

Children matter.

## Quarterly Report, April – June 2007

Produced by

Community Education and Child Advocacy Department

Riley Hospital *for* Children

Indianapolis, Indiana

*Dear Child Advocacy Colleagues:*

All children in the Hoosier State should be covered by health care insurance. It's that simple. The recent passage of an increased cigarette tax now makes it possible for increased numbers of children to receive coverage through Medicaid or the Children's Health Care Insurance Program (CHIP). The time is never more right than now for advocates to speak up on behalf of children and families to continue to influence new thinking for how public policies can be shaped to the benefit of children.

With injuries remaining the leading cause of child death for children ages 1-14, it makes good sense to advocate for Medicaid and CHIP to cover costs for safety products that help prevent children from being injured. Riley Hospital Safety Stores are an important part of this equation. By providing safety products at cost along with injury prevention education, we are now making it possible for all families, including families of children with special needs, to create and maintain safe home environments for their children.

Our dream? To make absolutely certain that no matter where a child lives in Indiana, their family doesn't have to drive far to a Riley Safety Store. Our dream? To see that safety is not denied for any child simply because of a family's ability to pay. Medicaid and CHIP support for child safety products and prevention education would forever help to lower risk levels for child injury, increase capabilities of Riley Safety Stores to serve families with greatest need, and prevent millions of dollars of healthcare costs associated with child injury.

Call to Change? You bet. At the very heart of what Riley Hospital is all about, this is a Call to Change that we can all advocate for with the greatest of urgency.

To learn more about the Indiana University Workgroup on Healthcare Reform, visit their website at [www.healthcarereform.iupui.edu](http://www.healthcarereform.iupui.edu).

If you have comments you would like to share with them about your recommendations for healthcare reform, please email: [hcreform@iupui.edu](mailto:hcreform@iupui.edu). You might want to address: What do we need to do to improve access to healthcare for all Hoosiers? How can we improve the efficiency and reduce the cost of healthcare in Indiana? And how can we improve the quality of health outcomes for all Hoosiers?

Sincerely,

Karen Bruner Stroup, PhD, Director

# Safe Children

## Riley Hospital's Safety Store and Injury Prevention Programs

### Riley Hospital's Safety Store serves as trainer, national model

Riley Hospital's Safety Store is serving as the model for other children's hospitals across the country that are launching similar efforts.

The success of Riley's store has captured the interest and commitment of the National Association of Children's Hospitals and Related Institutions (NACHRI) and Dorel Juvenile Group, which lead the national Get On Board with Child Safety campaign ([www.getonboardwithsafety.com](http://www.getonboardwithsafety.com)). The focus of the campaign is the start-up of safety stores and safety centers during 2007-08.

As such, NACHRI and Dorel selected six children's hospitals among 18 applicants for starting safety stores and safety centers, all of which will be modeled after the Riley Safety Store.

Rady Children's Hospital (San Diego), the Alfred I. duPont Hospital for Children (Wilmington, Del.), and The Children's Hospital of Philadelphia each will open a free-standing safety store staffed by health educators, while Children's Hospital of Orange County (Orange, Calif.), St. Louis Children's Hospital and Texas Children's Hospital (Houston) each will open a safety center, which will be integrated into existing hospital retail space. Decatur County Memorial Hospital in Greensburg, Indiana, will soon be opening the first Riley Hospital Safety Store to open up across the state.

All seven hospitals recently participated in training at Riley, led by the Riley Safety Store team.

"We're excited to see Riley Hospital's Safety Store gain national recognition as a trainer and model to other children's hospitals interested in replicating our model and experience to make safety for all children affordable, accessible, comprehensive, and convenient," Cara Fast, manager of Riley Hospital's Safety Store, said.

Safety stores and safety centers provide resources and offer low-cost products related to child injury prevention, such as cabinet locks, outlet covers, car seats, bike helmets, smoke detectors and carbon monoxide detectors.

## Riley Hospital Safety Store Celebrates 2<sup>nd</sup> Birthday

### Birthday Activities

**Coordinators:** Karen Stroup: Director of Community Education and Child Advocacy  
Carly Mattingly: Riley Hospital for Children Intern  
Jeana Willard: Riley Hospital for Children Intern  
Tara Sprague: Riley Hospital for Children Intern  
Justin Maudling: Riley Hospital for Children Intern

A four day long birthday celebration was planned to commemorate the second year that the Riley Safety Store has been in operation. The celebration began on Tuesday June 5<sup>th</sup> and ran through Friday June 8<sup>th</sup>, 2007 with each day signifying a safety related topic.

