



Dear Colleagues:

We are blessed to know several people in our lives who passed the 80-year milestone long ago and are still vibrantly and actively making a difference. One of those people is Dorothy Burton. As a young girl, Dorothy was a Riley Hospital patient. As an adult, she worked for Riley Hospital in the Laundry for 17 years before retiring and beginning her next career as a volunteer. At the Clarian Health Volunteer Recognition Program in April, Dorothy received a pin commemorating her 7,000 hours of service to Riley Hospital. Our staff was present to celebrate this achievement with Dorothy.

Fridays have become a welcomed routine in our office. Every Friday morning, one of us picks up Dorothy and brings her in for another busy, productive day. She is hard working, dedicated to excellence, and stays with her assignments until the job is done—and done right. And at the end of each Friday afternoon, Dorothy smiles and says, “Well, I’ve had a good day.” Dorothy’s next goal is to reach 8,000 volunteer hours for Riley Hospital—and she’s well on her way. We look forward to seeing her earn that pin and will cherish every Friday we have with her on her way to reaching that goal.

As Riley Hospital for Children nears its 80<sup>th</sup> birthday this fall, we are amazed at its resiliency, ever-changing and constant growth, and abilities to continue to set new and higher standards for excellence in pediatric health care and leadership in child advocacy. With the passing of the Department’s 11<sup>th</sup> birthday this past January, we continue to steer a steady course toward the goal that Riley Hospital strives to achieve at every level: *advocating* for children. This report reflects our belief that Riley Hospital’s best effort is demonstrated through partnerships, innovation, collaborations, and the courage to speak up for children through our advocacy efforts.

Dorothy shows up every Friday with a real bounce in her step. We’re proud of the work our volunteer does every week, and are most grateful to our dear friend for continually reminding us that Riley Hospital for Children, almost 80 years young, is a most special place, indeed.

Sincerely,

Karen Bruner Stroup, Ph.D.  
Director

# marketing

## **WTHR features water safety game**

Welcoming the arrival of summer, WTHR Channel 13 aired footage of Riley's Water Wise Game on the "Clarian Best of Health" weekend segment. The video, which aired Sunday, May 23, showed preschoolers playing Water Wise and learning about water safety with adults. As a result of this segment, the Department received several inquiries from parents and community leaders requesting a free copy of the game.

## **Article showcases Sibshop initiative**

Indy's Child magazine featured an article about Riley Hospital's Sibshops, an initiative to bring together siblings of brothers and sisters with special needs for a day of fun, games, and peer discussion. The article provided interested parents with the information to enroll their son or daughter, ages 8-13, in an upcoming Sibshop. Individuals interested in being trained to provide Sibshops were encouraged to call the Department for more information.

## **Radio show offers summer safety tips**

Bill Stanczykiewicz, President and CEO of the Indiana Youth Institute, interviewed Rebecca Agness for the "Kids Count" radio show on WIBC. Agness offered summer safety tips, including bike, playground, and water safety. Agness also took the opportunity to remind parents of the important role that constant adult supervision plays in their child's safety. The interview aired during the morning show on May 23.

## **Newsletter promotes bike safety**

Department staff developed a piece on bike and pedestrian safety for "Inquisitive Kids," a newsletter for 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> grade students. The article highlighted traffic signs and rules, hand signals, and the importance of wearing a helmet.

## **Telethon promotes Safety Store, home safety**

This year's annual Riley Hospital Telethon provided many opportunities to highlight the Department's ongoing work in child safety education, and the much anticipated opening of the Safety Store.



On behalf of the Department, Rebecca Agness spoke about the Safety Store, expected to open later this fall. Agness answered general questions about child safety and products that help prevent injuries, particularly in the home. The segment showcased several child safety products that will be made available to families at little or no cost. Smoke detectors, cabinet locks, and bicycle helmets are among the safety items that will be available.

In conjunction with the Telethon, Linda Hankins participated in a radio interview with a station from Seymour, Ind., for the Radiothon broadcast in the Riley Atrium. Hankins focused on the Department's injury prevention programs—particularly bike and water safety—bringing home the message that Riley also serves children in their communities, not just in Indianapolis.

