

Children matter.

Quarterly Report, April-June 2006

Produced by

Community Education and Child Advocacy Department

Riley Hospital *for* Children

Indianapolis, Indiana

Dear Child Advocates:

Springtime in Indiana offers challenging moments for all of us; summer has not quite turned the corner and winter has not quite released its icy grip. Somehow, quietly, spring pushes new life upward and the ground crackles with hope and possibilities.

Can you feel it? Spring is all around us. *Literally*. “New” and “different” is everywhere. Riley Hospital is growing. New ideas, partnerships, and directions are taking shape for a new Riley to serve today’s children and future generations.

One of those new ideas is Riley Hospital’s Child Advocacy Council, which met on May 13 and took small steps forward to begin its mission as an organizing umbrella for Riley Hospital’s statewide and national outreach efforts. For now, three committees have been formed: Outreach, Public Policy, and Injury Prevention. For now, those committees are in the early stages of identifying members and shaping direction. It’s a step—forward—toward pulling us all together into a unified and coordinated Riley Hospital team of advocates working statewide and nationally for children and families. And it makes sense. Together, we can better combine our resources, time, staffing, and capabilities to plan, execute, and evaluate our efforts to serve children and families.

Oh, and by the way, I’m recruiting for members for the Outreach Subcommittee, which I chair. Interested in becoming a member? Email me at kstroup@iupui.edu.

One step at a time. Our second-quarter report reflects some of the steps we are taking now to move forward into the promise of a new Riley.

Sincerely,

Karen Bruner Stroup, PhD
Director

Safe Children

Riley Hospital's Safety Store

During the first week of May, the Department celebrated the first-year anniversary of the Safety Store. Cara Fast and Jennifer Swartz developed and coordinated the weeklong celebration of activities, promotions, and resource distributions on child safety, including bike and pedestrian, water, fire, and home safety, as well as safety for children with disabilities or special health care needs. Families received safety resources and education, as well as promotional items including first aid kits, home safety magnets, and Safety Store water bottles.

Fast and Swartz distributed more than 700 incentive vouchers for free Secure Solutions Childproofing Kits to all clinics, units, and several other partners throughout the hospital. The vouchers invited families to visit the Safety Store where they would complete a brief survey on their current child safety practices. Each family or staff member who completed a survey received a free Secure Solutions Childproofing Kit, which includes door knob covers, outlet plug covers, and cabinet and drawers latches, as well as a room-by-room home safety booklet. More than 250 kits were distributed during the weeklong birthday celebration.

May proved to be a record month of sales for the Safety Store. In fact, 196 people purchased 606 items from the Safety Store and 333 families received a free Secure Solutions Childproofing Kit. Weather radios and life jackets were added to the Safety Store's inventory and have already proven to be best-selling products. In June, staff introduced sun safety items into the inventory, including sunscreen, sunglasses, and sun hats.

Get on Board with Child Safety Campaign

Riley Hospital is one of 11 pilot sites participating in the national *Get on Board with Child Safety* campaign (www.getonboardwithsafety.com), led by the National Association of Children's Hospitals and Related Institutions (NACHRI) and Dorel Juvenile Group. Riley Hospital's Community Education and Child Advocacy Department is leading the hospital's participation in this campaign, which promotes awareness and action to prevent unintentional injuries, the leading cause of death in Indiana and nationwide for children ages 1-14.

