



Digital Communication and Online

Program Executive Summary

We offer innovative web-based tools that are recognized globally as reliable and respected resources for pediatric healthcare information.

Why is this program important?

Today's parents of young children are part of the millennial generation and they approach healthcare differently than previous generations. They are digital natives and therefore very accustomed to receiving information from multiple channels. They are also the generation that struggles with trusting traditional institutions as evidenced by their reliance on peers, influencers, and "Dr Google" as sources of health information.

Now more than ever, trusted and reliable sources of health information are essential. The American Academy of Pediatrics, via [HealthyChildren.org](https://www.healthychildren.org), is that source of trusted children's health information. Currently, we offer our web-based content in both English and Spanish and reach millions each month with gold-standard, high quality AAP parenting information. However, we are now able to extend that reach even further—globally - by making our content available to others via content licensing.

Who can benefit?

Any organization interested in improving health literacy and health outcomes can increase their reach to parents and other caregivers by using AAP's gold-standard web-based content on their own digital platform(s) and provide consumer audiences with the most comprehensive, authoritative, and trusted child health and safety information available. This includes but is not limited to: ministries of health/health departments; government agencies; specialty hospitals, health centers or healthcare companies; employers, payers and providers; publishers and news media organizations; app developers and others.

Program Details

Organizations licensing AAP HealthyChildren.org content allows them to go directly to the source for the most reliable children's health information on the internet. In addition, it aids in the proliferation of AAP content to other sites, both domestically and abroad, to help cut through the noise of unreliable influencers and anti-science, non-evidenced based content found online. Licensees can choose from a variety of content formats including articles, listicles, infographics, video, calculators, newsletters, and much more at a variety of price points.

How is the program implemented?

All content can be delivered digitally to be seamlessly embedded on to licensee websites or other digital platforms for optimal user experiences and can be adapted to ensure cultural relevancy and/or address specific health issues important to their population.

Delivering value and impact

HealthyChildren.org is the official parenting website of the American Academy of Pediatrics and a premier online destination site for parents and caregivers who are seeking optimal health information for children. This award-winning website provides parents and other caregivers trustworthy information, tools, and resources, all reviewed and approved by the AAP.

Launched in 2009, HealthyChildren.org is now recognized globally as a reliable and respected resource for pediatric

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healthcare information. To date, the site has reached more than 238 million parents and caregivers who viewed nearly 420 million pages. With over 9 million pages viewed each month, HealthyChildren.org connects with parents in more than 228 countries and territories across 6 continents. The site has over 112,000 registered users with an average increase of 665 new users added each month.

The user-friendly site offers over 5,000 articles navigable by topic and age, in English and Spanish, and is mobile-friendly to reach parents wherever they are. The site includes intuitive search features leading to dynamic, up-to-date content reviewed by a medical editor and subject matter expert AAP pediatricians.

In addition, AAP pediatricians report using HealthyChildren.org as an educational tool in their everyday interactions with patients and families. Providing health care professionals and

others the opportunity to include evidenced-based, gold standard AAP content on their own websites improves health literacy, engages parents and other caregivers, extends organizational “brand” and provides immense value to both providers and families.

Program partners

All content on HealthyChildren.org is reviewed and approved by the AAP. The site accepts sponsorships from like-minded corporations, foundations and partners who provide resources and support to continue this important work. All [Sponsors](#) are acknowledged on the site and in other site-related communications, such as our monthly newsletters.



If you have questions about AAP's suite of global programs, products and services, please contact Albert Jones, Director of Global Business Development, at ajones@aap.org or aapglobal@aap.org.