Five public service announcements, written by the Department and produced in conjunction with CCTV, each with an important child safety message for all families, aired during the Telethon. The PSAs featured three messages on fire safety, including: check smoke detectors and change batteries; lock up matches and lighters; and plan and practice a safe escape plan for everyone. A drowning prevention message reminded parents to never leave a child alone in or near the bathtub. A message on bicycle safety encouraged parents to teach their children by example and wear a bike helmet each time they ride.

The Department is working with CCTV and the Riley Children's Foundation to pursue the distribution of these PSAs to local hospital, community, and media partners.

# special events, trainings

## 2004 Appreciation Day showcases safety resources, efforts

The Department participated in its 11<sup>th</sup> Wal-Mart and Sam's Club Appreciation Day, providing an excellent opportunity for the Department to thank its sponsors for their support. A display at the event showcased the Department's resources in bike and water safety as tools for the associates to use in conjunction with fund raising efforts.

Jennifer Thomas of the Riley Children's Foundation highlighted the Department's accomplishments over its 11 years of funding support. Thomas challenged associates to continue to find new ways to bring these programs to children and families in their communities.

For the first time in the event's history, a representative from Wal-Mart Corporation in Bentonville, Arkansas, attended to talk with more than 250 associates about fund raising efforts for Riley Hospital. Glen Gabardi, Vice President of Region 40 for the Wal-Mart Corporation, spoke to the associates about past fund raising

## Sibshop brings feelings, fun together

Fun, food, feelings, and friends. It can only mean one thing—another Sibshop has come and gone.

On June 12, the Department sponsored Riley Hospital's fifth Sibshop for brothers and sisters of children with special needs. The workshops offer siblings the chance to play games, make new friends, and talk about the ups and downs of having a brother or sister with special needs.

One discussion activity presented during the Sibshop was "Feelings Hot Potato." Much like the traditional game, children pass around a "potato" as music plays. In this version, the children also shout out an emotion that they have about their brother or sister with special needs. When the music stops, the child holding the potato picks an emotion that was shouted and tells of a time when they have felt the same way about their sibling.

The children also enjoyed some teamwork building experiences, such as "Group Juggling" and preparing lunch for the group. Thirteen children from five Indiana counties participated in the Sibshop.



Robby, Jenna Joy, and Lucy grate cheese for tacos at lunch time.

## Additional events, trainings

### April 10, Good Shepherd Community Church.\*

Distributed smoke alarms during Easter Egg hunt.

### April 26, Medical Home training, Ft. Wayne.

Presented a training for 25 physicians and allied health professionals at Parkview Hospital.

### April 30, Community Choice Federal Credit Union.\*

Distributed smoke alarms to credit union customers.

### May 1, Bradford Woods.

Displayed resources on disabilities awareness, including Sibshops and Special Care Sitter.

### May 2, Major Taylor Velodrome bike safety event.\*

Provided bike safety education in association with the Flanner & Buchanan bike helmet giveaway.

### May 11-12, NESCO\*\* Smoke Alarm Blitz.\*\*

Helped Indianapolis Fire Department hand out alarms.

### May 12-13, Child Care Conference.

Provided safety resources to medical professionals.

### May 18, Adapted bike giveaway.

Gave seven children bikes, helmets, and safety education.

### May 19, EMSC Day, Riley Atrium.

Provided water safety education to Riley patients.

### June 5, Adapted bike giveaway.

Gave bikes, helmets, and safety education to six children.

### June 5, Kidgits Fair, Castleton Square Mall.

Presented bike safety to 125 kids and parents.

### June 9, Medical Home Advisory Committee Meeting.

Community physicians met to review and plan regional forums for 2004-2005.

### June 12, Kidgits Fair, Greenwood Park Mall.

Presented bike safety to 75 kids and parents.

### June 19, NESCO\*\* Annual Bike Safety Course.\*

Presented bike safety course for 100 children; fitted and distributed helmets to all 100 participants.

### June 30, Eli Lilly Employee Health and Safety Fair.

Shared bike safety resources with 150 employees.

### June 30, Brookside United Methodist Church Second-Hand Smoke Forum.\*

Provided 75 people with resources and information.

\*Activities through the Indianapolis Injury Free Coalition for Kids.

\*\*Near East Side Community Organization.

# partnerships

## **Local Wal-Mart to promote home safety**

Department staff met with members of the Westfield Wal-Mart's safety team to discuss possibilities for a work-to-home safety program. The program would encourage employees to practice safety in the workplace and at home.

