



Media Medica Therapy Program advertisement.

[s.l.]: [s.n.], 1968

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Color me confident

A child's experience in the hospital is colored as vividly by what he's told and by what he imagines beforehand as by the event itself.

It can be an adventure. Or it can be frightening, bewildering, never-forgotten.

What makes the difference?

Preparing the child

In general, children who have been carefully prepared for their stay in the hospital—those who know what to expect and who have been made to feel secure in their parents' love—have an easier time than children who have not been prepared. They are less frightened and upset. They come through the experience with few if any emotional scars. Confidence in their parents, and in the doctor and hospital co-workers, is reinforced.

MEDIA MEDICA consultation therapy programs are designed to help you guide the parent in what to say and do and what not to say and do. In a step-by-step method the parent learns how some ideas, communicated to the child out of love and anxiety, may be harmful. The parent is shown how the application of some very easy lessons from behavioral science can instill confidence and make the hospital experience much less traumatic.

The programs are also designed to elicit the child's active participation, thereby helping the young child to learn better as a result of involvement. Childish fantasy is given a chance to pre-play a coming role, which gives release to both latent and active tensions.

A Child's First Stay™

This MEDIA MEDICA program contains:

For the parent

"How You Can Help"

- how to understand and deal with fears the child may have about the hospital and his operation
- how to answer his questions
- how to provide meaningful reassurance
- many ways to inspire confidence and have the parent-child relationship gain from the experience

For the child

"Jimmy and Susie at the Hospital"

- an enchanting and integrated picture book, with non-toxic crayons and pages to color
- a coordinated, captivating phonograph record
- a unique "All About Me" card for the child to give the nurse
- a reinforcing certificate to be given the child when he leaves the hospital

A special package for in-hospital use is also available.

Adding a new dimension to patient care:

MEDIA MEDICA Consultation Therapy Programs.

These programs have been designed as elements of your customary course of treatment, to implement and reinforce your instruction and counseling of patients. Produced by an alliance of experts in medicine, communications, and the new technology of behavioral learning, individual programs are scientifically designed for problems that require time-consuming counsel. Use of program elements is usually initiated in the physician's office, continued by the patient at home and kept for easy reference.

The results are proven and predictable. MEDIA MEDICA programs have been extensively tested under actual physician-patient conditions so you can be sure your patient will benefit. They are of significant help to physicians... not in replacing individualized counsel, but as a part of it, reinforcing and extending it.

MEDIA MEDICA, INC.
555 Fifth Avenue
New York, N.Y. 10017



DR. _____
ADDRESS _____
CITY _____ STATE _____
SPECIALTY _____

Send me the following

- ☐ Complete information on A CHILD'S FIRST STAY
 - ☐ For office use ☐ For hospital use
- ☐ INFORMATION on other MMI PRODUCTS AVAILABLE
- ☐ DESCRIPTIVE BROCHURE on the behavioral technology used in preparing MMI Products