a story. There is nothing like a birth story to help expectant parents learn about labor and birth. Common hospital birth scenarios are shown in this diverse compilation.

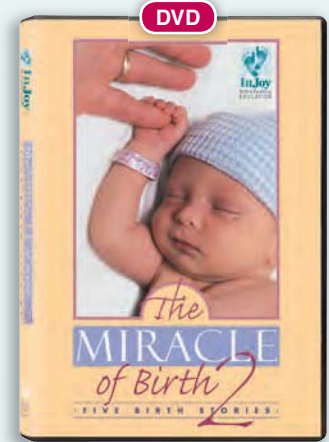
Births Include:

- **Epidural Birth** – Julie uses coping techniques with her husband, then chooses an epidural.
- **Vaginal Birth** – Michanda and her husband use natural labor techniques—she chooses an analgesic for pain relief.
- **Natural Birth** – Tanya, a single mom, uses natural comfort measures at home and in the hospital.
- **Cesarean Birth** – Tu-Duyen has an unplanned cesarean after a long labor with the support of her husband.
- **Twin Birth** – Robyn delivers twins vaginally, using natural techniques with her husband's support.



Shares the intimacy of childbirth

LABOR & DELIVERY



Ages 13-Adult • 58 min. • Released 2002

DVD English **INJOY087**\$312.50

Bienvenido a la Vida: Three Spanish Birth Stories

For your Spanish-speaking parents. Educate Spanish-speaking parents about the birth process, comfort measures, and hospital procedures through the birth stories of fellow native speakers.

Program Benefits:

- **Not lost in translation** – Spanish-speaking parents share birth stories
- **Culturally sensitive** – modestly presented with no nudity
- **Variety of scenarios** – natural births, epidural, interventions, and more

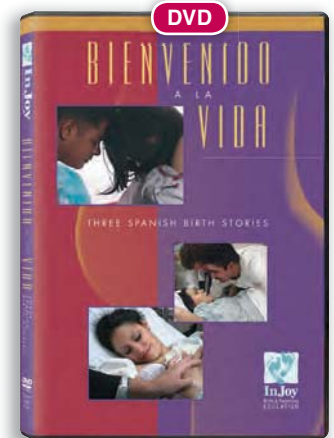
Births Include:

- **Augmented Birth** – Ana and Victor use an analgesic after inducing labor with Pitocin
- **Natural Birth** – Tanya, a single mom, has a vaginal birth with support from her mother and a professional Doula
- **Epidural Birth** – Jessica and Arturo choose an epidural for pain relief

ONLY AVAILABLE IN SPANISH

Ages 13-Adult • 34 min. • Released 2002

DVD Spanish **INJY168S**\$249.99



Celebrate Birth!

Trust in Lamaze. Explain the birth process, teach labor techniques, and show expectant parents and caregivers that birth can be a positive experience!

Program Benefits:

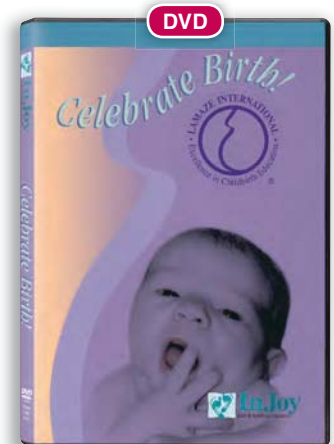
- **Versatile teaching tool** – works for a variety of class situations
- **Inner wisdom** – encourages mothers to trust their instincts

Topics Include:

- **Childbirth Class** – labor techniques, birth process, support, and more
- **Everyday Miracles** – focuses on the power of labor
- **Connie's Birth** – an inspiring personal story
- **Moving with Pregnancy & Birth** – positions that help



Demonstrates support techniques



Ages 13-Adult • 41 min. • Released 2000

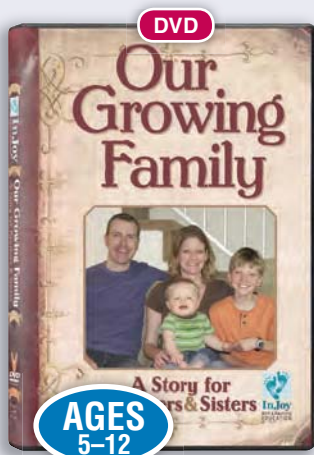
DVD English **INJOY010**\$187.99



Co-produced by Lamaze International and InJoy Education

Our Growing Family: A Story for Brothers & Sisters

A boatload of fun for siblings. What do you get when you combine a pirate, parrot, and fun animation? A surefire way to hold the attention of young viewers ages 5–12! But the swashbuckling fun doesn't end there—three children also share their feelings about their new sibling. Prepare brothers and sisters for the arrival of a new baby with this entertaining and informative program!



Platinum Best of Show
Aurora Awards
Silver Award
Telly Awards

★★★
“Recommended.”
– Video Librarian

Program Benefits:

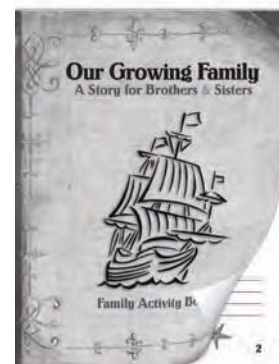
- **Positive attitude** – fosters sibling enthusiasm and confidence
- **How babies grow** – age-appropriate explanation of fetal development
- **What to expect** – what new babies look like and do
- **Using words** – the importance of expressing feelings
- **Take home fun** – activity booklet reinforces teaching

Topics Include:

- **We're Having a Baby** – breaking the news, sharing feelings
- **How Babies Grow** – fetal development, mom's changing shape
- **The Big Day** – preparing, what the hospital is like, mom's recovery
- **Life With a Baby** – baby's appearance, what do babies eat, helping
- **Siblings Forever** – playing with baby, holding baby, emotions



A pirate makes learning fun



Activity book reinforces learning



Includes 1 Facilitator's Guide and 1 Activity Book
Ages 5-12 • 16 min. • Released 2007
DVD English **INJOY144** **\$312.99**

Sibling Silly

How to be a super sibling. Prepare young children (ages 2–6) for their new brothers and sisters, and teach them positive sibling skills through the wacky antics of Professor Higabigaby and the Amazing Magic Screen. *Sibling Silly* uses funny characters, animation, original songs, and true stories to teach children about the special contributions they can make as big brothers and sisters.



Finalist
MediMedia Int'l Health
& Medical Media Awards

“Covers the important topics about bringing a new baby home.”

– Mary Cameron, Sibling Class Instructor

Program Benefits:

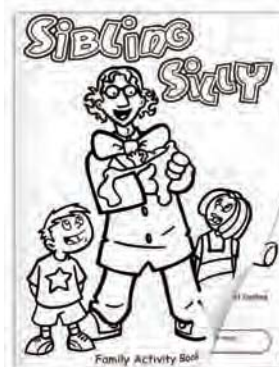
- **Teaching guide** – songs, discussion starters, and other activities
- **Kid-to-kid** – young viewers relate to the stories of other children
- **Seriously silly** – age-appropriate concepts for ages 2–6
- **Family affair** – reinforce learning with the interactive family booklet

Topics Include:

- **A True Sibling Story** – what to expect
- **Newborn Appearance** – what newborns look like
- **Interacting** – holding, playing with
- **What Babies Do** – smiling, crying, nursing
- **I'm a Super Sibling** – celebrating the new baby, how to help, feelings



Teaches kids what to expect



Activity book reinforces learning



Includes 1 Facilitator's Guide, 1 Activity Book, and 8 Name Tags
Ages 2-6 • 13 min. • Released 2002
DVD English **INJOY020** **\$312.99**

Healthy Steps for Teen Parents 2nd Edition (3 Volume Set)

Help teens have healthier pregnancies, births, and babies. Our award-winning teen pregnancy program is now even better! Completely updated, and delivered in an engaging, upbeat style, it gives teens the straight story on the entire birth experience—from pregnancy and birth to parenting and childcare. Direct, honest, and encouraging, this 3 volume set takes a real-world look at how teens can successfully meet the challenges of being young parents.

Program Benefits:

- **All teen cast** – provides relatable information through interviews, real-life footage, and births
- **Easy to use** – 3 volumes are organized for the way you teach
- **Solution-oriented** – advice on teen parenting and staying in school
- **3D animation** – illustrates anatomy of a pregnancy, medical procedures, stages of labor, and cesarean surgery
- **Encouraging** – promotes healthier and safer pregnancies, births, and postpartum periods

Series Includes:

Volume 1: Pregnancy

Teaches lifestyle changes that encourage a healthy, full-term pregnancy. Topics include:

- **Prenatal Check-Ups & Nutrition** – telling someone you're pregnant, prenatal visits, nutrition, weight gain, pregnancy warning signs
- **Protect Your Baby** – avoiding harmful substances
- **Physical & Emotional Changes** – prenatal exercise, dental health, importance of sleep, signs of premature labor, emotional changes, relationship abuse
- **Getting Support** – friends and family, staying in school, alternative education options

Volume 2: Labor & Birth

Empowers teens by showing them the choices they have for labor and delivery. Topics include:

- **Anatomy & Birth Process** – 3D anatomy of a pregnancy, signs of labor, labor support, positions for labor, natural labor techniques
- **Medical Procedures** – induction, analgesics, epidural, amniotomy, Pitocin, Cesarean birth
- **Newborns** – newborn appearance, skin-to-skin contact, rooming-in, colostrum, lactation support

Volume 3: Postpartum

Helps young parents prepare for the challenges and joys of providing for a newborn. Topics include:

- **Physical Recovery & Postpartum Emotions** – the healing process, signs of infection, nutrition, rest, exercise, baby blues, signs of postpartum depression
- **Baby Care & Behaviors** – well-baby visits, feeding, sleeping, crying, bathing, diapering, when to call the doctor, SIDS, second-hand smoke, abusive head trauma (shaken baby syndrome), newborn senses
- **Relationships & Parenting** – establishing paternity, co-parenting, birth control, positive relationships, living situations, friend and family support, finishing school, and childcare options



Offers realistic advice on parenting and staying in school



Demonstrates the importance of labor support



Prepares parents for life with a newborn

TEEN PREGNANCY & HEALTH



(3 VOLUME SET)



Gold Award
Aurora Awards
Bronze Award
Telly Awards

“Healthy Steps for Teen Parents 2nd Edition is perfect for Centering Pregnancy groups with its convenient chapter breaks and great starting points for deeper discussions.”