Staff discuss how workplace and home injuries can have extensive impact on not only the employees, but also on the employer's expenses, staff development, and productivity levels. Staff encouraged the employees to see how home injuries produce a cycle of expenses, both of time and money, that affects everyone.

The Westfield store is interested in exploring possibilities for making safety a priority for employees in their homes. Department staff presented the team with various project ideas that would encourage employees to practice work-to-home safety. Paycheck inserts with safety messages were among the ideas presented to the team. Other ideas included a bike safety course, a newsletter, and an employee safety fair.

The Department hopes to launch a pilot work-to-home safety program through the Westfield location, as a model for other Wal-Mart and Sam's Club stores to replicate.

## **Semi-annual Dyson meeting draws partners nationwide**

For the first time in its history, the Indiana University School of Medicine hosted the Dyson Initiative Principal Investigators and Project Managers from all 10 Dyson sites across the country for its semi-annual meeting. Project faculty from the IUSOM hosted a dinner meeting at the Julian Center, a Dyson project partner.

Department staff and faculty also spent a day with the Hawaii Medical Home project staff to develop ideas for a joint proposal for a new project on the implementation of the Medical Home.

## **Partnership provides smoke detectors to east side**

During April and May, the Department participated in the distribution of 13,000 smoke detectors to families on the near east side through the Indianapolis Injury Free Coalition for Kids. The Department van was helpful in the coordination of numerous smoke detector pick-ups and deliveries to community partners and at NESCO for distribution.

The Department participated in the distribution through neighborhood associations, as well as other efforts, including: Good Shepherd Community Church, April 10; Community Choice Federal Credit Union; April 30 and May 3; and in a blitz of east side neighborhoods on May 11 and 12, in partnership with the Indianapolis Fire Department. All neighborhoods in the NESCO area were covered in this distribution campaign.

## **Department extends northside partnerships**

Karen Stroup met with a representative from the Prime Life Enrichment Center in Carmel to discuss plans for presenting a lecture series on child safety topics during 2004-2005. The Department believes the development of this partnership will be useful to Clarian North and to the Westfield-Carmel Wal-Mart's presence in the community.

## **Key Clubs make child safety a priority**

The Department continues to build its relationship with Key Clubs through the Indiana District of Kiwanis International. Recently, the Water Wise Game was demonstrated and displayed at the Kiwanis International convention in St. Louis. More than 300 Key Club members visited the booth to learn more about Water Wise. Water safety is among one of the components added to the Key Clubs' new child safety initiative.

# program development

## **Committee discusses city-wide safety calendar**

The Department facilitated two meetings during this quarter to bring community partners together to discuss possibilities for developing a city-wide calendar of bike helmet distributions and bike safety courses. Another meeting was set for July and following this meeting, a plan of action will be developed and shared with prospective partners for review. The goal of these continuing conversations is to better coordinate planning, publicity, resources, research, and volunteers to have the greatest impact city-wide for bike safety education, and to create a model for collaboration that could be replicated in other metropolitan areas.

## **Work complete on drug and alcohol abuse prevention**

Tanya Parrish, a Department intern throughout this academic year, completed the semester's assignment to plan and carry out a focus group session with parents and professionals for recommendations for the development of resources in substance abuse, particularly drug and alcohol abuse prevention. Parrish developed a series of fact sheets on substance abuse that have been transferred to the Department's website. A summer intern, Jessica Coomes, followed up on the recommendations provided in the focus group and continued to update the fact sheets.

## **RISK WATCH project continues to grow**

As a member of the Indiana RISK WATCH State Management Team, the Department provided continued support to the ongoing distribution of curriculum and resources to our community partners. The Department 1) provided recommendations to the Office of the State Fire Marshal for incentive materials and resources to purchase for community partners currently using the RISK WATCH curriculum; 2) designed the recognition certificates for all children participating in the program; and, 3) reviewed comments for the content and design of the RISK WATCH website, to be housed on the State Fire Marshal's site and linked to all members of the RISK WATCH State Management Team.

# grantsmanship

## **FEMA grant**

Several amendments to the FEMA grant budget were submitted, and approved, during this quarter. More significantly the period of performance was extended to September 1, 2004, in anticipation of delays in the renovation process of the hospital space for the Safety Store.

