SHERRY MATTHEWS ADVOCACY MARKETING

Children's Health Minute **Air Dates: Week of April 9, 2007**

"Head Lice: A Problem Itching for a Solution"

Dr. Hellerstedt: It may sound awful, but it's a very common problem with kids: head lice!

Hi, I'm Dr. John Hellerstedt with the Children's Health Minute -- connecting families with Children's Medicaid and CHIP.

The head louse is a tiny insect that lives among human hairs and feeds on extremely small amounts of blood drawn from the scalp. They're common in kids from ages 3 through 12. Head lice aren't dangerous, but they are contagious.

Call your child's doctor if see the tiny lice or if your child is constantly scratching his or her scalp.

The doctor can recommend treatment to eliminate the lice. But, it's very important to follow the directions exactly because certain medications for head lice act like insecticides. And never use the head lice treatment of one person on another child without an OK from the child's doctor.

Announcer: Keep your kids healthy. Call toll-free 1-877-KIDS NOW to apply or when it's time to renew your CHIP or Children's Medicaid. Six months of coverage for all your children costs just 50 dollars or less, but most families pay little or nothing. That's 1-877-KIDS NOW.