SHERRY MATTHEWS ADVOCACY MARKETING

Children's Health Minute **Air Dates: Week of February 26, 2007**

"Kids and Drug Allergies"

Dr. Hellerstedt: Allergies are a fact of life. But if your child has an allergic reaction to a medication, should you be alarmed?

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

A drug allergy is caused by an over-sensitive immune system that attacks the drug as if it were a harmful substance.

The most common symptoms are itching, redness, welts or swelling of the skin and a runny nose. These symptoms can occur quickly, possibly within minutes of taking the first dose, or within a few days. If your child has a reaction, stop the medication immediately and call your doctor.

And if your child is having difficulty breathing call 9-1-1.

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.