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**Phoenix Otolaryngologist Jerald Altman Unveils Delightful New Children’s Book**

**Reminding Children to Avoid Placing Things in Their Ears and Noses**

“Don't Stick Sticks Up Your Nose! Don't Stuff Stuff In Your Ears!” Focuses on Child Safety

PHOENIX, May 21, 2013 – Children’s innate curiosity has lead them to stick objects in their ears and noses for a majority of human history. While the trial and error mindset is crucial to development, it does not exist without consequence.

Fortunately, there are medical professionals dedicated to treating and preventing these mishaps. From rocks and raisins to paper and peanuts, otolaryngologist and Phoenix Top Doc, Jerald Altman, has removed just about anything imaginable from his patients' ears and noses. In his new book “[Don't Stick Sticks Up Your Nose! Don't Stuff Stuff In Your Ears!](http://www.amazon.com/Dont-Stick-Sticks-Your-Stuff/dp/0988886103)” Dr. Altman aims to teach children about the hazards of foreign body insertion.

More information on the 22-page board book is aimed at children aged 2-6, can be found on Facebook, Twitter, Pinterest, or [www.dontstickdontstuff.com](http://www.dontstickdontstuff.com).

"The best thing to do when discussing ear and nose foreign bodies is to understand how to prevent them," Altman says. "Diligent supervision and education are key."

According to a recent study done by the Children’s University Hospital of Lublin, Poland, there is an increased risk of having a foreign body in children between the ages of 1-3 years. Additionally, the authors of this study reported that 84% of patients who presented to the doctor with a suspected foreign body insertion actually had a foreign body in their ear, nose, throat, esophagus or windpipe. A staggering 60% of cases took place under direct parental supervision.

To avoid painful infection and expensive visits to a doctor, Altman further recommends that parents "minimize children's exposure to small objects and store magnets and small button-type batteries in a locked cabinet. When outdoors, direct supervision is the best way to avoid seeds, plant material, pebbles, sand and other small outdoor objects from finding their way into ears and noses."

Filled with vibrant illustrations and a memorable rhyme scheme, “Don't Stick Sticks Up Your Nose! Don't Stuff Stuff In Your Ears!” is sure to have young ones laughing and rhyming along, all while teaching them a valuable lesson in safety.

Dr. Altman is available for interviews, book signings, and book talks to stress the importance of children's health and safety.

* Get a sneak preview of “Don't Stick Sticks Up Your Nose! Don't Stuff Stuff In Your Ears!” at [www.dontstickdontstuff.com](http://www.dontstickdontstuff.com).

**About the Authors:**

Jerry Altman is an Otolaryngologist-Head and Neck Surgeon (ENT Doctor). He obtained his undergraduate and medical degrees from The Ohio State University and completed his residency in Otolaryngology-Head and Neck Surgery at Henry Ford Health System in Detroit, Michigan. He has published peer reviewed journal articles and was recognized as a Phoenix Top Doc in 2010, 2011, 2012 & 2013. His co-author, Richard Jacobson, studied architecture at Yale University and has spent most of his adult life pursuing various aspects of visual arts and design. Dr. Altman's voluminous medical knowledge and Mr. Jacobson's creativity have joined forces to produce a beautifully illustrated book that will delight young ones and gently remind them, “Don't Stick Sticks Up Your Nose! Don't Stuff Stuff In Your Ears.”

**Book Information:**

**Hard Copies** available at [www.dontstickdontstuff.com](http://www.dontstickdontstuff.com) and Amazon.com at $12.50 per copy

**E-Readers** available at: iBookstore, Kobo, eBook Pie, Sony, eSentral, Amazon Kindle, Copia, Scribd, Barnes & Noble, and Gardners

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