



# children matter.

Community Education and Child Advocacy

WORKING WITH COMMUNITIES TO  
KEEP KIDS SAFE AND HEALTHY



Riley Hospital *for* Children

Quarterly Report  
April-June 2005

July 2005

*Dear Colleague:*

All of us are advocates for children. Each and every day, we have a chance to make a difference in big or small ways in the lives of children inside and outside Riley Hospital for Children.

Kids are counting on all of us to be their voices. The precious chance for a child to grow up to lead a healthy, safe, and productive life often hinges on someone who took the time to notice, to say something, to expect excellence, to encourage, praise, or listen.

The Children's Defense Fund's most recent statistical profiles of Indiana's children suggest that our kids need all of us, all working together and using everything we've got wisely and well to make a difference for kids.

With "1" being the best state for children and "51" being the worst, here's how Indiana fares currently:

Indiana ranks...

- ...14<sup>th</sup> among states in the percent of children who are poor.
- ...21<sup>st</sup> among states in percent of babies born at low birthweight.
- ...34<sup>th</sup> among states in infant mortality.
- ...38<sup>th</sup> among states in the percent of babies born to mothers who received early prenatal care.

The status of children's health and welfare in Indiana deserves our full attention.

Number of children without health insurance	182,000
Percent of children without health insurance	10.8 %
Percent of 2-year-olds who are not fully immunized	24.0 %
Number of children who were victims of abuse and neglect	20,416

The Centers for Disease Control and Prevention also reports the following:

Number Indiana children ages 0-14 who died in 2002 from unintentional injuries	120
Percentage of overweight children in Indiana	11.5%
	(vs. national average of 13.5%)

Riley Hospital's voice for children needs to be heard now, more than ever. Our Department is pleased to participate in the newly-formed Riley Hospital Child Advocacy Council and we salute Dr. Ora Pescovitz for her vision and what this Council offers for all of us at Riley Hospital—a way to coordinate effort, time, and resources to optimize the impact that we all can accomplish by working together for all children.

Imagine, just imagine what we all could do.

Sincerely,

Karen Bruner Stroup, Ph.D.  
Director

## Riley Hospital's Safety Store opens to general public



On May 5, Riley Hospital's Community Education and Child Advocacy Department hosted a press conference announcing the grand opening of the Safety Store and the launch of the comprehensive *Get On Board with Child Safety* injury prevention campaign in Indiana.

Riley Hospital's Safety Store is the first of its kind in the nation to provide education and offer low-cost products to help prevent injuries to all children, including children with disabilities or special health care needs. Bike helmets, smoke detectors, outlet covers, cabinet locks, and carbon monoxide detectors are among the products available to families statewide. The Safety Store is operated by Riley Hospital's Community Education and Child Advocacy Department in partnership with The Cheer Guild.



"We value the safety of Indiana's children and we are taking decisive steps to educate families and prevent injuries for all children," says Dr. Ora Pescovitz, President & CEO of Riley Hospital for Children. "With the opening of the new Safety Store and through our participation in the *Get on Board with Child Safety* campaign, we are dedicating our hospital's leadership and efforts to promote the message across Indiana that child injury prevention should be a priority for all children and their families."

Led by the National Association of Children's Hospitals and Related Institutions (NACHRI) and Dorel Juvenile Group, the *Get on Board with Child Safety* campaign is a national child injury prevention initiative to educate parents, caregivers and consumers nationwide about the changes they can make to prevent unintentional injuries in and around the home and on the road.

To kick off the grand opening of the Safety Store and the *Get On Board with Child Safety* campaign, the Department celebrated a weeklong series of special events, including an open house and reception on May 4. The evening reception provided an opportunity to unveil the Safety Store and thank more than 100 partners in attendance for their support. The week was celebrated with two smoke detector giveaways, a booster seat giveaway, a bike safety display, and participation in a health and safety fair on the southside of Indianapolis.

Many partners provide support for the Safety Store. Jan Page, wife of Past Indiana District of Kiwanis International Governor Steve Page, inspired Kiwanis Clubs statewide to provide support for the Safety Store. Since January, funding from the Federal Emergency Management Agency supported the initial product inventory of adapted fire safety products to Riley Hospital families as part of the Safe Escape Program. The Safe Escape Program is the first in the nation to provide families of children with disabilities with adapted fire safety products and related injury prevention education.

Since its opening in January, nearly 600 families have received free adapted fire safety products. In the two months since the Safety Store's official grand opening to the public, more than 300 customers have been served with products and education.