Results come from a national survey released in mid-June by the national *Get on Board with Child Safety* campaign gave Indiana parents of young children a mixed report card on awareness and practice of child safety. The nationwide survey of 1,000 parents of kids ages 3 and under also included an over

sampling of 200 Indiana parents of children ages 5 and under. Some of the Indiana-specific survey results were highlighted by Jo Ann Klooz of Clarian Public Relations, who as a member of Riley Hospital's *Get on Board with Child Safety* team, prepared and shared a press release on the survey findings statewide to media partners:

- Slightly more than half (53 percent) of Indiana parents don't know falls are the leading cause of unintentional injuries to babies, and 51 percent of them don't know falls are the leading cause of unintentional injuries to toddlers ages one to 4.
- Eighty percent of Indiana parents know it's safest for children to use booster seats until they are 8 years old or 80 pounds, compared to only 48 percent of those surveyed nationwide.
- Parents in Indiana say they're most concerned about their kids' safety when they're playing near or in water. A strong 77 percent of them know that a child can drown in as little as two inches of water, compared to 68 percent of those surveyed nationwide.
- Indiana parents are significantly more likely to purchase certain safety products than parents nationwide: smoke alarms (85 percent to 72 percent), night lights (90 percent to 81 percent) and gates (88 percent to 79 percent). At the same time, a large percentage of them do *not* buy other important safety devices: crib rail guards (70 percent), power strip/adapter covers (70 percent), bed rails (55 percent), and door knob covers (66 percent).

Dawn Daniels, BSN, MSN, DNS, Program Coordinator for the Injury Free Coalition for Kids® of Indianapolis and Theresa Corn, BSN, RN, CPN, Hispanic Parent Educator at Riley Hospital, have been named to the national *Get on Board with Child Safety* Rapid Response Team. Daniels and Corn will represent Riley Hospital as nursing members of the national team of medical professionals drawn from the 11 children's hospitals piloting this campaign and will be "on call" for media interviews and for pro-active media initiatives to promote the campaign's child injury prevention message.

The first-year progress report of Riley Hospital's activities for the national *Get on Board with Child Safety* campaign was completed and submitted to the National Association of Children's Hospitals and Related Institutions (NACHRI). Copies were prepared for the Dorel Juvenile Group and the 10 other children's hospitals participating in the second year of this campaign. The report highlights activities undertaken for distribution of Secure Solutions Kits, car safety seats, and carrying out of a home safety makeover. All related information materials, research, and tools produced by Riley Hospital for the campaign were included to serve as resources to the other participating children's hospitals. The Department is working with NACHRI to develop a proposed format for the second year reporting by the 11 children's hospitals.

A research study was approved and initiated to collect follow-up information from the families who received one or more free car safety seats provided by Dorel Juvenile Group to the Department for the *Get on Board with Child Safety* campaign. Brothers and sisters of Riley patients were the primary recipients of half of the car safety seats provided. The other half have been set aside for use in community events during the second year of the campaign. A survey was developed and mailed to all families to learn more about how the car safety seat has been used and how brothers and sisters have influenced each other's safety behaviors during travel.

The Department mailed 157 Safety Store and Certified Child Passenger Safety Technicians Feedback Surveys to families who received a free car seat. Families received the recently developed Home Safety Activity Book, along with a Safety Store flyer, home safety magnet, and home Safety Smart sheet as an incentive to complete and return the survey. To date, 18 responses have been received, for a response rate of 11.4%.

Safe Escape Program Update

A research study, "Safe Escape: Evaluation of Effectiveness of Education and Products to Prevent Injury in a Fire for Children with Disabilities," was approved and launched to collect information from more than 600 families who received products through the Safe Escape Program in 2005. Emails and a postcard mailing invited families to participate in a survey to learn more about the effectiveness of these products in the home setting. Families can complete the survey on our website, over the telephone, or can call to request a paper copy by mail. Of the 609 postcards mailed, 65 families responded and completed the survey; a 10.6% response rate.

The job description for a full-time Safe Escape Program Manager and a part-time Project Associate were developed and posted. Several candidates were interviewed for each position. Reference checks for candidates were also completed.

Safety for Children with Special Needs

Christina Rogers continues to research and gather information regarding safety products for children with disabilities or special health care needs. The information gathered will help staff select a larger inventory of adapted safety products to make available to families in the Safety Store. Surveys gathered from families in the Christian Sarkine Autism Treatment Center evaluated the safety needs of children with autism. The results will be used to help determine the purchases of safety products for families through a grant

provided by the Autism Advocates of Indiana from the Answers for Autism Walk.