Child safety products continued to be ordered through the grant funding until June 30, in order to build the necessary start-up inventory for the store. The Safety Store is projected to open by the fall of 2004.

As part of the Department's match on the FEMA grant, the following support was provided to the Indianapolis Injury Free Coalition for Kids:

- purchased 110 t-shirts for the Indianapolis Injury Free Coalition for Kids for distribution to coalition members and other partners participating in the Coalition-sponsored community activities.
- purchased 1,000 bags imprinted with the Coalition logo for members to carry smoke detectors and educational materials during the door-to-door distribution in the NESCO area.
- provided staff and use of the Department van to pick up and deliver smoke detectors to various groups participating in the smoke detector distribution campaign in April and May.
- provided 17,370 Safety Smart sheets and 9,050 Riley Hospital "Check Detector" stickers that were included with the smoke detectors distributed to NESCO families.
- provided copies of the Smoke Detector Liability Release Form—10,000 in English and 500 in Spanish—that families signed prior to receiving a smoke detector.

## **Indiana Tobacco Prevention and Cessation grant**

An extension was granted from the Indiana Tobacco Prevention and Cessation Council to continue project activity on the grant award to the Clarian Tobacco Control Center for prevention and cessation trainings and network building. The project team continued to meet with media production professionals to discuss options for packaging the state-of-the-art cessation trainings for web-based learning and for distribution on CDs. Editing of the state-of-the-art cessation training tapes continued.

Additional meetings took place during this quarter to develop a proposal to Indiana Tobacco Prevention and Cessation from the Clarian Tobacco Control Center that outlined activities that could be undertaken by the Center, to help reach the goal of building a statewide plan for smoking cessation. An outline of proposed training and network building activities and resources for smoking cessation professionals was developed and submitted to Indiana Tobacco Prevention and Cessation for possible consideration. Discussions are ongoing.

On June 21, the Department facilitated a meeting of representatives from Butler University, Ball State University, IUPUI, and Purdue University to discuss a course of action for a statewide campus network, continuing past the conclusion of the federal funding through Smokefree Indiana, to support the work of student-led Smokefree college campus coalitions. The group will be connecting next through a teleconference call on August 11 to discuss a mission statement and goals. The Department connected with the coordinator for the Healthy Campus Network, which links 38 college campuses in Minnesota, to participate in the teleconference call and to share how Minnesota has developed a similar network.

# department development

## Banquet honors extraordinary volunteer

Riley Hospital volunteer Dorothy Burton was recognized for her time and commitment to the hospital at this year's Clarian Health Volunteer Recognition Program, held on April 22 at Primo Banquet Hall. Burton was awarded a pin for more than 7,000 hours of dedicated service. Since 1986, Burton has volunteered her time to help the children and families of Riley Hospital and Indiana University Hospital.

Burton's responsibilities include sorting and counting resources and assembling informational packets.



(L-R) Dorothy Burton, Linda Hankins, Karen Stroup, Rebecca Agness, Cassy Johnson, and Cheryl Wisdom celebrate an evening of dinner and awards honoring Clarian volunteers.

## UTS Connect Office

Indiana's Unified Training System (UTS) Connect Office registered more than 2,280 attendees for early childhood training events. The attendees included First Step service coordinators, therapists, and family members.

## Department statistics

Ongoing mail, 580 pieces

Volunteer hours, 80.5 hours

## Resource distribution

Safety Smart sheets, English:

Bike	2,655
Emergency Number	4,951
Fire	7,651
Guns	100
Poison	100
School Bus	51
Summer	201
Sun	301
Water	651

**Total Safety Smart, English: 16,661**

Fire safety posters:

Lock, Drop, and Roll	176
Move Low Under Smoke	176
Matches & Lighter	176

**Total Fire safety posters: 528**

Riley Riders and Striders Guidebook	75
Safety Smart stickers	3,225
Riley Hospital bike reflectors	175

Safety Smart sheets, Spanish:

Bike	32
Car	32
Emergency Number	892
Fire	893
Playground	32
Scald	32
Summer	32
Sun	32
Water	82

**Total Safety Smart, Spanish: 2,059**

Riley Water Wise Game:

Day care version	64
Family version	3

**Total Water Wise Games: 67**