**Promotional Activities:** To promote the four day long chain of events, we produced a flyer that informed individuals of the theme for each particular day along with free give away items we would be providing, the grand prize, and times for the events. Plasma screens were also utilized by having a slideshow run throughout the week. Table tents were placed in the Riley cafeteria and The Patio that described in short detail the daily events. A brochure was crafted that gave statistics relevant to the birthday party themes, and that was stocked in each kiosk around the Riley Hospital. Facts were taken from the brochure and were laminated onto bright red arrows that were taped to the floor. The arrows were placed in front of the Riley Outpatient Center and the triple set elevators next to the Radiology Department. The arrows led people toward the birthday celebration as well as the Safety Store.

**Daily Activities:**

**Tuesday, June 5<sup>th</sup>: Sun Safety Day:** Distributed sun screen with SPF 30 and Chap Stick with SPF 15. Activity packets were made up of a sun safety sheet, cross word puzzle, and two coloring pages. Other sun related information was provided by Automotive Safety. Children were also able to trace themselves and color their favorite summer outfit on art paper provided by the Child Life Department. A drawing was held for one boy and one girl to possibly win a beach bag containing a cartoon towel, movie bucket (popcorn tub, popcorn, and chocolate), a Riley bucket hat, sun screen and Chap Stick.

**Wednesday, June 6<sup>th</sup>: Water Safety Day:** Distributed sun screen with SPF 30, Chap Stick with SPF 15 and Riley Hospital whistles. Activity packets were made up of a water safety sheet, cross word puzzle, and two coloring pages. Other water safety information was provided by Automotive Safety. Children were also able to participate in Water Wise, which is a life size where they answer questions specific to water safety and are able to move from space to space if the correct answer is given. A drawing was held for one boy and one girl to possibly win a free beach towel, two pairs of goggles, ear plugs, and a life jacket.

**Thursday, June 7<sup>th</sup>: Bike Safety Day:** Distributed sun screen with SPF 30, Chap Stick with SPF 15, Riley Hospital whistles, water bottles, and bike reflectors. Activity packets were made up of a bike safety sheet, cross word puzzle, and two coloring pages. Other bike safety information was provided by Riley Hospital's Automotive Safety Program along with clothing reflectors. The American Red Cross provided wooden cut out picture head fun boards. We used a Polaroid to capture the children's expressions as they placed their face in the cut out part of the board. A drawing was held for one boy and one girl to possibly win a free 20 inch bicycle courtesy of Community Education and Child Advocacy along with a bicycle helmet.

**Friday, June 8<sup>th</sup>: Playground Safety Day:** Distributed sun screen with SPF 30, Chap Stick with SPF 15, Riley Hospital whistles, first aid kits and Indy Parks Guide. Activity packets were made up of a play ground safety sheet, cross word puzzle, and two coloring pages. Other play ground information was provided by Automotive Safety. We also had a table with several different species of leaves taped down for children to color over. A drawing was held for one boy and one girl to win a beach bag that included ten dollars worth of movie tickets, kick ball, side walk chalk, popcorn, movie glass and chocolate.

The Riley Safety Store Second Birthday Party was held outside of the Safety Store where three tables were used for different activities each day. One table was set aside each day for

educational information that was provided by Autumn Houser of Indiana SAFE KIDS in Automotive Safety. Safety tips taken from the Safety Store Brochure were also laminated along with clip art and were posted on a board using Velcro for more information. Safety Smart sheets were also provided by the Community Education and Child Advocacy Department. The educational information was pertinent to the theme that was chosen for that particular day. One table was reserved for strictly coloring. We had chairs surrounding the table for up to 6 children to sit down with our activities packet that was provided for each day. The third table was used for the setup of our activity each day.

The information table also housed two boxes that were used for the drawing we had each day. For sun safety day, we had thirty-five boys and girls sign up for the grand prize which is stated at the beginning of the report. On water safety day, we had sixty-eight boys and girls sign up for the grand prize. This day produced the biggest turn out. On bike safety day, we had sixty-two boys and girls sign up for the grand prize and on playground safety day we had eighteen boys and girls sign up for the grand prize.

