

Pinky McKay Joins The Fight To Change Australia's Swaddling Culture In New Role As Hip Ambassador

Popular parenting public figure Pinky McKay has joined the cause, to raise awareness of developmental dysplasia of the hip, and the impact of inappropriate lower limb swaddling on the incidence of the condition, by becoming an ambassador for Healthy Hips Australia.

Pinky has had personal experience with this debilitating condition. One of her five children had suspected 'clicky hips' as a baby, and as was the practice at the time, she used double nappies to help.

"The community health nurse said there was a click in the hip but the GP dismissed it," said Pinky about the time it was brought to her attention. "I hedged my bets and used double nappies for a period of time, as that was what was done then" she went onto explain.

When founder and chairperson of Healthy Hips Australia, Sarah Twomey, initially approached Pinky about doing a fundraising event for Healthy Hips Australia, Pinky was pleased to lend her support by spreading the word about hip dysplasia and swaddling practices. "Its not like we're telling people to stop swaddling, just do it right for those little legs to move around" said Pinky. "We're saying this because there is research supporting it," she adds "Its about helping parents get the information they need, not about stopping this practice which is so good for babies".

Sarah asked Pinky to become an ambassador for Healthy Hips Australia as she knew Pinky's gentle parenting style and practical support for the parenting community was the perfect fit, "Health Hips Australia is thrilled to have Pinky on board to help us put hip dysplasia on the agenda of every parent not just those faced with a diagnosis of it," said Sarah adding, "Healthy Hips Australia is working to increase hip dysplasia awareness, education and support by providing expert resources and support services".

Sarah wants to see this hip condition on the agenda for all "with up to 1 in every 50 babies treated for hip dysplasia in Australia, in 2014, it's more common than many people realise, and if not picked up in infancy it can require surgery to correct". Sarah adds "If left untreated it can lead to chronic pain, arthritis and even the need for total hip replacements".

MEDIA CONTACT

For further information and interview opportunities with Sarah Twomey, medical experts in this field and parents of children affected by DDH, please contact Sarah:

info@healthyhipsaustralia.org.au For interviews with Pinky, please contact: 0401 750 775, prpinkymckay@gmail.com

Swaddling guidelines: www.healthyhipsaustralia.org.au/safe-swaddling-guidelines/

DDH Flyer: www.healthyhipsaustralia.org.au/pdf/HHA_hipdysplasia_awareness_flyer.pdf