– Jennifer Fields, CNM, MS, Bloom (Teen Pregnancy) Program Coord., CNM at St. Anthony Central Hospital

“I thought these DVDs were entertaining and informative. The graphics and music are cool! I really liked hearing teen moms talking about their experiences. I would recommend this series for not just pregnant teens, but think all teens should watch it.”

– Tyler, 17

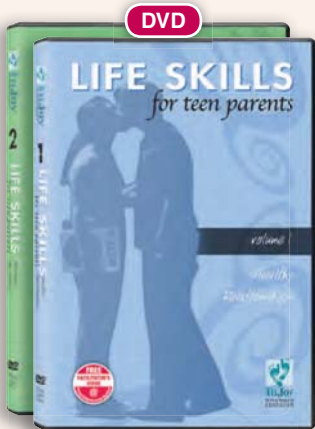
AVAILABLE IN SPANISH



Facilitator's Guide With Handouts Available at InJoyVideos.com/Guides
Ages 13-21 • Vol. 1, 31 min. • Vol. 2, 32 min. • Vol. 3, 32 min. • 2010 Release

DVD 3 Vol. Set	English	\$0002769 A \$125 Savings!	\$624.99
DVD Vol. 1	English	INJOY002	\$249.99
DVD Vol. 2	English	INJOY003	\$249.99
DVD Vol. 3	English	INJOY004	\$249.99





(2 VOLUME SET)



Winner
Telly Awards

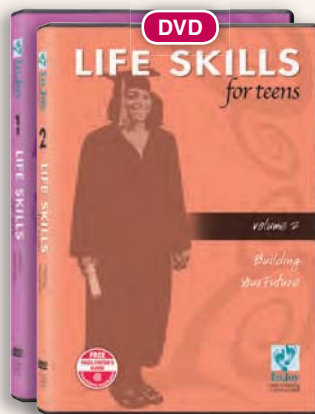
★★★★½

“Highly Recommended.”

– Video Librarian

“The teens I work with enjoy watching the videos and feel they are representative of the issues they face in their lives.”

– Katie Robeda, MSW



(2 VOLUME SET)

Life Skills for Teen Parents (2 Volume Set)

Teach teen parents how to succeed. Only 50 percent of teen parents finish high school. With statistics like these, young parents need all the help they can get. The *Life Skills* series teaches teen parents how to make intelligent life choices and become successful young adults. The program covers an array of important topics, and its energetic style helps teen parents feel confident about their future.

Program Benefits:

- **Balancing act** – how to parent and pursue personal dreams
- **Poised for success** – recognizing and avoiding harmful relationships
- **Action plans** – how to move forward on life goals
- **Money strategies** – how to be financially stable

Series Includes:

Volume 1: Healthy Relationships

Show teen parents how to make the right choices to support healthy relationships. Topics include:

- **Start With Yourself & Relationship Basics** – self-esteem, how to make positive changes, waiting to have another child, birth control, relationship stages, moving slowly
- **Conflict & Commitment** – communication, time-outs, the speaker-listener technique, how to break up, unhealthy relationships, escaping abuse, deciding about marriage, risks of living together
- **Your Support Network & Your Child's Other Parent** – healthy and unhealthy friendships, getting along with your parents, establishing paternity, shared parenting agreement, other supportive adults

Volume 2: Building Your Future

Teach teen parents important time-management skills, financial basics, career options, and how to live independently. Topics include:

- **Staying in School & Setting Goals** – education and earning potential, childcare, finances, planning, taking action, support
- **Jobs & Money** – determining skills, career ideas, creating a resume, job-search strategies, interviewing, keeping your job, tips for avoiding debt, benefits of saving money
- **On Your Own** – living at home, how to find an apartment



Teaches teens how to be responsible parents



Provides tips on career development



Helps build healthy relationships



Facilitator's Guide With Handouts Available
Ages 13-21 • 35 min. per Vol. • Released 2007

DVD 2 Vol. Set English	S0003669 A \$90 Savings!	\$437.99
DVD Vol. 1 English	INJOY132	\$249.99
DVD Vol. 2 English	INJOY133	\$249.99



FOR GENERAL TEEN AUDIENCES

Life Skills for Teens (2 Volume Set)

Help teens transition into adulthood. Want the same great program without the focus on being a teen parent? Show this non-parenting version to your students. It has the same impact as our teen-parent version, but addresses the needs that non-parenting teens have, including avoiding pregnancy, date rape, and the responsibilities of turning 18.



Facilitator's Guide With Handouts Available
Ages 13-21 • 35 min. per Vol. • Released 2007

DVD 2 Vol. Set English	S0003669 A \$90 Savings!	\$437.99
DVD Vol. 1 English	INJOY161	\$249.99
DVD Vol. 2 English	INJOY162	\$249.99



Sex Smart for Teens (3 Volume Set)

Not your parents' sex-ed video. The reviews and awards say it loud and clear—*Sex Smart* really is the best sex education video available! This culturally relevant 3 volume set helps you add impact and accuracy to your sex education program. Using a respectful, positive, and humorous tone, this hip series helps you get through to today's teens, inspiring them to make healthy choices.

Program Benefits:

- **Lighten the mood** – humor helps deliver serious health information
- **Peer-to-peer** – teens relate to other teens
- **Teen TV** – talk-show style keeps viewers engaged
- **Tough topics tackled** – discusses birth control and STIs

Series Includes:

Volume 1: Abstinence

Shows teens that abstinence is a healthy and realistic goal, without lecturing or using scare tactics. Topics include:

- **What Is Abstinence & Why Choose It?** – definition, types of sex, values, emotions, STIs, pregnancy
- **Virginity & Culture** – perceptions about virginity, renewed virginity, media messages
- **Self-Esteem & Supportive Friends** – self-respect, peer pressure, safe dating ideas, drugs and alcohol
- **Saying No & Getting Support** – communicating about abstinence, refusal skills, talking with parent or trusted adult

Volume 2: Birth Control

Gives teens honest information about birth control without encouraging sexual activity. Topics include:

- **Birth Control Myths & Why Use Birth Control?** – common birth control misconceptions, goals, pregnancy, money, freedom
- **Partner Communication** – talking tips, teen-friendly clinics
- **Prescription & Non-Prescription Methods** – the pill, Depo-Provera, vaginal ring, emergency contraception, diaphragm, IUD, abstinence, condoms, spermicides
- **Condoms and STIs** – protection from STIs
- **Methods Not for Teens** – withdrawal, Fertility Awareness, sterilization

Volume 3: Sexually Transmitted Infections (STIs)

With an emphasis on prevention, this volume shows teens how an “it won't happen to me” attitude is risky. Topics include:

- **How STIs Are Transmitted & General STI Symptoms** – infection statistics, sexual history, signs that you might be infected
- **Communication & Prevention** – why and how to talk with your partner about STIs, abstinence, safer sex, condoms
- **Curable & Incurable STIs** – gonorrhea, chlamydia, syphilis, trichomoniasis, crabs, human papillomavirus, genital herpes simplex 2, hepatitis B, HIV/AIDS
- **Think You Have an STI?** – testing, telling your partner
- **HIV Personal Story**



Shows skillful responses to unwanted advances



Teaches teens how to talk about birth control



Explains how to avoid STIs with personal stories



Uses humor to teach condom use



(3 VOLUME SET)



- Platinum Best of Show**
Aurora Awards
- Winner, Golden Eagle**
CINE Awards
- Winner**
National Council on Family Relations
- Bronze Award**
HeSCA Media Festivals
- Merit Award**
National Health Information Awards

★★★★½

“My personal favorite out of the dozen or so teenage sexuality guidance titles I've reviewed. This is highly recommended.”

– Video Librarian

“The Abstinence video is probably the best one I've seen on the subject.”

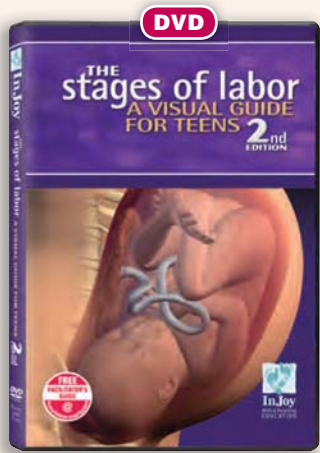
– Morning Glory Press



Facilitator's Guide With Handouts Available at www.visualed.com
Ages 13-21 • Vol. 1, 34 min. • Vol. 2, 27 min. • Vol. 3, 27 min. • Released 2003

DVD 3 Vol. Set English	\$0002769 A \$125 Savings!	\$624.99
DVD Vol. 1 English	INJOY002	\$249.99
DVD Vol. 2 English	INJOY003	\$249.99
DVD Vol. 3 English	INJOY004	\$249.99





Platinum Best of Show

Aurora Awards

Silver Award

Telly Awards

Bronze

HeSCA Media Festival

“The information is clear and concise, illustrations are well done, and the students easily understand the content concepts.”

– Maggie Payne, Teen Parent Program Director, Poudre School District

The Stages of Labor 2nd Edition: A Visual Guide for Teens

Get teens to listen and learn. How do you get through to pregnant teens? Show them a program that focuses specifically on the birth experiences of other teens. This special version of *The Stages of Labor* is made just for teens—with modern animation and graphics, all-teen births, and a teen narrator. Easy-to-understand 3D animation of the labor process, video segments showing real teen parents in labor, and personal interviews create a program that’s proven to engage and inform young adult viewers.

Program Benefits:

- **What to expect** – from pre-labor signs to breastfeeding
- **Is it time?** – how to tell true labor from warm-up labor
- **3D animation** – shows how contractions thin and open the cervix
- **Mood swings** – common emotions for each stage of labor
- **Productive pain** – what different stage contractions feel like

Topics Include:

- **Anatomy of Pregnancy & Pre-Labor Signs** – warm-up contractions (Braxton-Hicks), signs of preterm labor, lightening, release of the mucous plug, nesting, other signs
- **Onset of Labor & The Three Stages of Labor** – timing contractions, water breaks, COAT, labor overview
- **First Stage: Early Labor, Active Labor, & Transition** – contractions, duration, dilation, effacement, emotions, what to expect, labor support, when to go to the hospital, internal rotation, fetal position
- **Second Stage: Pushing & Birth** – contractions, duration, emotions, support, pelvic station, bony plates, crowning, cutting the cord
- **Third Stage** – delivery of the placenta, afterpains, breastfeeding



Illustrates the birth process



Features all-teen births



Shows active labor support

AVAILABLE IN SPANISH



Facilitator’s Guide With Handouts Available
Ages 13-21 • 32 min. • Released 2007

DVD English **INJOY159** or Spanish **INJOY160**\$349.99



Better Breastfeeding: A Guide for Teen Parents

Improve teen breastfeeding rates. It’s a fact—only 36 percent of teen moms breastfeed their babies! Now, you can help change that statistic. This concise program shows viewers how breastfeeding works, dispels myths, and addresses common problems that keep teens from breastfeeding.

