

STAGE

1

BELIEVE YOUR CHILD:

One of the most powerful antidotes to sickness developing further, is parental care and concern. Once your child begins to report feeling unwell, it is possible to help nip the illness in the bud.

BE EMPATHETIC:

A hug, a cuddle, a kiss from mum or dad, can actually work as 'feeling loved' releases oxytocin and endorphins, which are 'feel good' neurochemicals.



STAGE

2

AMUSE THEM BUT DON'T OVERLOAD:

If they are sick, listening to a story or watching a film is a good idea, as it is soothing and promotes laughter (an immune booster). But don't let them play video games, watch scary films or spend hours on screens. This will keep their minds over-stimulated, when their immune systems need more gentler stimulation and rest.

**ONSET:
DAY 1-3**

**PEAK:
DAY 4-6**

**SICKNESS
CYCLE**

**RECOVERY:
DAY 7-9**

SYMPTOMS:

- Child is contagious
- Fussier than usual
- May have a decreased appetite
- Slight fever (especially at night)
- Runny nose (mucus thin and clear and runs constantly)
- Sneezing



SYMPTOMS:

- Fever disappears
- Child is less irritable, and may start to feel better
- Mucus thickens, turns yellow or green
- Blocked nose and/or runny nose
- Cough develops
- Poor sleeping, with frequent waking at night

STAGE

3

BE AWARE:

After a few good night's sleep and days off, with some TLC from mum or dad, a child might well feel well enough for school. If you think they have fought it off, then let them go. However, if they are still fighting the bug, it may be sensible to keep them off one more day until they are eager to go back and see their friends (another immune booster). They should also be past the contagious stage by then and back to full health.

SYMPTOMS:

- Mucus thickens and becomes crusty
- Behavior starts to normalize
- Appetite returns
- Child starts to become active

THE EXPERTS

DR DAVID BULL

has examined the sickness cycle of a child having a cough/cold and reveals symptoms at each stage



CORINNE SWEET

Is a family psychologist, who believes in the power of TLC in helping little ones feel better and gives her advice for nursing children back to health





WHAT DO PARENTS SAY IS THE FIRST SIGN OF COUGH/COLD?



60% OF PARENTS say a temperature



HALF OF PARENTS report irritability and tantrums



NEARLY HALF see a loss of appetite

AND PARENTS GO-TO REMEDY TO HELP CHILDREN FEEL BETTER?



OVER HALF OF PARENTS say rest



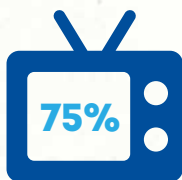
NEARLY A THIRD OF PARENTS believe comfort food and hot drinks



2 OUT OF 5 rely on medicine



MORE THAN A THIRD believe in the power of TLC



75% OF PARENTS put on the TV or a DVD



Over a quarter entertain children with games on **AN IPAD/TABLET**

SO WHAT DO PARENTS WORRY ABOUT?



NEARLY A QUARTER of parents are unsure of which medicine to use, or worried about how to nurse poorly children back to health



50% OF PARENTS worry about keeping children's spirits up when they are sick

AND WHO TAKES CARE FOR THE KIDS?



63% SAY THAT THE RESPONSIBILITY FALLS TO MUM.



But nearly **A QUARTER OF PARENTS WORK TOGETHER**

A SURVEY OF 2,000 BRITISH PARENTS,



FROM ACROSS THE UK