Pedal Power Program

On May 13, Representative David Orenlichter (District 86) visited the Pedal Power Bike Safety Course, presented by the Community Education and Child Advocacy Department, in partnership with the Indiana District of Circle K International, the Indiana University School of Medicine's Department of Neurological Surgery's Spinal Cord and Head Injury Center, and the Indiana University Occupational Therapy Program. Five children with spinal cord injuries received adapted bikes and helmets before participating in a bike safety course, also attended by members of Boy Scout Troop Den 13. Two research studies were conducted that day to learn more about the effectiveness of a braking device and the impact that the use of adapted bikes has on gains in physical function and social skills.

Occupational Therapy graduate students served as lead trainers for the team of Lieutenant Governors from the Indiana District of Circle K International to set up and present a bike safety course. The experience served as a model to demonstrate that a bike safety course to serve *all* children can be successfully presented. The course presentation was videotaped so that the footage can be used for later development of web-based teaching resources for teens and college students on how to carry out this service project.

Healthy Children

Riley Hospital Jump Rope Team

A pilot project for a Riley Hospital jump rope team was developed as part of the Department's growing project work in physical fitness for all children. The pilot project is being conducted in partnership with the Indiana University School of Medicine's Department of Public Health.

"All kids can enjoy jump roping – just in different ways," says Karen Stroup, Director. "We're excited about the promise this pilot project holds as a way for families we serve at Riley to encourage all of their children to participate in physical fitness activities together."

As part of the pilot project, parents complete a pre- and post-survey to assess their perceptions of their children's abilities to participate in physical fitness activities.

Development work continued to ready the Jump Kids Jump program manual and related resources for promotion to schools statewide. The Jump Kids Jump program will encourage schools to challenge all children to participate in jump roping through teams that meet regularly throughout the school year.

Strong Families

Sibshop

Two Sibshops were conducted on April 22. Christina Rogers first held the quarterly Sibshop for brothers and sisters of children with special needs at Easter Seals Crossroads. Seventeen children, ages 8 to 13, from eight Indiana counties—including Boone, Hamilton, Hendricks, Madison, Marion, Marshall, Miami, and Morgan—participated in the workshop's lively discussions and activities.

The same afternoon, a second Sibshop for Holoprosencephaly siblings was conducted at the Holoprosencephaly Family Weekend Conference, which was held at the Marten House Hotel and Conference. Fifteen siblings attended the second Sibshop.

Advocacy

Riley Child Advocacy Council

Karen Stroup attended the May meeting of the Riley Child Advocacy Council and provided an update report of Riley Hospital's participation in the national *Get on Board with Child Safety* campaign. Since the meeting, the following tasks have been undertaken:

- Worked with Don Deutsch, Director, Clarian Health Promotions, to prepare a draft of the meeting minutes that was sent to Joe O'Neil and Jon Mills in late May for review and communication to Council members, when appropriate.
- Through support provided by Clarian Human Resources, Megan Armington joined Community Education and Child Advocacy as a summer intern. Megan reviewed the National Association of Children's Hospitals website and compiled information on how other children's hospitals have defined and operationalized "child advocacy." Megan's compilation of this information was sent to Joe O'Neil and Jon Mills the first week of July for review as a starting piece to generate discussion by the Council on how Riley Hospital wants to define and direct its work in child advocacy.
- As chair of the Subcommittee on Outreach, Stroup has begun work to lay the groundwork for a first project for the Subcommittee to undertake, a collaboration with the Indiana Covering Kids and Families Coalitions, to promote resources and tools to teachers to help kids and families get back to school "healthy and safety smart." Working from a great idea that Joe O'Neil had proposed last year, by making some slight modifications this year to this idea, the project may come to fruition at minimal cost and time investment. The idea is to create a comprehensive website that would be collaboration between the Riley Child Advocacy Council, the Indiana Covering Kids and Families Coalitions, and the Indiana University Occupational Therapy Program. The website would feature tools and resources available from the three partners for teachers (and other school staff) to help support kids and families for a healthy and safe school year. The website also would provide an opportunity to change up the information periodically throughout the school year and to continue to invite a variety of Riley Hospital partners to share their information and resources under the umbrella of the Child Advocacy Council. Interns Megan Armington and Amanda Gill have assisted Stroup in compiling information and resources that could be featured on this website. Conversations have been initiated with Pam Humes of the Marion County Covering Kids and Families Coalition and will continue to move