See page 26



Risk-Free Previews. FREE PREVIEWS AVAILABLE ON REQUEST

Better Breastfeeding: Your Guide to a Healthy Start

BREASTFEEDING

Teach breastfeeding step-by-step. It's no secret—breastfeeding can challenge even the most confident parents. Now, show them how it's done with our best-selling Better Breastfeeding DVD. Through step-by-step instructions and lifelike 3D animation, you can teach new parents the keys to breastfeeding success, including how to achieve an asymmetrical latch, which holds and positions are best, and how to maintain healthy milk production. Better Breastfeeding gives new parents the solutions they need—and the motivation—to provide their baby with the best start possible!

Program Benefits:

- **Trust ILCA and AAP** – the most current and accurate information
- **Simplify your curriculum** – six concise, easy-to-use segments
- **Asymmetrical latch** – step-by-step instructions and 3D animation
- **Milk production** – how to maintain a healthy milk supply
- **Feeding baby** – help parents recognize hunger and satiation cues



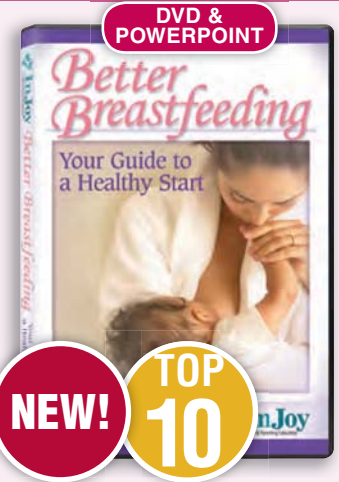
Illustrates the asymmetrical latch

Topics Include:

- **How Breastfeeding Works** – breast anatomy, milk supply, AAP recommendations, ILCA guidelines, health benefits for mom and baby
- **Latching On and Positioning** – skin-to-skin contact, rooming-in, lactation consultants, 3D animation of asymmetrical latch, breastfeeding holds
- **When to Feed Your Baby** – hunger and satiation cues, feeding guidelines, cluster feedings, how to feed a sleepy baby
- **How Much is Enough?** – “growth spurts,” counting diapers, proper weight gain, keeping a feeding log
- **Breast Care** – nipple care, hand expression and pumping milk, breast massage, warning signs
- **Breastfeeding Lifestyle** – getting support, feeding in public, rest, nutrition, returning to work



Provides step-by-step latch instructions



Gold Award
Aurora Awards

Merit Award
National Health
Information Awards

Finalist
MediMedia Int'l
Health & Medical
Media Awards

★★★★½
“Highly recommended.”

– Video Librarian

AVAILABLE IN SPANISH



Ages 13-Adult • 25 min. • Released 2008

DVD English **INJOY150** or Spanish **INJY167S**\$199.99

ALSO AVAILABLE IN POWERPOINT!

Better Breastfeeding: PowerPoint® Presentation

Increase class participation. Research shows that overall learning increases when educators use PowerPoint. This presentation includes all the animation and video found in our bestselling *Better Breastfeeding* DVD ... and more, including illustrations, printable handouts, and discussion questions.

Why use PowerPoint?

- **Teaching simplified** – everything you need on one CD
- **Keep it interesting** – move between slides, video, and animation
- **Your way** – introduce complex material at the right pace

Customize Your Presentation

Purchase a password to customize so you can personalize this program—move slides, add text, insert your logo, and more.



Customize your presentation

PRINTED GUIDE +



See page 7



A complete educational solution.

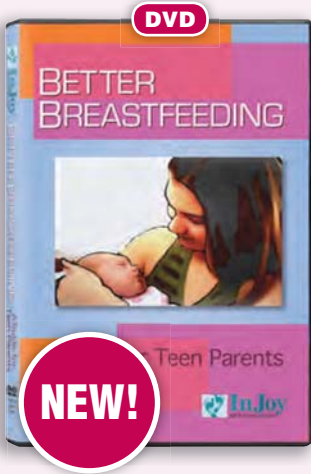
Use *See What You Read: Better Breastfeeding* while you teach with our *Better Breastfeeding* DVD or PowerPoint. The corresponding content allows parents to follow along in class and at home on SeeWhatYouRead.com.

PowerPoint User Guide Available

Ages 13-Adult • Released 2009 • Not recommended for Mac OS

PowerPoint English **INJOY183**..... \$324.99

Password to Customize **QP320PTE**.....\$159.95



Platinum Best of Show
Aurora Awards

“This well-paced video does an outstanding job of synthesizing a lot of information into digestible bites, perfect for its target audience.”

– Jody Scanlon, GENESIS Program Coordinator

Better Breastfeeding: A Guide for Teen Parents

Improve teen breastfeeding rates. It's a fact—only 36 percent of teen moms breastfeed their babies! Now, you can help change that statistic by giving young mothers the information they need to succeed. This concise program features an all-teen cast of confident moms demonstrating good positioning and the asymmetrical latch. By showing how breastfeeding works, dispelling myths, and addressing common problems, you can encourage teens to stick with it.

Program Benefits:

- **Step-by-step** – easy instructions for proper positioning
- **3D animation** – clearly demonstrates an asymmetrical latch
- **Dispelling myths** – remove barriers to breastfeeding
- **Just for teens** – music and graphics keep young viewers' attention
- **Improve duration rates** – from birth to six months and beyond
- **Trusted information** – ILCA and AAP breastfeeding recommendations

Topics Include:

- **How Does Breastfeeding Work?** – colostrum, mature milk, breast anatomy, letdown reflex, the milk production cycle, health benefits, financial benefits, AAP recommendations
- **How Do I Breastfeed My Baby?** – first feeding, skin to skin, rooming-in, lactation consultant, step-by-step latch instruction, signs of a good latch, latch animation, breaking the latch, positions, burping, switching breasts, avoiding pacifiers and artificial nipples
- **When Do I Feed My Baby?** – feeding guidelines, hunger cues, how often to feed, cluster feedings, waking a sleepy baby to nurse
- **Is My Baby Getting Enough?** – signs that baby is getting enough, counting diapers, feeding log, weight gain, getting help
- **Breast Care** – breast fullness, expressing milk, engorgement, nipple care, getting help, signs of infection
- **The Breastfeeding Life** – how dads can help, nursing outside the home, eating healthy foods, exercise, sleep, breastfeeding support group, harmful substances, returning to school or work



Gives step-by-step instruction



Addresses teen breastfeeding issues



Illustrates asymmetrical latch

AVAILABLE IN SPANISH



Ages 13-21 • 25 min. • Released 2008

DVD English **INJOY151** or Spanish **INJOY176**\$199.99



Risk-Free Previews. FREE PREVIEWS AVAILABLE ON REQUEST



See What You Read: Better Breastfeeding

The guide for breastfeeding success. Breastfeeding mothers need all the support they can get! Now you can give them the information they need to succeed. *See What You Read: Better Breastfeeding* answers all their breastfeeding questions. This web-enhanced parent guide comes with free access to SeeWhatYouRead.com, our award-winning, commercial-free website.

See page 7

Breastfeeding for Working Mothers: Planning, Preparing, & Pumping

The must-have for working mothers. The AAP recommends breastfeeding for the first year, but many new moms worry that continuing to breastfeed while working will be too difficult. Show them it can be done with this informative program!

Program Benefits:

- **Scheduling strategies** – creative options for returning to work
- **Pumping made easy** – scenarios for all work environments
- **Conversation starters** – how to approach supervisors for support
- **Breastmilk safety guidelines** – proper handling and storage

Topics Include:

- **Planning During Pregnancy** – communicating with supervisors, finding pumping space at work, breastfeeding-supportive childcare
- **Preparing at Home for Your Return** – establishing a breastfeeding routine, practicing pumping, introducing baby to bottle feeding
- **Returning to Work** – morning time-saving strategies, pumping tips, breastmilk handling and storage guidelines



Show different pumping scenarios



Finding supportive childcare

AVAILABLE IN SPANISH



Parent Handout Available

Ages 13-Adult • 18 min. • Released 2009

DVD English **INJOY180** or Spanish **INJY185S**\$149.99

BREASTFEEDING



“The mothers portrayed are real women working in a variety of settings, so those viewing the film can relate to their own situation.”

– Stephanie Moore, RN, BSN, IBCLC

Breastfeeding & Basketball

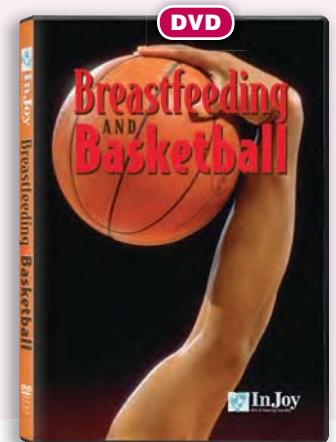
A slam dunk for breastfeeding support. Studies show that more women breastfeed—and continue to do so longer—when they have the support and encouragement of their partner. This short, lighthearted program addresses breastfeeding benefits in a way that men will relate to. An expectant father broaches the subject over a weekly basketball game with three longtime friends. Their courtside conversation mixes humor with information to sensitively address this topic.



Mixes humor with important information

Ages 13-Adult • 8 min. • Released 1999

DVD English **INJOY034**\$99.99



**LIFETIME
• PRODUCT •
WARRANTY**

Lifetime Warranty

Strange things happen. Trust us, we've heard them all! That's why your investment is automatically protected. Your purchase includes a lifetime warranty for damaged programs and a 3-year warranty for lost or stolen programs. Some restrictions apply.

Mother and New Baby Care: The First Two Weeks

Discharge parents with confidence. Covering the first two weeks postpartum, *Mother and New Baby Care* helps ensure the continued health and well-being of mother and baby as they make the transition from hospital to home. Successor to our bestselling *Hospital to Home: A Security Blanket for New Parents*, this all-new program clearly presents the most current need-to-know discharge information—including postpartum recovery tips, feeding basics, newborn care, and when to call healthcare providers—all in a relatable way that appeals to today's parents.

