



Homework for Health

Cholesterol Help for Kids and their Families

HOMEWORK FOR HEALTH - COMPANY OVERVIEW

Homework for Health, an online teaching resource on the topic of cholesterol, was founded in 2013 by Dr. Ann Liebeskind, a Pediatric and Adult Lipidologist.

Liebeskind began to develop her own resources about cholesterol after the National Heart Lung and Blood Institute and the American Academy of Pediatrics updated their guidelines in 2011 and recommended cholesterol screening for all children. Liebeskind believed that with the right tools, teaching patients about cholesterol and why it matters would make the topic less scary and more actionable. She knew that if children understood how cholesterol worked in their bodies, they would be more empowered to make healthy choices.

Liebeskind engaged her sons, ages 9 and 6 at the time, for help. They served as illustrator, editor and focus group. Together, they developed quirky and lovable characters Lippy (LDL) and Huddle (HDL) to help illustrate materials for her office.

In 2016, Liebeskind introduced Lippy, Huddle and other characters in her graphic novel, ***Adventures in Cholesterol***. The book teaches about cholesterol through the eyes of the “Cholesterol Team” and is a fun, factual tool for children and their parents.

Liebeskind’s goal is for clinics to keep her materials and book on hand and use them as a tool to explain how cholesterol works in the body to kids and parents. If the family has additional questions or would like to learn more, the clinic staff would refer them to HomeworkforHealth.com. In addition, the book is a helpful tool for schools where they may be checking cholesterol levels, or as a teaching tool in health and science classes.

Homework For Health is a family-owned, family-created company. It is a passion project for Liebeskind and her family. There are no advertisers or other investors.