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A magazine for grandparents brought to you by ViaCord



# Go-to Grandparents



## Healthier, more active and more relied upon, grandparents are coming to a busy family's rescue

**Banish all notions** of rocking chairs and knitting. With first-time grandparents on average just 48 years old – take a bow, Jim Carrey! – retirement is not an option.

In fact, with more single parents,

two-career families and parents laid off from work, grandparents are becoming increasingly vital to the family dynamic.

Some 40 percent of grandparents who live within an hour's drive of young grandchildren provide regular childcare.

Reports show that when grandparents are actively involved in the life of a child, the risk of abusing drugs, joining gangs and behaving inappropriately drops. Grades and the child's chances of going to college are improved. So is the family dynamic.

It may seem like a tall order, however, especially for grandparents who work full-time or who live far away. After all, young, active grandparents have plenty going on outside of doting on the next generation.

The trick is to find ways to spend time with the grandkids that serves both generations' needs, says Dr. Nancy K. Schlossberg, professor emerita at the University of Maryland and author of "Revitalizing Retirement." Need some ideas?

Don't underestimate technology. Record a video of you reading a book to the grandkids so that you can connect with them at bedtime, even if you're miles away.

Find a sport that both generations enjoy, and either play or watch it together.

Connect the grandkids to their history. Schlossberg took her two granddaughters to a park where their mother, Schlossberg's daughter, played when she was little. "They love little stories about that," Schlossberg says.

Don't forget simple interaction. "Sometimes," says Grand magazine publisher Christine Crosby, "it's just sitting back and playing checkers with a kid and hearing what they think about the world."

## Staying Healthy

Simple steps to better health.

**Today, increasing numbers** of people are living longer while maintaining good health. Research indicates that many of the keys to healthy aging rest in our hands. Genetics accounts for only 25 to 30 percent of healthy and active aging, according to gerontology expert Dr. Robert Butler, founder and president of the International Longevity Center-USA. Some 70 to 75 percent of the job of staying healthy is up to us.

What does that mean for the generation of Go-to Grandparents? What you do today can keep you on the go longer and stronger!

### Here are a few tips:

#### Healthy Diet

Mom wasn't kidding when she said breakfast is the most important meal of the day! A healthy diet starts with a nutritious breakfast. Be sure to refuel yourself and eat a variety of nutrient-rich foods throughout the day.

#### Regular Exercise

Exercise doesn't have to be a chore. Participate in activities you enjoy, like morning walks or joy riding on a bicycle. Try to log 30 minutes, 4 days a week.

#### Mental Stimulation

Learn to play an instrument with your grandchild or teach them how to get down with some 'Grand' dance moves!

# Protecting Your Grandchild's Future



help the expecting parents decide if cord blood banking is the right choice for their family.

## What is cord blood?

Cord blood is the blood that remains in the umbilical cord after a baby is born. In a simple and painless procedure, this blood can be collected and preserved. A baby's cord blood is a natural way to protect and provides families with an alternative healthcare option. Cord blood is a valuable source of precious stem cells that could potentially be used by the baby or another immediate family member to treat nearly 80 life-threatening diseases.

## How do stem cells work?

Unlike conventional medicines that just treat symptoms, cord blood contains stem cells known as "mother cells." Mother cells can "become" other cells, like tissue and other organ cells, to

help repair a condition permanently. As the building blocks of blood and the immune system, they can correct and/or replace damaged cells.

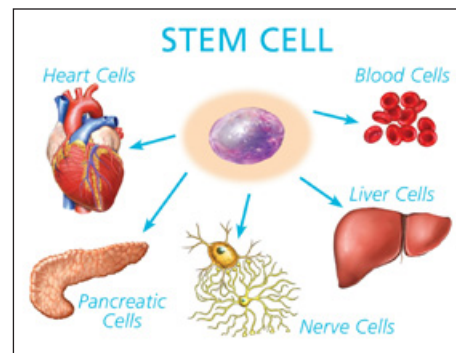
## Saving cord blood for today and tomorrow

Currently, cord blood can be used to treat diseases like cancers, including leukemia

and lymphoma, bone marrow failure syndromes, immunodeficiencies, blood disorders such as sickle-cell anemia, and metabolic disorders.