## marketing, continued

### Safety Store marketing, promotional efforts

In preparation for and in anticipation of the Safety Store grand opening, Department staff worked closely with Clarian Marketing and other campus partners on various media opportunities, as seen below.

#### *Print media*

The Safety Store grand opening was announced in a front-page story in *The Clarian* newspaper in April.

An article in the *Scope* newsletter, an IUPUI publication, introduced employees to the Safety Store.

In the May issue of *Indy's Child* magazine, the Department locked down the centerfold spread for an article and full-color ad promoting the Safety Store.

Cara Fast, Safety Store Manager, was featured in a profile article in a June issue of *Intake* magazine.

The Safety Store was featured in a full-page ad in *The Indianapolis Recorder*, a newspaper for the city's African American population, in June.

Riley Hospital for Children appeared as a partner for the *Get on Board with Child Safety* campaign, in the June issue of *American Baby* magazine.

#### *Television media*

Karen Stroup was featured on Fox 59 during the morning news show to promote products and education available in the Safety Store, and announce Riley Hospital's and participation in the *Get on Board with Child Safety* campaign.

During the press conference on May 5, the Safety Store received television coverage from WRTV Channel 6 and WISH-TV Channel 8. The Safety Store was featured on the evening news broadcasts.

In response to a bicycle accident in which a 12-year-old Indiana boy was seriously injured and brought to Riley Hospital for treatment, Cara Fast was interviewed in the Safety Store for WRTV Channel 6 in June.

Jennifer Swartz and Cara Fast worked with Clarian Marketing to coordinate the filming of a Best of Health segment, featuring the Safety Store. The segment will air July 24 on WTHR Channel 13 following the morning news broadcast.

### Additional media opportunities

*Inquisitive Kids*. Contributed copy and activities on water safety.

*The Indianapolis Recorder*. Contributed stats and safety tips to bike safety article.

*Indy's Child*. Developed articles on bike and water safety for the May and June issues.



### ***Get on Board with Child Safety!* update**

Last quarter, the Community Education and Child Advocacy Department proudly announced Riley Hospital's participation in *Get on Board with Child Safety!*, a national child injury prevention campaign being led by the National Association of Children's Hospitals and Related Institutions (NACHRI) in partnership with Dorel Juvenile Group.

A home safety makeover in July is one component of the campaign's ongoing efforts to promote child safety in and around the home. Department staff worked to identify a local Riley family to receive a variety of child safety products as part of the home safety makeover.

Jennifer Swartz and Cara Fast met with the family on several occasions to become more familiar with the family and to address any questions regarding the makeover. A professional childproofing specialist visited the home to assess the family's needs and to determine which products will be installed, including outlet covers, furniture corner cushions, carbon monoxide detectors, and appliance latches. Swartz and Fast continuously worked with colleagues at Dorel Juvenile Group and Clarian Marketing to discuss and plan the details of the makeover, which will take place on July 18. Swartz and Fast also worked with Janell Havey and other partners in the Automotive Safety Program who will be installing new car safety seats, provided by Dorel, in the family's two vehicles.

### **Hoppin' for Health**

Work continued this quarter toward finalizing the Hoppin' for Health curriculum. Both the Macromedia Flash CD and web versions of Hoppin' for Health were finalized. The CD will be available in mid-July.

A statewide postcard mailing to 4,323 licensed day care centers, homes, and ministries promoted the Hoppin' for Health curriculum, which is available in English and Spanish. As of June 30, more than 180 requests for the curriculum have been received as a result of the mailing. Information about Hoppin' for Health was also distributed to the Indiana Parish Nurse Network and the Indiana Head Start Association. Next quarter, information will be distributed to the home school network and the Indiana Association of Child Care Resource and Referral (IACCRR).

### **Alcohol, tobacco and other drug abuse fact sheets**

Fifteen fact sheets on alcohol and drug abuse were finalized with a new design. The fact sheets—which feature abuse statistics, warning signs, and physical effects—will be distributed to community members upon request.

### **Physical activity and nutrition**

A fact sheet on overweight children was developed for use and distribution at the Kiwanis District Meeting.

### **Kids are Great!**

Kids are Great!, a curriculum on child self-esteem, was completed during this quarter. The curriculum will be posted on the website next quarter.



**April 2. State Conference for Student Family and Consumer Sciences Association, Riley Hospital.** Planned and hosted the conference for 20 undergraduate students and two faculty advisors, with a tour of the Ronald McDonald House, the Riley Hospital Family Resource Library, and the Safety Store.