Program Benefits:

- **Evidence-based** – provides parents with up-to-date, trusted information
- **Saves time** – allows for faster, more efficient discharges
- **Warning signs** – clearly states when to call healthcare providers
- **Relatable and real** – diverse cast of new parents sharing their real-life experiences
- **Great for partners** – shows the importance of partner support
- **Meets your needs** – also available in Spanish and a version suitable for Baby-Friendly® hospitals



Offers healing tips for recovering moms

Topics Include:

- **Perineal & Cesarean Care** – lochia flow, warning signs, afterpains, perineal healing tips, constipation, hemorrhoids, rest, signs of infection
- **Baby Blues & Postpartum Mood Disorders** – tips for simplifying life during the first few weeks, signs of PPD, partner's emotions, getting support
- **Breastfeeding Basics** – lactation consultants, hunger signs, how often to nurse, positioning and latch, engorgement, signs of mastitis, sore nipples, avoiding artificial nipples, signs of poor feeding
- **Formula Feeding** – preparing and warming a bottle, how often to feed, feeding positions, propped-bottle warning (*Formula Feeding is not included in version created for Baby-Friendly® hospitals.*)
- **Baby Care & Warning Signs** – umbilical cord and circumcision care, diapering, types of stools, jaundice, dehydration, signs of illness, bathing tips, playing and connecting with baby
- **Crying & Safety** – responding to cries, Shaken Baby Syndrome (Abusive Head Trauma), SIDS, car seats, other safety tips



Demonstrates breastfeeding basics

“A very comprehensive look at the immediate postpartum period. Highly recommended!”

– Julie Wilber, RN,
Nurse-Family Partnership

“Parents would benefit from seeing this before birth... Uses realistic situations to offer helpful guidance to new parents.”

– Jo Ann Thompson, RN, BSN, ICCE,
Holy Cross Hospital

AVAILABLE IN SPANISH



Parent Handout Available at InJoyVideos.com/Guides

Ages 13-Adult • 34 min. • 2010 Release

DVD English **INJOY231** or Spanish **INJOY231S** \$312.99

DVD English Version Created for Baby-Friendly Hospitals **INJOY232** \$312.99

DVD Spanish Version Created for Baby-Friendly Hospitals **INJOY232S** \$312.99

(This special version includes all the same essential discharge information as the standard version, without the Formula Feeding chapter.)

Baby-Friendly® is a registered mark of UNICEF. This product has not been assessed for compliance with the Baby-Friendly Health Initiative and has not been endorsed by or affiliated with UNICEF or Baby-Friendly USA, Inc.



See What You Read: Mother and New Baby Care

Discharge parents with answers. When it's time to bring home baby, new parents have lots of questions. Now you can send them home with answers. *See What You Read: Mother and New Baby Care* reassures parents by explaining—and showing—what to expect in those first few weeks. This web-enhanced parent guide comes with free access to SeeWhatYouRead.com, our award-winning, commercial-free website.

See page 6

Your Premature Baby (3 Volume Set)

Great for NICU-the essentials on preemies. Premature babies need specialized care. But how do you meet the special needs and concerns of their parents? This program is your solution! Three research-based volumes reassure and encourage parents by answering their most common questions.

Program Benefits:

- **Preemie 101** – essentials that new parents need to know
- **NICU orientation** – eases fears by explaining equipment and procedures
- **Reassurance** – comforts parents with preemie success stories
- **Breastfeeding preemies** – shows new moms how it's done
- **Leaving the NICU** – prepares parents for life at home with a preemie

Series Includes:

Volume 1: Preemie Basics & Medical Care

This volume is intended to be shown to high-risk pregnant women or to parents who have just had a premature baby. Topics include:

- **Defining Prematurity** – parents' feelings, causes of premature birth
- **Preemie Appearance & Behavior** – what to expect, brain development, senses, movement
- **The NICU & Its Equipment** – communicating with staff, isolette, respirator, monitors, IVs
- **Common Medical Problems** – Respiratory Distress Syndrome, apnea, jaundice, infection, reflux

Volume 2: Interacting With & Feeding Your Baby

This volume should be shown to parents settling into the routine of having a preemie in the NICU. Topics include:

- **Communication & Touch** – cues, interaction, over-stimulation, touch
- **Kangaroo Care** – how-to, benefits
- **Feeding** – benefits of breastmilk, pumping, learning to breastfeed
- **Taking Care of You** – emotional health, support, postpartum depression, physical health

Volume 3: Going Home

This volume is designed to be shown to parents as their baby nears discharge. Topics include:

- **Preparing for Discharge** – gaining confidence, rooming-in, training for baby care, car seat/bed
- **At Home With a Preemie** – SIDS, preventing infections, responding to crying, pre-crying signals, feeding, sleep cycles
- **Early Development** – “corrected age,” physical growth, promoting healthy development
- **Possible Long-Term Complications** – hearing impairment, vision problems, muscle tone, learning disabilities



Promotes Kangaroo Care



Shows parents how to connect with their preemie



Teaches what to expect in the NICU



Prepares parents for bringing baby home

POSTPARTUM & NEW BABY CARE



(3 VOLUME SET)



Platinum Best of Show
Aurora Awards

Winner, Golden Eagle
CINE Awards

Bronze Award
National Health Information Awards

★★★★½

“Highly Recommended.”

– Video Librarian

“Your Premature Baby is an excellent way to provide information to parents about what to expect in the NICU.”

– Amanda Mascio, RN, BSN, Clinical Nurse Educator, Neonatal ICU, University of Colorado Hospital

AVAILABLE IN SPANISH

CC CLOSED CAPTIONED ENGLISH ONLY

Facilitator's Guide With Handouts Available at www.visualed.com

Ages 13-Adult • 25 min. per Vol. • Released 2008

DVD 3 Vol. Set English **S0003676D** or Spanish **S0003788 A** \$125 Savings! **\$624.99**

DVD Vol. 1 English **INJOY163** or Spanish **INJY213S** **\$249.99**

DVD Vol. 2 English **INJOY164** or Spanish **INJY214S** **\$249.99**

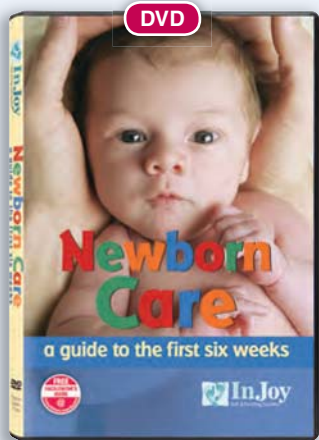
DVD Vol. 3 English **INJOY165** or Spanish **INJY215S** **\$249.99**



Risk-Free Previews. FREE PREVIEWS AVAILABLE ON REQUEST

Newborn Care: A Guide to the First Six Weeks

Provide solutions to common newborn challenges. New parents get lots of advice; now make sure they are getting the right advice. In less than 35 minutes, you can teach the essentials of newborn care and the very latest SIDS and AAP safety guidelines. *Newborn Care* provides the solutions for common challenges, including calming a crying baby, reading cues, knowing when to call the doctor, and more. Give parents the information they need to make the best- and safest-choices for their newborn.



Program Benefits:

- **Need to know** – the complete essentials of newborn care
- **Infant 911** – signs of sickness and when to call for help
- **Keep them safe** – the latest SIDS, car seat, and home-safety guidelines
- **Instructions included** – how to diaper, bathe, feed, and more
- **Make learning fun** – important teaching in an entertaining style
- **Together time** – a variety of ways to connect with baby
- **Providing comfort** – seven ways to calm a fussy baby

Topics Include:

- **Appearance & Senses** – peeling skin, melia, stork bites, vernix, head shape, interaction, what babies can see, hear, feel, smell, and taste
- **Baby Cues, Comfort Techniques, & Crying** – signals for play, over stimulation, sleep and hunger, responding to cries, comfort techniques, holding, massage, movement, colic, Abusive Head Trauma
- **Eating & Sleeping** – hunger cues, benefits of breastfeeding, breastfeeding tips, formula feeding, formula feeding tips, sleep patterns, SIDS
- **Diapering & Cleaning** – stool patterns, how to change a diaper, rashes, signs of dehydration, cleaning the umbilical cord, circumcision care, bathing safety, keeping baby warm
- **Health & Safety** – well-baby visits, immunizations, jaundice, taking temperature, when to call the doctor, car seat safety, home safety, playing, getting support, sleep, communication



Shows hunger and interaction cues



Teaches breastfeeding basics



Models healthy interactions



Teaches newborn-care basics



Gold Award
Aurora Awards
Bronze Award
Telly Awards
Bronze Awards
National Health
Information Awards

★★★★

“This solid program is definitely recommended.”

– Video Librarian

“This 32-minute DVD is an excellent review for new parents.”

– IJCE (International Journal of Childbirth Educators)

AVAILABLE IN SPANISH



Facilitator's Guide Available at www.visualed.com

Ages 13-Adult • 32 min. • Released 2006

DVD English **INJOYNC1** or Spanish **INJOY149**.....\$249.99



See What You Read: Mother and New Baby Care

Discharge parents with answers. When it's time to bring home baby, new parents have lots of questions. Now you can send them home with answers. *See What You Read: Mother and New Baby Care* reassures parents by explaining-and showing-what to expect in those first few weeks. This web-enhanced parent guide comes with free access to SeeWhatYouRead.com, our award-winning, commercial-free website.

See page 6

Postpartum: From Pregnant to Parent

The new parents' survival guide. This is the toughest job they'll ever love! Help new parents navigate the challenges of having a newborn—from emotional mood swings and relationship issues to juggling the demands of daily life with needs of a young baby. Providing practical advice, honest suggestions from experienced parents, and fun dramatizations, *Postpartum: From Pregnant to Parent* helps new parents get the most out of this special time ... all with a little sense of humor!