forward with the state coalitions and the Indiana University Occupational Therapy Program (a partner for the second year with Riley Hospital in a backpack safety event at the Marion County Covering Kids and Families Back to School event in late July).

Trainings for Teen Advocates

Efforts continued in June to train teens to be advocates for child safety. Department staff worked with the Martindale-Brightwood Health Center staff of Health Net to train center staff to teach neighborhood teens to be bike safety advocates. Center staff trained neighborhood teens to set up and present a bike safety course at the Center's Health, Safety, and Community Awareness Fair on June 13. The Center also borrowed Community Education and Child Advocacy's traffic safety signs, helmets, and bikes, and used Riley Hospital education resources in bike safety to distribute to bike course participants. Earlier this spring, a teen was killed on a scooter directly in front of the Center.

Department staff also participated in a program on June 13 for 25 teens from the Evansville area who visited Riley Hospital to learn more about medical careers at a career day, led by Dr. John Kunzer. As part of their visit, the teens learned about the importance of advocacy to their work as future health care professionals, reviewed bike safety basics, and received resources and follow-up correspondence to encourage presentation of bike safety courses in their community and information and tools to advocate for other safety and health issues for children and teens.

Partnerships

The Cheer Guild

In June, Cara Fast attended the Cheer Guild Luncheon to make a check presentation as part of the Safety Store's birthday celebration. In recognition and appreciation of The Cheer Guild's generous in-kind contributions and year-round support, a \$600 check, which represented 20% of the Safety Store sales during the month of May, was presented at the luncheon. However, after accepting the check, a representative from The Cheer Guild announced that the organization was donating the contribution back to the Safety Store. The Cheer Guild wishes for the money to be set aside in a separate account to provide free child safety products to families that do not have the resources to pay for the products.

Sunny Start Family Advisory Committee

Christina Rogers began attending meetings of the Sunny Start Family Advisory Committee. Sunny Start is a State Early Childhood Comprehensive Systems Initiative. The committee's main objective is to plan and implement a more comprehensive and coordinated system of services for young children. The committee also plans to build on existing initiatives and develop strategies that cross all outcomes and system components.

Disability, Health, and Law Conference Committee

Christina Rogers represented the Department on the planning committee for the Fourth Annual Conference on Disability, Health, and Law "Individuals with Disabilities Education Act 2004: What Changes Mean for Indiana's Children." Rogers worked alongside representatives from the Hall Center for Law and Health at the Indiana University School of Law in Indianapolis, the Riley Child Development Center, the Indiana Department of Education, the Indiana Parent Information Network, and IN*Source, who all co-hosted the conference, which focused on the implementation of IDEA 2004 in Indiana.

Trainings and Special Events

April 15. Clarian North Health and Safety Fair.

Staff participated at the health and safety fair by providing families with education and resources on home safety. More than 450 families were served with brochures, Safety Smart sheets, and Safety Store promotional items.

April 28. Christian Sarkine Autism Treatment Center Autism Awareness Fair.

Christina Rogers represented the Department at an information booth to provide families with resources on safety for children with autism. Families entered to win a basket of safety products for children with autism, courtesy of the Safety Store.

May 17. Wal-Mart Appreciation Day.

Staff attended the luncheon as an opportunity to distribute water safety resources and other education, as well as to talk with Associates about the Department's programs and how they can be implemented within the community.

May 20. Brownsburg Kiwanis bike safety course.