Excitement is growing as the number of cord blood stem cell therapies increases.

New treatments with cord blood focus on regenerative medicine – revolutionary therapies that have the potential to cure previously untreatable diseases and conditions such as cerebral palsy, diabetes, heart disease and spinal cord injuries. In 2008 alone, more than 100 children were treated with their own cord blood for type 1 diabetes and cerebral palsy. Looking ahead, cord blood stem cells have many



other potential applications in regenerative medicine.

While there is a lot of public debate about stem cells, cord blood stem cells are non-controversial and therefore are free from political and ethical debate. Banking a child's cord blood simply preserves what would otherwise be discarded.

## Meet ViaCord from PerkinElmer

ViaCord, a leader in cord blood stem cell research, was established in 1993 to give expectant parents an opportunity to bank a newborn's cord blood. OB/GYN recommended, ViaCord is the #1 provider of family cord blood units for transplant. Over 200,000 families have already chosen ViaCord as their partner in helping protect the health of their families. And through the ViaCord Research Institute we're committed to finding new uses for cord blood stem cells.

ViaCord is much more than just a cord blood bank. We are part of PerkinElmer, a \$2-billion global company that offers 3 stages of care for healthier families by providing down syndrome screening, newborn genetic screening and cord blood banking. PerkinElmer touches over 27 million pregnancies per year and is committed to further advancing research in genetic screening, diagnostic screening and expanding the use of stem cells.

### 3 Stages of Care from PerkinElmer



# On the Road with Gram and Poppy

**From Athens, Greece, to Athens, Ga.,** travel certainly has its perks. Cultural enrichment, family fun and everlasting memories await those who get out of town for a while.

Even when economic times are tough, many grandparents still budget vacation travel into their plans. The allure of multigenerational travel –

sometimes just grandparents and grandchildren – has travel companies creating special trips just to fill that need.

Four million Americans will turn 50 this year, putting them on the north side of the average age for first-time grandparents. Many of them will take advantage of added leisure time to travel, says Jean Fawcett, a spokesperson for tour company Abercrombie & Kent, Downers Grove, Ill.

“They have the time and money to spend on experiences they could not afford when they were younger and their kids were in college,” says Fawcett. Grandparents often believe “travel is an ideal way to celebrate the milestones in life,” she notes.

Abercrombie & Kent offers 23 tours tailored for multigenerational families, including jaunts to Europe, Africa, Asia, Antarctica and North America.

Budget-friendly local travel – without the hassles of airport security, passports and currency exchange – is also ripe for the multigenerational crowd. Popular activities for such trips include outdoor activities like camping, biking and hiking. The U.S. Travel Association’s Adventure Travel Report, Washington D.C., finds 22 percent of travelers ages 18-34 brought either their parents or grandparents – or both – with them in their most recent outdoor trip.

From biking to hiking or from Paris, France, to Paris, Texas, no matter what the trip is, multi-generational travel is a great way to bring a family closer.

Multigenerational travelers “are renewing family bonds and sharing experiences,” Fawcett says, “that their grandchildren will remember for a lifetime.”



## In Touch from Afar

Today’s technology can bring the grandkids plenty close

**The Internet** is a huge ally for anyone looking for a quick and effective way to stay in touch – but you probably know that.

Grandparents are surfing, texting and “friending” at rates that might surprise the kids. More than half of all Americans 45 and over regularly go online, about a quarter use instant messaging services and about 15 percent use social media, according to a Pew Research survey.

With 15 grandchildren from Georgia to California, Stephanie Rudy, 62, of Boulder, Colo., is an avid user of Facebook. She logs onto the site daily and is able to view photos of big events in her grandkids’ lives.

While she concedes that typing a few words online or in a text message is no substitute for real-life conversation, technology makes it possible to send out a quick hello no matter the difference in time zone. And Rudy feels her grandkids are more comfortable using the Internet to talk to her than they might be chatting online with parents. “I don’t think they see us as a, well, threat’s a strong word, but we’re more of friends,” she says.

Rudy’s grandson is moving to Boulder to enroll at the University of Colorado. She’s excited to begin another e-relationship with him.