Program Benefits:

- **Make them laugh** – reassure and engage through honesty and humor
- **Conversation starter** – playful dramatizations stimulate discussions
- **“Supermom”** – show mothers how to avoid taking on too much
- **Catching z’s** – practical tips for mom and partner to get more sleep
- **Not alone** – validate new-parent feelings and experiences
- **Avoid misunderstandings** – tips for effective communication
- **Childcare checklist** – advice for finding the best care for your child

Topics Include:

- **Feelings** – first few days at home, feelings about baby and self, sleep deprivation, asking for help, making lists, adjusting your perspective, understanding your baby’s needs, bonding, common fears, baby blues, warning signs of postpartum depression and postpartum psychosis
- **Relationships** – recognizing where your relationship needs work, supporting each other, stresses, dividing the workload, discussing expectations, sex and romance, communicating effectively, pursuing personal interests, fun family outings, quiet time together, weekly date night
- **Getting Support** – building a support team, creating a helpers’ network, groups for new parents, community resources, coping as a single parent, dealing with unwanted advice, grandparents’ involvement, physical recovery, Shaken Baby Syndrome
- **Taking Care of You** – avoiding the “Supermom” complex, nutrition and nourishment, breastfeeding, getting enough sleep, exercise, time for yourself, living on “baby time,” limiting visitors, organization and planning tips, simplifying your life
- **Work and Childcare** – knowing your benefits, rights, and FMLA, easing into the back-to-work transition, flexible work schedule, lifestyle adjustments, coping with emotions and feelings of guilt, separation anxiety, different types of childcare, questions to ask childcare providers, checklists



Tips for keeping the relationship strong



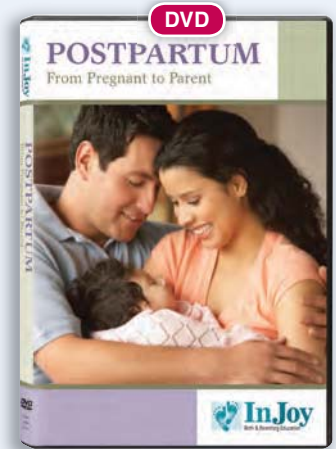
Practical advice for new parents



Shows how to make time for baby



Humor dispels the “Supermom” myth



Gold Award
Aurora Awards

Silver Award
Telly Awards

Bronze Award
National Health
Information Awards

★★★★½

– Video Librarian

“Refreshingly honest ... with practical guidance about caring for themselves as well as their babies.”

– Shoshana S. Bennett, Ph.D., President, Postpartum Support Int'l.

“It is well worth class time to offer this video to expectant parents for a realistic and empowering vision into their futures.”

– The Journal of Perinatal Education

AVAILABLE IN SPANISH



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ENGLISH ONLY

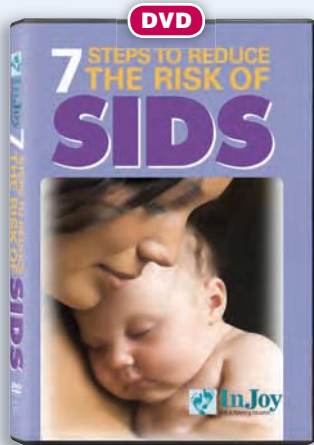
Ages 13-Adult • 36 min. • Released 2005

DVD English **INJOY092** or Spanish **INJOY177**\$249.99



Risk-Free Previews. FREE PREVIEWS AVAILABLE ON REQUEST

7 Steps to Reduce the Risk of SIDS



Silver Award
Telly Awards
Silver Award
National Health
Information Awards

“7 Steps is the most comprehensive, up-to-date video on the market today, and gives viewers simple, proactive steps they can take to protect their baby.”

– Laura L. Reno, First
Candle/SIDS Alliance

Precautions parents can take. Teach parents how to lower the risk of SIDS by taking seven simple safety precautions. Based on the latest recommendations from the American Academy of Pediatrics (AAP), *7 Steps to Reduce the Risk of SIDS* shows parents how to keep their baby safe during the first year.

Program Benefits:

- **AAP recommendations** – important information on sleeping safety
- **Smoke-free** – reduce the risk by not smoking
- **Sharing advice** – what secondary caregivers need to know
- **Heads up** – preventing flat spots on infants’ heads
- **Keep it positive** – guidelines presented in gentle, compassionate tone
- **An ounce of prevention** – safety measures with siblings and pets

Topics Include:

- **Back Sleeping** – the optimal sleep position, preventing a flat spot on baby’s head, tummy time
- **Bedding** – crib safety, firm mattress, removing fluffy materials and crib bumpers
- **Room-Sharing** – benefits of room-sharing, dangers of bed-sharing
- **Pacifiers** – pacifier guidelines and tips, the benefits of breastfeeding
- **Overheating** – maintaining safe room temperatures, clothing, swaddling, blankets
- **Smoking** – health risks of smoking, keeping home and car smoke-free
- **Educating Caregivers** – SIDS guidelines, abusive head trauma (shaken baby syndrome)



Provides clear SIDS guidelines



Shows how to reduce the risk



Demonstrates sleeping safety recommendations

AVAILABLE IN SPANISH



Ages 13-Adult • 14 min. • Released 2006

DVD English **INJOY7S1** or Spanish **INJY166S** \$187.99

RISK-FREE
PREVIEWS
ON ALL
PRODUCTS

Risk-Free Previews. FREE PREVIEWS AVAILABLE ON REQUEST



See What You Read: Mother and New Baby Care

Discharge parents with answers. When it’s time to bring home baby, new parents have lots of questions. Now you can send them home with answers. *See What You Read: Mother and New Baby Care* reassures parents by explaining—and showing—what to expect in those first few weeks. This web-enhanced parent guide comes with free access to SeeWhatYouRead.com, our award-winning, commercial-free website.

See page 6

Positive Discipline: Without Shaking, Shouting, or Spanking (3 Volume Set)

Turn parenting challenges into positive outcomes. Shouting, shaking, and spanking—all too often these common reactions escalate into child abuse. Show parents a different, more positive way to discipline their child. Using real-life scenarios, this 3 volume set contrasts reactionary parenting with more effective techniques that are proven to be healthier for children. After watching this program, parents will be able to put these new skills into practice and face discipline challenges with confidence.

Program Benefits:

- **Learning scenarios** – teaches parents with “before and after” storyline
- **Reduce abuse** – strategies to control aggressive reactions
- **Positive parenting** – techniques that boost child’s self-esteem
- **Reinforce with reviews** – scenario replays make lessons memorable
- **Understanding children** – reveals why kids do what they do
- **Positive commitment** – have parents take the “No Spanking Pledge”



Shows how to respond to crying

Series Includes:

Volume 1: Babies (Birth to 1)

Shows parents how to connect and build trust with their baby by consistently responding to their needs and providing calm, confident guidance. Topics include:

- **Responding to Crying** – crying is normal, check the basics, comfort techniques, Abusive Head Trauma, anger management techniques, getting support, postpartum depression, colic, taking care of yourself
- **Redirecting Baby’s Curiosity** – baby-proofing, distraction, redirection, consistency
- **Connecting to Baby** – responding to baby’s needs, routines, playing, reading, physical connection, acceptance and appreciation



Helps parents understand behavior

Volume 2: Toddlers (Ages 1 and 2)

Teaches parents how to use supervision and clear communication to support their toddler’s growing independence. Topics include:

- **Setting Safe Limits** – supervision, child-proofing, communicating simple limits, positive statements, responding to danger, redirection
- **Easing Mealtime Struggles** – being proactive, let them help, avoiding power struggles by limiting choices
- **Teaching an Aggressive Child** – cooling-off time, teach with simple words, prevention, role play, modeling anger management



Models age-appropriate techniques

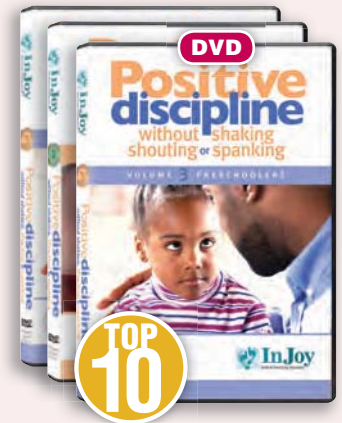
Volume 3: Preschoolers (Ages 3 to 5)

Explains how clear expectations, time-outs, and natural consequences help young children become more cooperative. Topics include:

- **Easing Bedtime Battles** – establishing a routine, involving your child, transition time, motivating with rewards
- **Responding to Aggression** – communicating expectations, time-outs, teach alternative behavior, natural consequences, prevention, modeling anger management, limiting TV, cooperative games
- **Dealing with Defiance** – acknowledging feelings, offering limited choices, setting simple limits, encouragement, consistency



Teaches alternatives to aggressive parenting



(3 VOLUME SET)



Platinum Best of Show
Aurora Awards

Finalist
Telly Awards

★★★★½
“An effective learning tool for new or struggling parents.”

– Video Librarian

“Positive Discipline is up-to date, realistic, and speaks to issues that appeal to parents across socioeconomic lines. A great teaching tool!”

– Sandra Sears, LCSW, BCD, FACES (Family Advocacy, Care, Education, Support)

AVAILABLE IN SPANISH



Facilitator’s Guide With Handouts Available at www.visualed.com

Ages 13-Adult • Vol. 1, 25 min. • Vol. 2, 24 min. • Vol. 3, 27 min. • Released 2004

DVD 3 Vol. Set English **S0002820** or Spanish **S0002801** A \$95 Savings!\$374.99

DVD Vol. 1 English **INJOY070** or Spanish **INJOY067**\$156.99

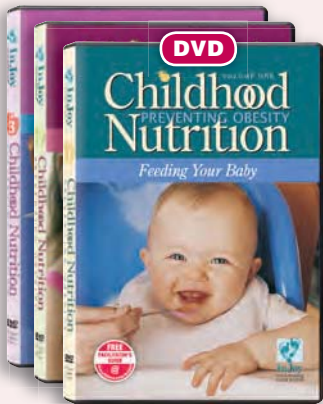
DVD Vol. 2 English **INJOY072** or Spanish **INJOY068**\$156.99

DVD Vol. 3 English **INJOY073** or Spanish **INJOY069**\$156.99



Childhood Nutrition: Preventing Obesity (3 Volume Set)

Promote healthy diet and physical activity for children. Kids who have a good diet and are physically active are healthier and less likely to become obese. But getting children to eat the right foods can be challenging. This program shows parents when to introduce solids, what foods infants and young children need, how to make eating a positive experience, and how to keep families active. Parents will learn that a healthy lifestyle can become a fun family habit!