**April 11. RISK WATCH training, Little Dove Daycare, Indianapolis, Ind.** The training completed the Department's commitment to train key child care providers in the eastside service area of the Indianapolis Injury Free Coalition for Kids on RISK WATCH and the Preschool Learn Not to Burn curriculum.

**April 13. Department of Education's Child Care Educator's Network Conference, North Central High School, Indianapolis, Ind.** Presented Safety Store information to 75 high school educators in family and consumer sciences from across the state.

**April 15. Medical Home Forum, Howard Regional Health System, Kokomo, Ind.** Presented to 28 medical professionals, including pediatricians, resident physicians, case managers, social workers, and therapists.

**April 15. Information Fair, Block Family Library, Riley Hospital.** Presented Safety Store information to 50 families.

**April 23. Sibshop, Easter Seals Crossroads Rehabilitation Center, Indianapolis, Ind.** Eleven children from six Indiana counties participated in the Sibshop where they talked about the ups and downs of being the sibling of a child with special needs.

**April 27. Wal-Mart and Sam's Club Appreciation Day, Marriott, Indianapolis, Ind.** Entire staff attended recognition luncheon. Department staffed a display with information on the Safety Store, home safety, and bike safety education handouts designed specifically for distribution through Wal-Mart and Sam's Club stores.

**April 30. Bike safety course, Indianapolis, Ind.** Conducted a bike safety course for 150 children on the eastside of Indianapolis, in partnership with the Indianapolis Injury Free Coalition for Kids.

**May 2-3. Smoke detector giveaway, Riley Atrium and ROC.** Distributed 150 free smoke detectors to Riley Hospital families and staff.

**May 4. Child Advocacy Awards Luncheon, The Marott, Indianapolis, Ind.** Attended luncheon, presented by the Automotive Safety Program, where Flanner & Buchanan Funeral Centers, nominated by the Department, was recognized for their leadership in distributing 16,000 free bike helmets to Indianapolis children over the past three years.

**May 5. Booster seat distribution, ROC.** Free booster seats were distributed to brothers and sisters of Riley Hospital patients. The booster seats were made possible through support from Dorel Juvenile Group USA. Three giveaways were held during the quarter, in which 225 free booster seats were distributed through the Safety Store, in partnership with the Automotive Safety Program.



## trainings and special events, continued

**May 6. Bike safety display, ROC.** Staff promoted bike helmets and presented bicycle safety at a display outside the Safety Store. Free bike helmets were awarded to four children whose names were pulled from a drawing.

**May 7. Health and Safety Fair, Arby's, Indianapolis, Ind.** Staff participated in a health and safety fair sponsored by radio station WZPL at an Arby's restaurant on the southside of Indianapolis.

**May 17. Healthy Child Care Indiana Conference, Indianapolis, Ind.** Cara Fast presented information on child injury prevention and the Safety Store.

**May 23. Medical Home Forum, Scott County Memorial Hospital, Scottsburg, Ind.** Presented to 19 medical professionals, including pediatricians and resident physicians.

**May 24. Riley Hospital Burn Care Unit onsite recertification.** Staff participated in breakfast meeting and shared information about the Department's education activities in fire and burn prevention, including the Safety Store, which the certification team toured, and work through the Indianapolis Injury Free Coalition for Kids to distribute 15,000 smoke detectors last spring.

**May 25. Medical Home Forum, Indiana Multidisciplinary Child Care Conference, Hyatt Regency, Indianapolis, Ind.** Presented to 55 medical professionals, including pediatricians, resident physicians, case managers, social workers, and therapists.

**May 25-26. Indiana Multidisciplinary Child Care Conference, Hyatt Regency, Indianapolis, Ind.** Staffed display to share information and resources about the Department and the Safety Store with more than 50 physicians from across the state.

**June 4. Bike safety course, Indianapolis, Ind.** Conducted a bike safety course for 150 children on the eastside of Indianapolis, in partnership with the Indianapolis Injury Free Coalition for Kids. Set up connections between the Coalition and Flanner & Buchanan Funeral Centers for the contribution of 600 free helmets at three bike safety courses being offered by the Coalition this summer.

**June 16. Sibling Fair, Edward A. Block Family Library.** Staffed a display to bring awareness to siblings of children with special needs. Information and sign-up sheets for future workshops were available.

**June 17. Childhood Disabilities: Children in the Child Welfare System Third Annual Conference, William S. and Christine S. Hall Center for Law and Health, Indianapolis, Ind.** Distributed information to bring awareness to brothers and sisters of children with special needs.