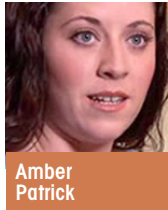
“It’s a little less smothering than to call him,” she says. “I’m looking forward to being a part of his college life for the next four years.”

**Viacord Online**  
[www.viacord.com](http://www.viacord.com)  
[www.blog.viacord.com](http://www.blog.viacord.com)

# ViaCord Families Speak

Facing serious illness and disease is a journey no young family chooses to take. Those fortunate enough to be able to turn to a baby's banked cord blood for potentially life-saving treatments are grateful for the chance to look to the future with hope.

**Geoff and Amber Patrick** discovered a rash on daughter Taylor just after her first birthday. The diagnosis: leukemia. Cord blood from their youngest child, Trinity, led to Taylor's successful treatment.



Amber Patrick

"We decided to store Trinity's cord blood on the off chance that we would need it, and it turns out we did. ViaCord made it very easy for us

to store the cord blood, they made it easy for us to retrieve the cord blood.

"If we hadn't had their services I don't know where we would be. Without ViaCord, Taylor's cord blood transplant wouldn't have happened."

**Cadence was born** with her umbilical cord tied in a knot. At the time it warranted no concern, as Cady appeared to be a healthy, happy baby girl. Not



**A video with Cady**  
Watch Cady's story at [blog.viacord.com](http://blog.viacord.com)

until seven months down the road did her parents learn that the knot in the umbilical cord had deprived Cady of oxygen, resulting in her diagnosis of cerebral palsy. After a year and a half of searching for anything to help Cady, the family received news from ViaCord about an experimental study at Duke University. The procedure involved infus-

ing children with their own cord blood in hopes of regenerating cells and reversing brain damage. "The fact that we did not bank Callie or Keifer's cord blood, but I did bank Cadence's and now we're using it is amazing," said her mom. "I feel like this is miracle blood."

**Michelle Rehs** said, "I feel that ViaCord is still connected to my family even though it's been 3 years since we preserved my daughter's cord blood. Having your baby's cord blood banked is such a tremendous benefit that I don't understand why some people would decide not to do it."

**Aja Beam's** 3-year old son Tyrone developed aplastic anemia. The family had not stored his cord blood. But when daughter Sania arrived, the family turned to ViaCord to preserve the new baby's cord blood.

"It was like the worst thing you could

hear, your kid's got a disease that could potentially end his life. How do you react but with tears?"

"I would tell any woman who is pregnant - before buying any diapers or anything I would invest in cord blood collection because it could possibly save your child's life one day. It's a cure where there is no cure."

**Kahla and Brandon's** daughter Lillian was born with cerebral palsy following trauma suffered from a

horrifying car collision when Kahla was six months pregnant. The gift of cord blood banking from Lillian's grandfather ultimately led to treatment for the toddler in a Duke University study.



**Lillian's story**  
Read more about Lillian's story at [blog.viacord.com](http://blog.viacord.com)



"I would tell any woman who is pregnant - before buying any diapers or anything I would invest in cord blood collection." - **Aja Beam**

# Give a Baby Gift that Celebrates Life

**Shopping for baby gifts** can be one of the most fun parts of preparing for a little one's arrival.

To buy from the baby registry or not to buy from the baby registry, that is the question. Strollers and adorable clothes are the classic gifts for baby showers, but now there's a new option that can bring expectant parents and their families long-lasting benefit and peace of mind, something you can't always find in a store.

ViaCord's gift registry for cord blood banking is an easy way for expectant parents to invite friends and family to contribute to the preserving of a newborn's umbilical cord blood. When the parents-to-be sign up for ViaCord's service they have the option to create a personal registry where friends and family have the ability to make secure online monetary contributions to the family's account. Contributions can reduce the cost to the family, or may even cover the entire cost of the service.

Families enrolled in ViaCord's gift registry can send announcements to family members, friends and loved ones through customizable e-mail, and download registry announcement cards that can be printed and included



in baby shower invitations. The expectant family receives an e-mail notification when a contribution is made to their registry, and contributors may include a personal message to mom and dad.

There is perhaps no better way to celebrate the birth of new life than to

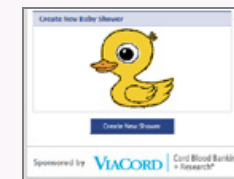
invest in the life-giving potential of cord blood banking. Talk to mom and dad to find out if they've enrolled with ViaCord so you can give a truly unique baby gift.