(3 VOLUME SET)



- Gold Award**
Aurora Awards
- Silver Award**
National Health Information Awards
- Bronze Award**
Telly Awards
- Finalist**
MediMedia Int'l Health & Medical Media Awards

“All three [volumes] are recommended, with volume three a particularly good choice for elementary and junior high schools.”
– Video Librarian

“An excellent teaching tool that can be used in WIC clinics and physician offices, helping parents learn about healthy foods and eating habits for their infants and young children.”
– Marthy Goody, RD, WIC

Program Benefits:

- **Food safety** – avoiding choking and food allergies
- **Introducing solids** – cues for readiness and first foods
- **Babies to tweens** – nutrition guidance for ages birth to 12
- **Family affair** – ideas for meals and exercise together
- **TV time** – know when to shut it off and get moving
- **Age-appropriate choices** – foods for growth and development

Series Includes:

Volume 1: Feeding Your Baby (Birth to 1)

Teaches parents about introducing solids and age-appropriate food choices for babies. Topics include:

- **Breastmilk and Formula** – benefits of breastmilk, formula feeding, hunger cues, bonding, feeding safely
- **Starting Solids** – signs that baby is ready for solids, first foods, how to feed baby, signs of fullness
- **Introducing Vegetables and Fruits** – what foods are best, avoiding food allergies, food safety, routines
- **Self-Feeding** – signs baby is ready, what to offer, choking hazards, limiting juice, avoiding soda
- **Family Meals** – baby-friendly foods, tips for family meals, setting a good example

Volume 2: Young Children Eating Right (Ages 1 to 6)

Shows how nutritious eating and a healthy lifestyle can become a fun family habit. Features tasty snack and meal ideas, along with how to respond to choosy eaters. Topics include:

- **Variety** – food groups, USDA “MyPyramid,” everyday treats, portion sizes, healthy snack ideas, avoiding choking hazards
- **Reduce Mealtime Conflicts** – eating routines, choosy eaters, offering choices
- **Food Adventures** – shopping together, let them help, eating together, food fun
- **Healthy Habits** – family playtime, limiting TV, healthy fast food, easy homemade meals

Volume 3: Healthy Habits for Kids (Children’s Video)

This high-energy video promotes healthy eating and an active lifestyle in a format that captures the attention of older kids (Ages 7-12). Topics include:

- **Variety** – USDA’s “MyPyramid,” food groups
- **Smart Eating** – routines, breakfast ideas, healthy snacks, fast-food choices
- **Move That Body** – TV time, being active, inside games



Explains how and when to introduce solids



Shows how to make mealtime a positive family experience



Presents healthy snack ideas



Volume 3 is a special program just for kids



Includes the current USDA’s “MyPyramid” dietary guideline information

AVAILABLE IN SPANISH



Facilitator’s Guide With Handouts and Activity Book Available at www.visualed.com
Ages 7-Adult • Vol. 1, 19 min. • Vol. 2, 18 min. • Vol. 3, 9 min. • Released 2005

- DVD 3 Vol. Set English **\$0002796** or Spanish **\$0003640** A \$62 Savings! **\$312.99**
- DVD Vol. 1 English **INJOY050** or Spanish **INJY173S** **\$124.99**
- DVD Vol. 2 English **INJOY051** or Spanish **INJY172S** **\$124.99**
- DVD Vol. 3 English **INJOY052** or Spanish **INJY171S** **\$124.99**



Single Parenting: The Family in Harmony (2 Volume Set)

Teach proven strategies for single-parenting success. Single parents face unique challenges. This positive 2 volume set offers proven strategies that help single parents respond to the difficult situations they encounter daily, including balancing their needs with the needs of their children, financial issues, co-parenting, and more. Single parenting can be challenging—this video helps make it easier.

Program Benefits:

- **Finding balance** – prioritize to meet the needs of the whole family
- **Talk it out** – techniques for healthy communication
- **Finding help** – community resources and support groups
- **Happy times** – tips for cultivating positive family time

Series Includes:

Volume 1: Creating a Healthy Life for Yourself

Shows single parents how to prioritize the needs of their children while still maintaining their own health, interests, and activities.

Volume 2: Creating a Healthy Life for Your Child

Provides strategies for single parents to meet the varying needs and unique challenges of their children from birth to adolescence.



Presents tips for positive together time

PARENTING & CHILD ABUSE PREVENTION



(2 VOLUME SET)

“A sensible and compassionate guide to conquering the challenges of single parenthood.”

– Leah Klungness, PhD, co-author of *The Complete Single Mother*

AVAILABLE IN SPANISH



Facilitator's Guide With Handouts Available at www.visualed.com
Ages 13-Adult • Vol. 1, 30 min. • Vol. 2, 30 min. • Released 2008

DVD 2 Vol. Set English **S0003792** or Spanish **S0003847** A \$63 Savings! **\$312.99**
DVD Vol. 1 English **INJOY179** or Spanish **INJY203S** **\$187.99**
DVD Vol. 2 English **INJOY178** or Spanish **INJY202S** **\$187.99**



First Year Milestones:

A Monthly Guide to Your Baby's Growth (2 Volume Set)

Show parents what to expect during their baby's first year. Now, you can teach parents how to interact and have fun with their babies in a way that helps them grow. Following eight babies over the course of 12 months, this program uses monthly milestones to show new parents what to expect from their baby and how to nurture physical and cognitive development.

Program Benefits:

- **Making connections** – age-appropriate interacting and bonding
- **On the lookout** – how to spot developmental delays
- **What to expect** – language, social, and motion milestones
- **Convenient modules** – perfect for classroom or home visits

Series Includes:

Volume 1: Birth to 6 Months

Shows parents how to understand and interact with their newborn through interpreting cues and providing safe, age-appropriate activities.

Volume 2: 7 to 12 Months

Teaches parents how to create safe environments and promote activities that support their baby's growing independence.



Shows month-to-month growth



(2 VOLUME SET)



Gold Award
Aurora Awards

Silver Award
Telly Awards

AVAILABLE IN SPANISH



Facilitator's Guide With Handouts Available at www.visualed.com
Ages 13-Adult • 25 min. per Vol. • Released 2006

DVD 2 Vol. Set English **S0003250** or Spanish **S0003465** A \$63 Savings! **\$312.99**
DVD Vol. 1 English **INJOY095** or Spanish **INJOY229** **\$187.99**
DVD Vol. 2 English **INJOY096** or Spanish **INJOY230** **\$187.99**



★★★★½
“Highly Recommended.”

– Video Librarian



(3 VOLUME SET)



1st Place
National Council on
Family Relations

“Provides many ideas of
how to interact in a loving
and safe way”

– Alison Maher, Preschool
Director

Age-Appropriate Play: The First Four Years (3 Volume Set)

Show parents the importance of play. This program teaches age-appropriate activities that stimulate gross and fine motor skills, language skills, socialization, and problem solving. Parents learn that playtime isn't just fun time; it's essential for healthy child development.

Program Benefits:

- **Learning time** – fun activities for each developmental milestone
- **Encouraging environments** – how to make toys and play spaces safe
- **Child's play** – develop motor skills with simple household items
- **Sharing words** – stimulate language through singing and reading

Series Includes:

Volume 1: The First 12 Months

How to create safe play opportunities that foster bonding, self awareness, and fine motor skills.

Volume 2: 12 to 24 Months

Teaches fun toddler activities that nurture language, imagination, exploration, and sensory development.

Volume 3: 2- and 3-Year-Olds

Shows how fine motor skills, language skills, and positive social behavior can be enhanced through art and play.



Models healthy interaction

AVAILABLE IN SPANISH



Facilitator's Guide With Handouts Available at InJoyVideos.com/Guides

Ages 13-Adult • Vol. 1, 24 min. • Vol. 2, 17 min. • Vol. 3, 15 min. • Released 2002

DVD 3 Vol. Set English **QP173D** or Spanish **QP173SD** A \$50 Savings! **\$312.99**

DVD Vol. 1 English **QP170D** or Spanish **QP170SD** **\$124.99**

DVD Vol. 2 English **QP171D** or Spanish **QP171SD** **\$124.99**

DVD Vol. 3 English **QP172D** or Spanish **QP172SD** **\$124.99**



(2 VOLUME SET)



Platinum Best of Show
Aurora Awards

Winner
MediMedia Int'l
Health & Medical
Awards

Finalist
Telly Awards

★★★★½

“Highly Recommended.”

– Video Librarian

The Dad Difference: Raising Children Birth to Five (2 Volume Set)

Give dads the confidence to shine. Motivate dads to be an integral part of their child's life from pregnancy on. By teaching ways to connect with their newborn and be an effective parent to their growing child, this research-based series gives fathers the confidence and skills to parent in their own unique “dad way.”

Program Benefits:

- **Just for dads** – a comprehensive parenting program for fathers
- **Real life** – solutions to common father-related challenges
- **Making connections** – teach dads how to bond with children
- **Diverse dads** – shows a variety of family situations

Series Includes:

Volume 1: Baby Basics

Shows new dads the vital role they play during pregnancy, labor, and the early weeks of their new child's life.

Volume 2: Involved From the Start

Teaches young dads healthy ways to connect with their children from birth to age five and offers solutions to their challenges.



Shows dads how to connect

AVAILABLE IN SPANISH



Facilitator's Guide With Handouts Available at InJoyVideos.com/Guides

Ages 13-Adult • Vol. 1, 35 min. • Vol. 2, 30 min. • Released 2004

DVD 2 Vol. Set English **QP152D** or Spanish **QP152SD** A \$50 Savings! **\$312.99**

DVD Vol. 1 English **QP150D** or Spanish **QP150SD** **\$187.99**

DVD Vol. 2 English **QP151D** or Spanish **QP151SD** **\$187.99**



The 5 Essentials of Successful Parenting

Set the foundation for a happy childhood. Teach parents how to give their children what they need to become happy, well-adjusted kids. This comprehensive program presents the five fundamentals of good parenting—from early bonding to offering stimulating challenges to creating safe environments, and so much more.

Program Benefits:

- **Connected families** – parenting based on a trusting relationship
- **Comprehensive** – just one DVD presents a complete curriculum
- **Teaching modules** – focused sections cover just what you need
- **Role models** – real parents show how it's done
- **R.E.S.P.E.C.T.** – treating children with consideration and care

Segments Include:

1. **Love and Stability** – unconditional love, cues, responding to needs consistently and lovingly, routines, speaking with love, gentle handling
2. **Time Together** – complete focus, child's direction of play, reading their cues, maximizing time, interact through talking, stories, songs, and books
3. **Inspire and Challenge** – developmentally appropriate skills and experiences, offering challenges, providing experiences, satisfy their curiosity
4. **Positive Discipline** – behaviors, expectations, realistic limits, positive guidance, limits, model positive behaviors
5. **Safety and Health** – childproofing the home, safety precautions, modeling safe behavior, choosing daycare, healthy habits, doctor and dentist visits



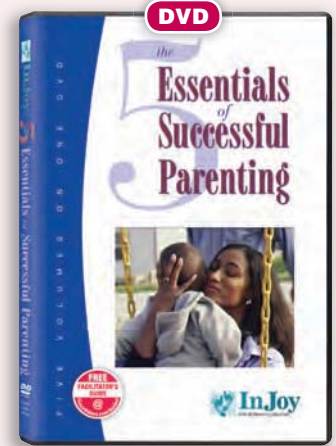
Demonstrates how to read baby's cues



Shows how to make the most of time together



Provides creative ideas to build confidence



Outstanding Achievement
Parent's Guide to Children's Media, Inc.