Cara Fast attended the Brownsburg Kiwanis bike safety course, co-sponsored by Clarian West and other local partners. The bike course was held in conjunction with a health fair, sponsored by the Brownsburg Fire Department. Fifty children attended the bike course.

June 7. Clarian Health "Be Water Wise" Health and Safety Fair.

Cara Fast, Jennifer Swartz, and interns Amanda Gill and Megan Armington attended the Clarian Health "Be Water Wise" Health and Safety Fair, held at the Indianapolis Zoo. The Department's booth included one of the event's two highly promoted "featured attractions." Children who visited the booth were invited to play the Water Wise Game, a life-size interactive game that introduces children to basic water safety. Families were encouraged to pick up water safety information sheets and sign up to win free life jackets, courtesy of Clarian Health Promotions. More than 250 children participated.

June 15. Family Resource Center's Sibling Support Information Fair.

In partnership the Indiana Parent Information Network and the Christian Sarkine Autism Treatment Center, Department staff presented literature and information was presented to families on sibling support for children who have a brother or sister with special needs.

June 17. Strengthening Our Roots: A Conference For and About Families of Children on the Autism Spectrum.

Christina Rogers, co-presented with Dan Ryan from the Regional Autism Center of the Logan Center in South Bend, on sibling support issues.

Marketing

Indy's Child

Jennifer Swartz continued to develop articles on a variety of child health and safety issues for publication in Indy's Child, central Indiana's largest parenting magazine. The articles included information on the Safety Store, as well as bike and summer safety tips.

On-campus Communications

Department staff explored opportunities on campus and throughout Riley Hospital to educate families and other staff about child health and safety, as well as programs and services available through the Department. Regular article submissions are prepared for Riley Hospital's monthly e-newsletter and the weekly Scope e-newsletter, produced by the Indiana University School of Medicine.

Each month, staff submits seasonal safety messages for placement on the plasma screens throughout the hospital, in coordination with promotions at the Safety Store. Bike, pedestrian, summer, and water safety messages were displayed on the plasma screens during this quarter. Staff also continues to stock the hospital newsstands with Safety Smart sheets, information about special events and trainings, and other resources for Riley families.

ReMax E-Newsletter

Department staff made contributions to the ReMax e-newsletter, as part of an ongoing partnership with the real estate group. Articles on bike, home, and summer safety reached more than 150 real estate agents, who are encouraged to contact the Department for additional information and free resources.

Media Requests

Karen Stroup participated in an interview with WTHR Channel 13 to offer swimming safety tips, reminding families that the most important step to preventing drowning is constant adult supervision. The interview, which was filmed in the Safety Store, aired on the evening news during the "Health Beat" segment. Ironically, the interview was filmed just hours before a young boy drowned in a neighborhood retention pond.

Department Development

Resource Distribution

During the second quarter of 2006, several local organizations and partners utilized the Department's bike safety resources. The Department's bikes, helmets, traffic signs, and bike safety videos were loaned to 10 partners to assist their community bike safety efforts.

Safe Children

Fire Safety

Matches and Lighters poster, English	540
Matches and Lighters poster, Spanish	345
Lock, Drop and Roll poster	325
Move Low Under Smoke poster	325
Check Detector stickers, English	1,755
Check Detector stickers, Spanish	1,078

Bike Safety

Riley Riders & Striders Bike Manual	22
Bike safety coloring sheet	500
Bike helmet fitting guide/hand signals	250

Home Safety

Key to a Safe Home brochure	2,669
Home Safety Activity Book	191
Safety Store brochure	1,568

Safety for Children with Special Needs

Special Children Need Special Care brochure	1,162
Fire Safety for Children with Special Needs	101

Healthy Children

Alcohol, Tobacco & Drug fact sheets	42 (sets)
Hoppin' for Health CD	36

Department Operations

Volunteer hours	360
Average incoming calls, daily	12
Outgoing pieces of mail	1,009