To learn more about ViaCord's online gift registry, visit [www.viacord.com/giftregistry](http://www.viacord.com/giftregistry).

## Plan a Baby Shower – It's Easy and Free!

A baby's on the way – it must be time for a party. ViaCord's new Baby Shower Planner can help any party planner connect quickly with all the VIPs in mom-to-be's life. And it all happens on Facebook!

- Create your guest list. It's all at your fingertips using Facebook friends.
- Use the Shower Wall for organizing and communicating.
- Send notifications and track RSVPs.
- Take advantage of the custom gift registry.
- Share photos and videos and so much more.



All in one easy place – all with the ViaCord Baby Shower Planner. [Click here](#) and start planning!

## A Gift for You

ViaCord believes every expectant family deserves to know about the life-saving potential of cord blood. As our way of saying thanks for helping spread the good news about cord blood, we'll send you a \$50 gift card for each family you refer to us who banks their baby's cord blood with ViaCord. [Click here](#) to refer an expectant family and we'll send them a free guide to cord blood banking information packet. Or visit [www.viacord.com/refer.htm](http://www.viacord.com/refer.htm).

# Just Say No – to Food Fights

Thinking about meddling in your grandchild's eating habits? Think again.

**Gail Frank has learned** a thing or two about grandparenting. When she sees her grandson getting too many snack foods, she knows just what to do: nothing.

Frank, a spokesperson for the American Dietetic Association and a registered dietitian, is fully aware that the salty crackers her grandson likes are high in sodium and fat. But as grandma Gigi, she also knows it's not her place to lecture her son and daughter-in-law.

"I zip up about this," says Frank. As Frank and other health experts point out, a grandparent's "helpful" suggestions may net a time-out – their own.

The issue of what children should eat or don't eat can provoke confrontation and strain between the generations. Before a food fight breaks out, it's worth taking a step back to think and create family dietary guidelines that everyone can live with. Your goal should be coming together as a family. If you respect and support your children and grandchildren and work together as a team, you're more likely to see well-nourished grandchildren, say health experts.

When it comes to children's diets, "parents and grandparents need to be on the same page," says Heather Kitzman-Ulrich, a psychology professor at the University of South Carolina who focuses on family and adolescent health.

Some tips for the wise grandparent:

- **Don't use treats as rewards:** "Treats are ok as long as they're not incentives for eating healthy food," Kitzman-Ulrich says.

- **Share wholesome recipes:** "I made a booklet of favorite dishes I've cooked that the family enjoys," says Flo Braker, author of "Baking for All Occasions." "I made sure the recipes were fairly simple."

- **Fill the cupboard discreetly:** If your children run short on basic foods, such as milk or cereal, bring a few groceries on your next visit.



## Doing Battle with **Diabetes**

**Type 1 diabetes** is the second most chronic childhood disease, behind asthma. It affects 1.5 million Americans, with 15,000 new cases diagnosed every year. Type 1 diabetes occurs most often in children and young adults. Because patients with type 1 diabetes do not produce insulin naturally, they must have insulin delivered by injection or a pump to help maintain their health. There is no known way to prevent type 1 diabetes.

Today, researchers are looking at ways umbilical cord blood may help treat the disease. Clinical trials at the University of Florida are infusing children afflicted by type 1 diabetes with their own cord blood stem cells as a potential form of treatment. Early indications have been encouraging. The ViaCord Research Institute has also collaborated with the University of Massachusetts Medical School to support research into the use of umbilical cord blood-derived stem cells to treat type 1 diabetes. The relationship is a great opportunity for interaction between university biomedical research and a global technology company dedicated to human health, united with the goal of achieving cutting edge research.

# What are the Chances?

Today, cord blood stem cells are used in the treatment of nearly **80 diseases – up from just one in 1988**. Stems cells may hold promise for regenerative treatments as medical researchers seek to unlock answers to address the leading causes of mortality. Nearly 20,000 babies born this year in the U.S. will have a stem cell transplant in their lifetime. The ViaCord Research Institute focuses on finding new uses for cord blood stem cells to treat more patients and more diseases.

