

## Introducing Lori Schoenfelder – Supporting Families in Madison and Orange

We are pleased to share that Lori Schoenfelder has joined the Healthy Families team as our new Family Support Specialist serving Madison and Orange counties. Lori came on board in June and has already hit the ground running—visiting families, learning about their unique needs, and building connections with community partners.

Lori brings a warm and thoughtful approach to her work, and her dedication to strengthening families is already making a positive impact. She's been busy getting to know the communities we serve and is eager to continue supporting families through personalized guidance and encouragement.

Please join us in welcoming Lori to the team—we are so glad to have her with us!



## Product Recall Alert: Orajel™ Baby Teething Swabs

Church & Dwight Co., Inc. has issued a voluntary recall of Orajel™ Baby Teething Swabs, pre-moistened swabs designed to soothe teething discomfort in infants and toddlers. The recall is due to potential microbial contamination, which could pose a health risk to babies.

### Important Details:

- **Product:** Orajel™ Baby Teething Swabs
- **UPC:** 310310400002
- **Action:** Stop using immediately
- **Refund:** Visit [www.churchdwightrecall.com](http://www.churchdwightrecall.com) or call the Consumer Relations team at (800) 981-4710

If you have this product at home, please discontinue use right away and follow the instructions above to request a refund.

Your child's safety is important—please help us share this information with other families.



## Find Free Summer Meals Near You

No child should go hungry when school is out. The USDA's Summer Meals Site Finder makes it easy to locate free meal sites in your community. Kids and teens 18 and under can receive nutritious meals and snacks at no cost—no registration or ID required.

Find a location near you:  
[www.fns.usda.gov/summer/sitefinder](http://www.fns.usda.gov/summer/sitefinder)

Help spread the word so more families can take advantage of this important resource!



## Sweet Dreams (Eventually): Surviving Sleepless Nights with a Newborn

Bringing home a newborn is a joyful milestone—but it often comes with sleepless nights and exhausted parents. Newborns sleep in short bursts, waking every 1–3 hours to feed. This fragmented sleep can leave caregivers feeling drained. But with a few smart strategies—and expert advice—you can reclaim some rest and support your baby's healthy sleep habits.

### Understand Your Baby's Sleep Patterns

Newborns don't have a sense of day and night, and their sleep cycles are short. It's normal for them to wake frequently.

"Most newborns sleep 16 to 17 hours each day, but they wake up at the end of each sleep cycle—as often as every one or two hours. This is normal!" says Dr. Rachel Moon, pediatrician and SIDS researcher. Knowing this can help you set realistic expectations and reduce frustration.

Around 3–4 months, many babies begin to sleep for longer stretches. Until then, try to:

- Sleep when your baby sleeps—even short naps can help.
- Avoid stimulating your baby at night—keep lights dim and voices soft during feedings and diaper changes.

### Create a Safe and Soothing Sleep Environment

The American Academy of Pediatrics recommends that babies sleep in the same room as their parents (but not in the same bed) for at least the first six months. To promote safe and restful sleep:

- Always place your baby on their back to sleep.
- Use a firm, flat mattress in a crib or bassinet with no soft bedding, pillows, or toys.
- Consider using a swaddle or sleep sack (until your baby shows signs of rolling over).

### Build a Gentle Bedtime Routine

Even newborns benefit from a calming routine. Try:

- A warm bath
- Gentle rocking or swaddling
- Soft singing or white noise
- Placing your baby in their crib drowsy but awake to help them learn to self-soothe

### Remember: This Phase Will Pass

"Caring for an infant is one of the most challenging things you'll ever do," says Dr. Moon. "Just remember that you're doing your best—and it does get better".

In the meantime, be kind to yourself, lean on your support system, and know that you and your baby will find your rhythm—and your rest.



### Rest for the Weary: Tips for Getting Sleep with a Newborn

Sleep deprivation is natural when you have a new baby in the house. It's important to realize that it can affect your mood, memory, and ability to cope. Here are a few ways to protect your well-being:

- ◆ **Sleep When Baby Sleeps:** It's a classic tip for a reason. Even short naps throughout the day can add up and help restore your energy.
- ◆ **Take Turns (if possible):** If you have a partner or support person, take shifts—especially during nighttime feedings—so each of you can get a longer stretch of rest.
- ◆ **Set realistic expectations:** Recognize that some chores can wait.
- ◆ **Create a Simple Bedtime Routine:** Help your baby learn the difference between day and night by keeping nighttime calm and quiet and establishing a soothing bedtime routine early on.
- ◆ **Keep Baby Close (and Safe):** Having your baby in a bassinet next to your bed can make overnight feedings easier and reduce how fully awake you need to be.
- ◆ **Ask for Help:** Don't hesitate to lean on family or friends. Even an hour of uninterrupted rest while someone else holds the baby can make a big difference.



**StartSmart** is designed to share practical tips and advice each month to help you nurture your baby's growth and development. From encouraging milestones to promoting healthy habits, **StartSmart** is here to support you every step of the way on your parenting journey!

## Managing Overstimulation – Understanding Your Baby's Signals

Life is full of sounds, sights, and new experiences—and it can be a lot for a baby because they don't yet know how to filter out all that noise and activity. When there's too much going on around them, they can become overstimulated, leading to fussiness, crying, or difficulty sleeping.

Understanding the signs of overstimulation and learning how to respond calmly can help your baby feel safe, secure, and better able to enjoy the world around them.



### What Is Overstimulation?

Overstimulation happens when your baby is exposed to more sensory input than they can handle—like bright lights, loud music, too much handling, or even a busy room full of people. It's common, especially in newborns and young infants whose nervous systems are still developing.

### Signs Your Baby Might Be Overstimulated:

- Turning their head away or avoiding eye contact
- Yawning, arching their back, or hiccupping
- Clenching fists or flailing arms and legs
- Trouble settling down for sleep or feeding
- Crying or fussing more than usual

### Simple Ways to Calm an Overstimulated Baby:

- Create a quiet space. Step into a dimly lit, calm room to reduce sensory input.
- Hold your baby close. Skin-to-skin contact or gentle rocking can be very soothing.
- Use soft sounds. Humming, white noise, or gentle lullabies can help calm your baby's nervous system.
- Watch their cues. If your baby looks away or squirms, take a break from play or stimulation.
- Limit visitors and outings. Especially in the early months, short and quiet visits can be easier on your baby.



**TIP**

**You don't need to avoid stimulation altogether—it's how babies learn! The key is to balance activity with plenty of downtime and watch your baby's reactions. With time, you'll become more confident in reading their signals and responding with what they need most: comfort, patience, and love.**