“This video is awesome! Fun and multicultural, it provides parents with ideas of what they can do with their children and how to treat their child with respect.”

– Kim Tweedy, RN, BSN, Perinatal Support Specialist, Drake University, Early Head Start



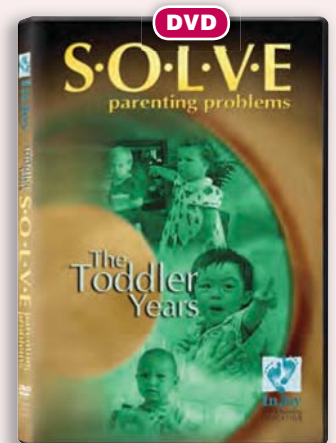
Facilitator's Guide With Handouts Available at InJoyVideos.com/Guides
Ages 13-Adult • 69 min. • Released 2003
DVD English **QP228D**..... **\$249.99**

S•O•L•V•E Parenting Problems: The Toddler Years

Turn toddler troubles into triumphs. Show viewers how other parents use this effective method to respond to such common toddler behavioral issues as sharing, toilet teaching, and temper tantrums—then reinforce what they watch on the DVD with an interactive problem-solving exercise.

Program Benefits:

- **Modeling behavior** – parents learn from seeing the SOLVE formula in action
- **Positive Approach** – how to lovingly raise a well-adjusted and happy toddler
- **Overcome common challenges** – shows how confidence and consistency really work

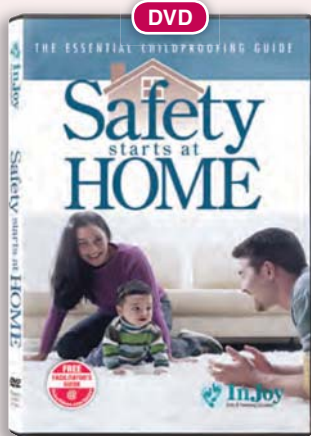


Outstanding Achievement
Parent's Guide to Children's Media, Inc.



Includes 1 Facilitator's Guide and 1 Parent Workbook
Ages 13-Adult • 34 min., plus a 6 min. bonus section • Released 2002
DVD English **QP135D**..... **\$187.99**
25 Parent Workbooks **QP135B**..... **\$99.00**
Additional Facilitator's Guide **QP135G**..... **\$16.50**

Safety Starts at Home: The Essential Childproofing Guide



Outstanding Achievement
Parent's Guide to Children's Media, Inc.

Gold Award
National Parenting Publications Awards (NAPPA)

Gold Award
National Health Information Awards

Eliminate hazards in the home. Home is where the heart is, but it's also where many children get hurt. Now you can show parents how to take proactive measures to protect their children by presenting the latest recommended childproofing techniques and accident-prevention strategies.

Program Benefits:

- **Do it yourself** – hands-on childproofing demonstrations
- **Consistency counts** – unifies safety guidelines
- **The price of safety** – offers many no- or low-cost safety alternatives
- **Parental review** – bonus section provides room-by-room checklist
- **Comprehensive safety advice** – newborn through toddler



Teach simple safety strategies

Topics Include:

- Fire Safety and Burn Hazards
- Choking, Suffocation, and Strangulation Hazards
- SIDS and Shaken Baby Syndrome
- Preventing Falls and Drowning
- Poison and Airborne Hazards
- Preparing for Emergencies

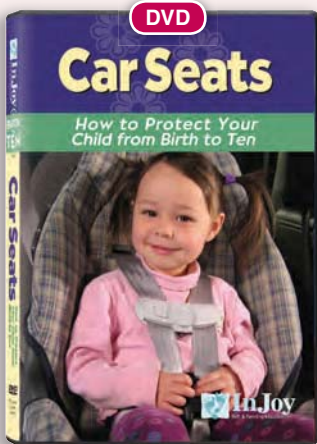


Easy fixes for hazards

AVAILABLE IN SPANISH

CC CLOSED CAPTIONED
ENGLISH ONLY

Facilitator's Guide With Room-By-Room Safety Checklist Available at www.visualed.com
Ages 13-Adult • 39 min., plus a 9 min. bonus section • Released 2003
DVD English **INJOY017** or Spanish **INJY196S**..... **\$187.99**



Winner
MediMedia Int'l Health & Medical Media Awards

Merit Award
National Health Information Awards

Car Seats: How to Protect Your Child From Birth to Ten

How-to guide for car seat safety. Car seats save lives and prevent injuries, but only when they are used correctly and consistently. This program highlights the newest safety recommendations and shows how to install a wide range of car seats, making it a must-see for every parent.

Program Benefits:

- **Seat smarts** – tips on buying a new or used car seat
- **Seat sizes** – finding the right car seat for infants to age 10
- **Installation explanation** – how to install a variety of seats
- **AAP recommendations** – learn the latest on car seat safety



Explains how to adjust harness

Topics Include:

- **General Safety Guidelines** – rear-facing, forward-facing, booster seats, parts of a car seat, types of seat belts, LATCH, where to sit, air bags
- **Choosing a Car Seat** – test installation, car beds, used seat guidelines, expiration dates, registering your car seat, professional installation
- **Rear-Facing Seats** – how long to rear-face, infant-only seats, install demonstration for belt and LATCH, recline indicator, convertible seats
- **Forward-Facing Seats** – when to move to forward-facing, installation demonstration for belt and LATCH, adjusting the harness
- **Booster Seats** – types, steps for use, graduating from a booster



Step-by-step installation

AVAILABLE IN SPANISH

CC CLOSED CAPTIONED
ENGLISH ONLY

Ages 13-Adult • 35 min. • Released 2004
DVD English **INJOY001** or Spanish **INJY169S**..... **\$124.99**

“Recommended.”
– Video Librarian

Managing Early Breastfeeding Challenges

Increase duration rates that are consistent with *Healthy People 2020*.

A second co-production between ILCA and InJoy, this new DVD teaches nursing and lactation staff specific, research-based techniques to help mothers overcome the most common early breastfeeding challenges.

Program Benefits:

- **Supports Joint Commission Core Measures on Breastmilk Feeding**
- **Clinical scenarios** – shows how to problem-solve with mothers
- **Anticipatory guidance** – prepare mothers and their partners for challenges that might arise after discharge



Helps mothers overcome early challenges

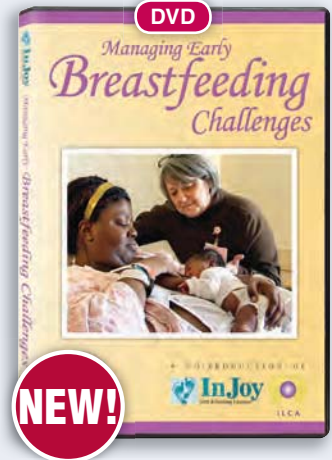
Modules Include:

1. **Newborn Challenges** – includes sleepy baby, jaundice, avoidance behaviors, oral structure variations, late preterm infant; solutions include skin-to-skin care, laid-back breastfeeding, cup and finger feeding, frenulotomy, asymmetrical latch, milk expression
2. **Maternal Challenges** – includes flattened and inverted nipples, Lactogenesis II, nipple pain, parent fatigue; solutions include reverse pressure softening, position and latch, nipple shields
3. **Milk Production and Transfer** – challenges include perceived insufficient milk supply, maternal health and delayed or low milk production; solutions include the process of lactation, signs of milk transfer, guidelines for expressing via hand or breast pump
4. **Discharge Planning** – challenges include engorgement, plugged ducts, mastitis; solutions include promoting milk flow, managing breast fullness, reducing discomforts, when to call a healthcare professional, mother-care, breastfeeding resources



Facilitator's Guide With CE Forms and Exercises Available at InJoyVideos.com/Guides
36 min. • Available September 2011

DVD English **INJOY233** \$312.99



Co-produced with

ILCA

Breastfeeding Best Practice: Teaching Latch & Early Management

Breastfeeding success starts with you.

ILCA and InJoy teamed up to create an up-to-date staff-training tool for nurses and breastfeeding educators! This research-based DVD features expert lactation consultants modeling the latest breastfeeding support techniques that lead to increased initiation and duration rates. Ideal for nurses, new breastfeeding educators, and seasoned staff members, this program clearly demonstrates current findings and standards. This is a training program your organization can rely on!

Program Benefits:

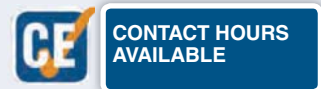
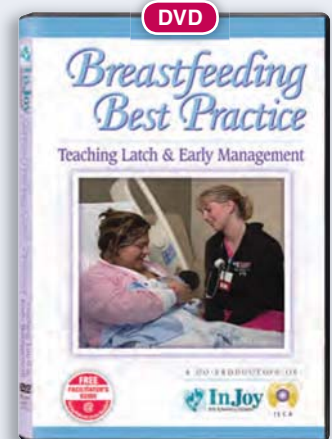
- **Patient-interaction scenarios** – support techniques in action
- **Visual comparisons** – show effective latch versus ineffective latch
- **Teachable moments** – how to provide useful information to patients
- **Evidence-based tips** – improve patient interaction and outcomes
- **Case studies** – put teaching into action using sample scenarios
- **Improve duration rates** – avoiding problems that lead to early weaning



Demonstrates breastfeeding support

Modules Include:

1. **Communicating About Breastfeeding** – evidence-based statements and positive body language, working with an interpreter, addressing cultural sensitivity issues
2. **Breastfeeding Initiation** – creating a supportive environment for breastfeeding as soon as the baby's born, importance of skin-to-skin contact and early, frequent feedings, teaching parents about infant feeding behaviors, conducting the first postpartum visit after birth, indications for early pumping
3. **Teaching Latch and Technique** – lactation physiology, how to help mothers achieve an asymmetrical latch, optimal feeding frequency and duration, identifying milk-transfer signs
4. **Anticipatory Guidance and Follow-Ups** – discharge teaching and providing resources, long-term planning, sample clinical follow-up appointments addressing common early concerns



Co-produced with

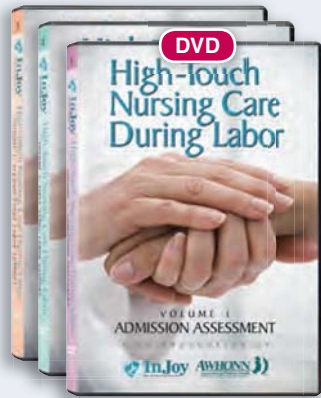
ILCA



Facilitator's Guide With CE Forms and Exercises Available at InJoyVideos.com/Guides
41 min. • Released 2008

DVD English **INJOY167** \$312.99

High-Touch Nursing Care During Labor (3 Volume Set)



(3 VOLUME SET)

Improve patient satisfaction. Providing high-touch care in an increasingly high-tech labor and delivery setting is a challenge for today's nurses. *High-Touch Nursing Care During Labor*, a co-production with AWHONN, offers solutions to this dilemma. After viewing this series, your nurses will add the high-touch approach to their high-tech training, offering the ideal balance of support that is certain to increase patient satisfaction.