### **NACHRI staff visit**

The Department hosted a visit from the National Association of Children's Hospitals and Related Institutions (NACHRI) Director of Advocacy, Sharon Ladin, and her Grassroots Advocacy Director, Magi Curtis. Ladin and Curtis spent the day meeting with the Advocacy Council co-chairs Dr. Ora Pescovitz, President and CEO, and Bill Stephan, Senior Vice President of Community Relations and Communications.

### **Indiana University School of Informatics**

Work continued this quarter with Dr. Edgar Huang, Associate Professor and Donna Gray, a graduate student at the Indiana University School of Informatics, on possibilities to develop additional public service announcements on tobacco prevention and cessation and physical activity. Possibilities for the production of 10-second spots on physical activity are being explored.

### **Indiana Partnership to Prevent Violent Injury and Death**

Karen Stroup assumed the responsibility as co-chair of the Education Committee.

### **Injury Prevention Advisory Council**

Staff continued participation on the Injury Prevention Advisory Council, Indiana State Department of Health. Staff contributed ideas and suggestions toward the development of the state's plan for injury prevention.

### **Riley Children's Foundation**

The Department hosted a second meeting with the Riley Children's Foundation Development Team to discuss possibilities for seeking funders for ongoing programs.

### **Riley Hospital Automotive Safety Resource Nurse team**

Cara Fast worked with Michelle Chappelow, Automotive Safety, to discuss the distribution of booster seats to brothers and sisters of Riley Hospital patients. In a partnership between the Safety Store and the Automotive Safety Program, free booster seats have been distributed to siblings of Riley patients, thanks to a generous donation by Dorel Juvenile Group.

### **Encore Health Network**

Department staff worked closely with Kathy O'Farrell and Jackie Corgan, Encore Health Network, to coordinate efforts to promote and conduct several bike safety courses and events throughout Indianapolis.

### **Office of the Indiana State Fire Marshal**

Staff met with Debbie Watson, Public Education Officer at the Office of the Indiana State Fire Marshal, to discuss opportunities to partner in efforts to promote fire safety for all children throughout the state.

### **Protective helmet safety**

Staff continued an email campaign to members of the Indiana legislature, educating them on the importance of protective helmets for wheeled-sports, including bicycles, skateboards, scooters, and inline skates. Weekly emails share childhood injury data as it relates to bike, skateboard, and other wheeled-sports injuries. Staff hopes to create awareness so that legislators will consider legislation that would make protective helmets a requirement for all Indiana children ages 16 and under. The Department facilitated a meeting last fall at Riley Hospital of child safety advocates and Representative Peggy Welch, who introduced HB 1559 in the 2005 General Assembly, as an opportunity for advocates to begin these education efforts.

### **Riley Hospital Advocacy Council**

Linda Hankins continued to meet with Dr. Ora Pescovitz and other members of the Riley Hospital Advocacy Council.



### **UTS Connect Office**

The Unified Training System (UTS) Connect Office registered 739 attendees for early childhood training events. The attendees included First Step service coordinators, therapists, and family members.

The UTS semi-annual report information was collected from four partners and consolidated into one document. The semi-annual report was printed and distributed to partners and funding entities, including the Indiana Department of Education and the Indiana Family and Social Services Administration.

### **Department Statistics**

Outgoing mail, 440 pieces  
Average daily phone calls, 12 incoming calls  
Volunteer hours, 36.5 hours

### **Resource Distribution**

Safety Smart sheets, English  
    Color version, 1,011 sheets; 1 set  
    Copy-ready version, 28 sheets; 7 sets  
Safety Smart sheets, Spanish  
    Color version, 105 sheets  
    Copy-ready version, 12 sheets; 5 sets

Check Detector stickers, English  
    English, 1,153 sheets  
    Spanish, 140 sheets

Fire safety posters  
    Lock, Drop and Roll, 28  
    Move Low Under Smoke, 28  
    Matches and Lighters, 28

Additional resources, safety  
    Safety Store brochure, 2,725  
    Home safety brochure, 409  
    Home safety magnet, 207  
    Fire Safety for Children with Special Needs brochure, 200  
    Fire safety slide guide, 50  
    Child safety slide guide, 76  
    Baby walker safety brochure, 25  
    Safe sleeping brochure, English, 25

Additional resources, tobacco cessation/prevention  
    Smoking Makes Children Sick brochure, 24  
    Tobacco fact sheet, 50

Additional resources, drug and alcohol abuse prevention  
    Drug and alcohol abuse prevention postcards, 50

For more information about current and ongoing programs and partnerships,  
visit the Community Education and Child Advocacy Department's website:

[www.rileyhospital.org/kids1st](http://www.rileyhospital.org/kids1st)