## Alzheimer's Disease

Every 70 seconds, someone develops Alzheimer's. At age 55, the estimated lifetime risk for Alzheimer's is 17 percent in women (one in six women) and 9 percent in men (one in ten).

## Stroke

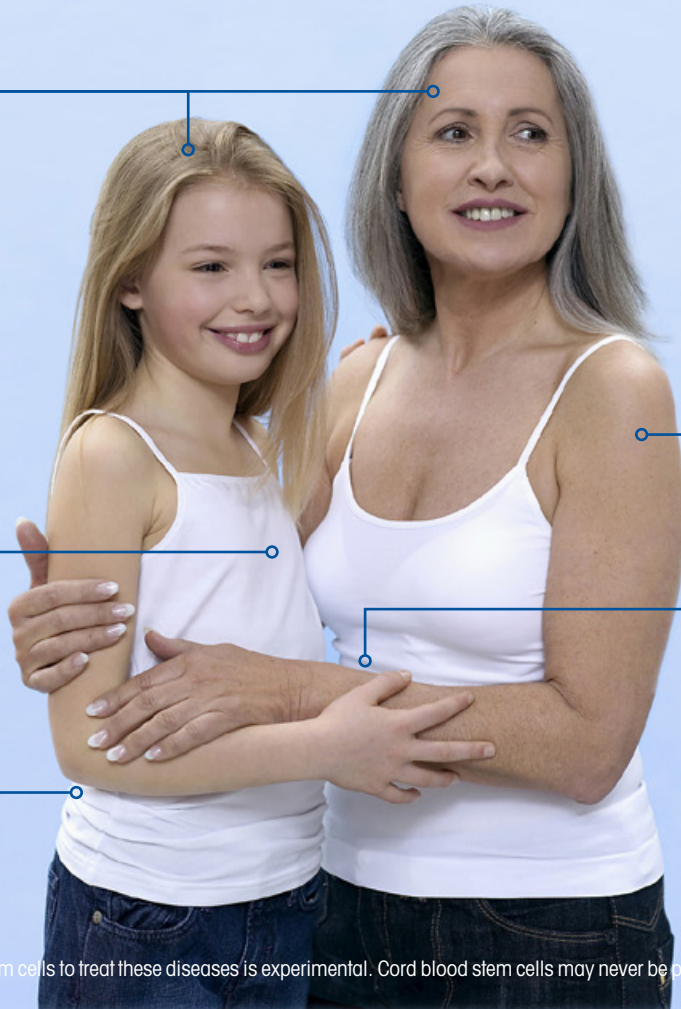
Stroke is the #3 cause of death for men and women in the U.S. On average, every 40 seconds someone in the U.S. has a stroke.

## Heart Disease

The #1 cause of death for men and women in the U.S. The probability at birth of eventually dying from major cardiovascular disease (heart attack and stroke) is 47 percent.

## Spinal Cord Injury

Some 259,000 people in the U.S. have spinal cord injuries. There are 12,000 new cases each year.



## ALS

30,000 people throughout the U.S. have amyotrophic lateral sclerosis and 8,000 new cases are diagnosed each year. There is currently no cure.

## Diabetes

Diabetes affects nearly 24 million people in the U.S. More than 10 percent of the U.S. population age 20 and older has physician-diagnosed diabetes.

## Muscular Dystrophy

About 400 to 600 boys with the most common form of muscular dystrophy are born every year. Girls rarely have the disease. There is no specific treatment.

## Burns

An estimated 500,000 burn injuries occur each year, with 40,000 victims requiring hospitalization.

## Multiple Sclerosis

Approximately 400,000 Americans have MS. Every week about 200 people are diagnosed. The cause is unknown. Relatives of affected people are 8 times more likely to contract the disease.

## Osteoporosis

One out of every two women and one in four men 50 and older will have an osteoporosis-related fracture in their lifetime. The disease is a major public health threat for 44 million Americans, 68 percent of whom are women.

## Liver Disease

Liver disease is on the increase, affecting one out of every 10 Americans. Liver cancer has the fastest rising incidence of all cancers in the U.S., with a less than 10 percent survival rate.