Program Benefits:

- **Research-based standards** – models AWHONN guidelines
- **L&D training tool** – ideal for new or seasoned nurses
- **Human side of nursing** – foster cultural sensitivity in your facility
- **Expert advice** – clinical tips from a renowned perinatal nurse specialist
- **Case studies** – allows for application of new knowledge



Series Includes:

Volume 1: Admission Assessment

Provides critical communication techniques that improve patient interactions. Topics include:

- **Labor & Psychosocial Assessment** – compassionate communication techniques, building a relationship, providing reassurance, physical examination, signs of abuse, responding to fears, assessing support
- **Cultural Assessment & Care Planning** – general beliefs, feelings about privacy and exposure, acceptable expressions of pain, language barriers, evaluating expectations and knowledge about labor and birth, birth plans, special needs or disabilities, working with a doula



Shows nurses how to build a trusting relationship

Volume 2: First Stage Labor Support

Teaches how to provide superior patient support through effective comfort techniques. Topics include:

- **Labor Pain** – factors that affect how a woman responds to labor pain
- **Nurse's Role** – being present, reducing anxiety, setting up a comfortable, supportive environment, providing comfort measures
- **Maternal Positions & Movements** – side-lying, upright, forward-leaning, birth ball, fetal monitoring
- **Non-Pharmacologic Techniques** – massage, breathing, attention focusing and distraction, heat and cold, hydrotherapy, other methods



Models a variety of hands-on comfort techniques

Volume 3: Second Stage Labor Support

Shows ways to offer evidence-based pushing support that leads to better birth experience for patients. Topics include:

- **Evidence-Based Care** – pushing guidelines, fetal heart rate
- **Positions** – upright, hands and knees, side-lying, semi-Fowlers
- **Providing Comfort** – common emotional reactions, positive communication, comfort measures, assisting support people
- **Birth Assistance & Family Support** – common birth reactions, skin to skin, supporting breastfeeding



Shows supportive positions for second stage

A Unique Continuing Education Opportunity



3 contact hours from AWHONN are available (1 contact hour per volume). Forms available at InJoyVideos.com/Guides. Fees apply.

Association of Women's Health, Obstetric and Neonatal Nurses is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.



Facilitator's Guide With CNE Forms and Exercises Available at www.visualed.com
 Vol. 1, 37 min. • Vol. 2, 40 min. • Vol. 3, 36 min. • Released 2006, content reviewed 2009

DVD 3 Vol. Set English	S0003309 A \$63 Savings!	\$847.99
DVD Vol. 1 English	INJOYHT1	\$312.99
DVD Vol. 2 English	INJOYHT2	\$312.99
DVD Vol. 3 English	INJOYHT3	\$312.99



Silver Award
Telly Awards
Finalist
MediMedia Int'l Health & Medical Media Awards

“Every L&D nurse, certified nurse-midwife, lay midwife, and obstetrician should watch these videos, take notes, and change hospital protocol accordingly.”

– Margery Simchak, RN, BSN, International Journal of Childbirth Education

“An excellent video that takes the viewer to the bedside as nurses demonstrate support techniques in real labor situations. This will be a hit at your next in-service.”

– Ann Bianchi, RN, MSN, ICCE, ICD

Recognizing & Treating Postpartum Depression: A Practitioner's Guide

Train staff to recognize PPD. Early intervention for postpartum depression dramatically improves a mother's health, her baby's development, and her family's well-being. This program helps practitioners understand who is at risk, the types of disorders, and the most effective treatment method.

Program Benefits:

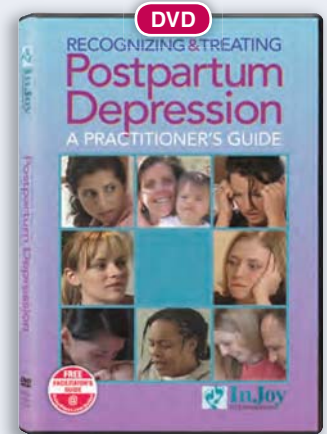
- **Acting out** – dramatizations show disorder symptoms
- **Model interview** – proper techniques for risk assessment
- **High risk** – behaviors to watch out for
- **Personal PPD story** – a discussion-starter for client support groups



Facilitator's Guide With Handouts Available at www.visualed.com

44 min. • Released 2005

DVD English **INJOY091**\$312.99



You Can Help Pregnant Smokers Quit: The 5A's Counseling Method

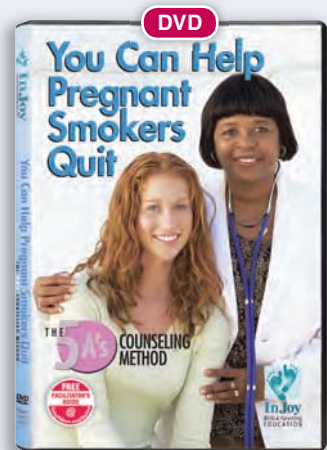
Help expectant mothers quit today. Despite the warnings, at least 10 percent of women still smoke during pregnancy! Effective intervention makes the difference for moms and their babies. This concise program teaches the research-based 5A's Counseling Method, which has proven to double or triple quit rates. In just five-to-seven minutes, you can use this approach to put your clients on the road to living smoke-free.

Program Benefits:

- **The right words** – effective language that motivates cessation
- **Provide support** – self-help materials and problem-solving techniques
- **Clear demonstration** – models effective communication scenarios



Models communication strategies



Facilitator's Guide Available at www.visualed.com

14 min. • Released 2005

DVD English **INJOY166**\$249.99

From Bottles to Breasts to Baby-Friendly: The Challenge of Change

The Breastfeeding Center, Boston Medical Center

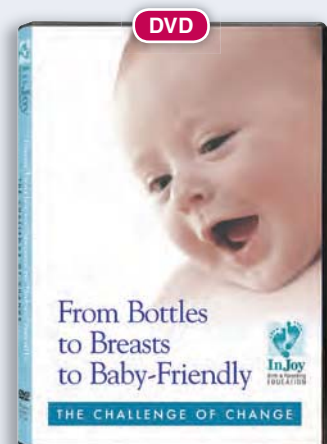
Over 10 years of breastfeeding success. See how one hospital threw out the bottles to become the first Baby-Friendly site in Massachusetts, raising initiation rates from 58 to 87 percent in four years. Also includes footage of a newborn self-attaching to mom's breast immediately after birth. This is an informative guide for any hospital that is making the switch to baby-friendly.



Emphasizes the importance of breastfeeding

15 min. • Released 2001

DVD English **INJOY143**\$24.99



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36	Age-Appropriate Play: The First Four Years	D S	20	Our Growing Family: A Story for Brothers & Sisters	D S
9	Alcohol & Pregnancy: Making Healthy Choices	D S	13	Pain Management for Childbirth	D S
26	Better Breastfeeding: A Guide for Teen Parents	D S B	16	Planned Cesarean: Your Guide to a Positive Birth Experience	D S
25	Better Breastfeeding: Your Guide to a Healthy Start	D P S B	15	Positions for Labor: Maternal Movement and Optimal Fetal Positioning	D S
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27	Breastfeeding for Working Mothers: Planning, Preparing, & Pumping	D S	41	Recognizing and Treating Postpartum Depression: A Practitioner's Guide	D T
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SYMBOL KEY

Titles in **blue** are New Releases

G Parent Guide P PowerPoint D DVD T Staff Training E eClass

S Available in Spanish B Suitable for Baby-Friendly Hospitals*



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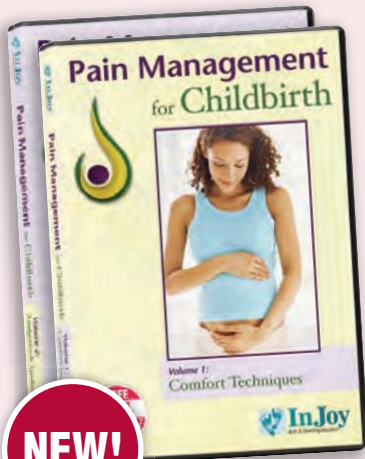
Understanding Birth: PowerPoint® Class (1 DVD-ROM)

A childbirth educator’s dream come true. If you like the teaching versatility that PowerPoint offers, you will love this packaged presentation featuring 200 slides and 50 video clips. It’s bright, modern, colorful, and convenient—everything you need is on one easy-to-use disc.

See page 12

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Educate Parents About Effective Pain Relief Options



NEW!

(2 VOLUME SET)

**BONUS
BIRTH
STORIES**

Pain Management for Childbirth (2 Volume Set)

Educate parents about effective pain relief options.

After watching this 2 volume set, expectant parents will learn tangible ways they can manage pain, whether they choose non-medicated or medicated relief. Volume one is an excellent tool that guides expectant parents through comfort techniques they can practice in class or at home. Volume two provides a balanced approach to the risks and benefits of analgesics and epidurals, and includes 3D animation of the epidural procedure. **As a bonus, each volume includes a complete, inspirational birth story that audiences are sure to enjoy.**

See page 13



Teaches effective techniques for moms and their partners



Demonstrates a variety of comfort techniques



Shows what to expect during the epidural procedure

“Pain Management for Childbirth provides a wonderful explanation of the various pain relief methods available to laboring mothers. This video is bound to become a standard in the childbirth classes we offer.”

– Tamara Drechsler-Corbeil, RN, MSN