Sources: Alzheimer's Association; "2009 Alzheimer's Disease Facts and Figures," Alzheimer's Association; American Heart Association Heart Disease and Stroke Statistics, 2009 Update; American Liver Foundation; American Association for the Study of Liver Diseases; National Institute of Arthritis and Musculoskeletal and Skin Diseases; Centers for Disease Control; ALS Therapy Development Institute; Spinal Cord Injury Information Network; National Multiple Sclerosis Society; U.S. Fire Administration; American Burn Assoc. National Burn Repository (2005 report)

## New from ViaCord:

## HealthCheckNB™ for Newborns

Some questions and answers just can't wait. For families of newborns, often some of the most pressing concerns involve health. Now, ViaCord can help. Only ViaCord offers expecting families the added protection of newborn genetic screening with HealthCheckNB™, a service that can detect more than 50 disorders in newborns. Screening with HealthCheckNB™ gives you the opportunity to protect your baby from preventable complications of undiagnosed disorders.

HealthCheckNB™ determines your newborn's risk for a metabolic or other inherited disorder. An abnormal result indicates the need for diagnostic testing to confirm the presence of a disorder. If your baby is diagnosed with one of these disorders, early medical intervention can play a key role in helping him or her lead a normal life. HealthCheckNB™ is the first step in this process.

Expectant parents can learn more about this valuable service by calling a ViaCord specialist at: **1.866.880.6566**

Research into the ability of stem cells to treat these diseases is experimental. Cord blood stem cells may never be proven to be effective treatment for these diseases.



# It's a Grand Life!

Books to help you make the most of the best job in the world

## Super Granny: Great Stuff to Do with Your Grandkids

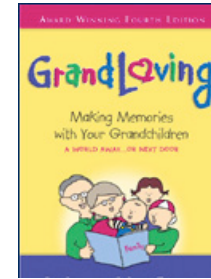
by Sally Wendkos Olds  
(Sterling Publishing, 2009)



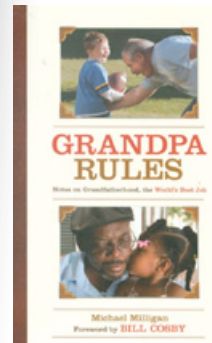
**Celebrate! Gifts of Time with Grandma: Over 200 Delightful Activities to Enjoy with Your Grandchild**  
by Elaine Bezanson and Kathryn Wallace  
(iUniverse, 2009)



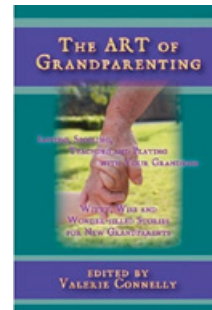
**The Really Useful Grandparents' Book**  
by Eleo Gordon, Tony Lacey  
(Broadway, 2010)



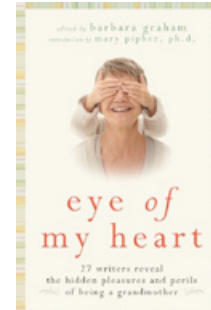
**GrandLoving: Making Memories with Your Grandchildren**  
by Sue Johnson, Julie Carlson  
(Heartstrings Press, 2006)



**Grandpa Rules: Notes on Grandfatherhood, the World's Best Job**  
by Michael Milligan, foreword by Bill Cosby  
(Skyhorse Publishing, 2008)



**The Art of Grandparenting**  
by Valerie Connelly  
(Nightengale Press, 2009)



**Eye of My Heart: 27 Writers Reveal the Hidden Pleasures and Perils of Being a Grandmother**  
Barbara Graham, Editor  
(Harper, 2009)

## Drop Everything and READ

Reading with your grandchild is one of life's great pleasures – and a powerful way for you to help her development. "Creating a lifestyle of learning starts in infancy," says Dr. Ari Brown, member of the American Academy of Pediatrics and co-author of "Baby 411." Books with rich illustrations can be most engaging. The following titles won 2009 Caldecott recognition, one of the highest accolades in the world of children's books.



- **The House in the Night** (Houghton Mifflin)
- **A Couple of Boys Have the Best Week Ever** (Harcourt)
- **How I Learned Geography** (Farrar Straus Giroux)
- **A River of Words: The Story of William Carlos Williams** (Eerdmans)