**Distribution Secure Solutions Child Proofing Kits:** The Community Education and Child Advocacy Department set aside two hundred and fifty kits for distribution through the Safety Store for the birthday celebration. Childproofing Kits vouchers were distributed to several Riley Hospital clinics. The vouchers entitled families and staff to visit the Safety Store and receive a free Secure Solutions Childproofing Kit. Each Secure Solutions Kit contains cabinet and door locks, outlet plug covers, door knob covers, and a room by room home safety guide. After the voucher was brought into the Safety Store, a short five question survey needed to be completed to receive the free Childproofing Kit. The Social Work Department received seventy-five vouchers and five of those vouchers were redeemed. The CP Clinic received sixty vouchers and six were redeemed. The Autism Clinic received sixty vouchers and zero was redeemed. The ER received twenty-five, and Child Life received thirty vouchers with zero being redeemed. All together two hundred and fifty vouchers were distributed throughout the hospital. Sixteen families and staff completed the survey and received a free Secure Solutions Kit.

**Summary:** The Safety Store Birthday celebration proved to be a successful event for Riley Hospital. During the week of the events, the Community Education and Child Advocacy Department served five hundred and eighty-nine families and staff with child safety education materials and give-away items. The Safety Store served 33 paying customers with low cost child safety products during the celebration week. There were several individuals who helped us out tremendously in making this birthday party a huge success. The Cheer Guild received a birthday cake on behalf of our appreciation for all that they provided for us. Also several thank you cards were delivered to certain individuals that helped make this event possible.

## **Injury Prevention is for Everyone**

Christina Rogers and Cara Fast have collaborated with the Director of the Riley Hospital for Children's Pediatric Social Work Staff, Lisa Ernst and her colleagues Heather Kingdon, and Corbett Troyer creating a working model for social work referral for injury prevention products. This is a program designed to help families who can not afford injury prevention products that

are necessary for the safety of the children in the home. Social work referral is a must for this program.

Rogers presented Safe Escape information and materials at the Clarian Social Work Staff Meeting on May 17<sup>th</sup>. All Clarian Social Work Staff were given information on the program. Safe Escape gives free emergency evacuation products for all Clarian and Riley Families. A family assessment is required.

Rogers attended a meeting May 9<sup>th</sup> called by Barb Johnson of Wishard Hospital's Child Protection Program. The Meeting was in regards to setting up Riley Hospital for Children as a "No Hitting Zone." Riley currently has no policy in place in regards to what is excessive in discipline for visiting and residing Riley families. The Safety Store gets multiple visits from families daily. This program will be extremely beneficial for families, staff and faculty.

### **Bike Helmets are not Special Needs Safety Helmets**

Christina Rogers, Adaptive Safety Store Product Coordinator was visited by a family in the Safety Store trying on a bike helmet for their child that was prescribed a "rehabilitation helmet." Bike helmets are \$6.25 and rehabilitation helmets run \$100.00 to \$200.00. Many children who need a rehabilitation helmet do not have one solely because of cost. The helmets are not typically reimbursed by Medicaid or third party payers. Many children with disabilities or special health care needs are at high risk of secondary injury because they do not have a rehabilitation helmet. Christina Rogers, Karen Stroup of the Community Education and Child Advocacy Department along with Melissa Etzler and the team in Rehabilitation Services at Riley have decided to apply for a grant which would provide a number of helmets for families free. The future "Heads Up Program" will meet the need that currently remains constant and unfulfilled for these families. Injury prevention is for all children!

### **Safe Escape Program Update**

The Safe Escape project team is fully staffed again with the return of Project Manager, Emily McQuade, from maternity leave on June 1<sup>st</sup>. During her absence, the interim project manager, Lori Lovett of the Indiana Partnership to Prevent Violent Injury and Death, and project associates Jacqueline Jones and Ashley Hyre focused on distribution of free adapted evacuation products for eligible Riley Hospital families. During the period from April-June 2007, a total of 100 families were given products and education to help them evacuate their children with special healthcare needs and disabilities in case of an emergency or natural disaster. Appointments are still available to participate in Safe Escape and distribution of free products will continue until supplies are exhausted. Call 317-278-6046 for more information.

Other program highlights for this quarter:

- NetMediaOne was selected to serve as the company to design the Safe Escape website, [www.escapesafe.org](http://www.escapesafe.org). This website will include an interactive, online assessment, streaming product demonstrations, and educational materials. Additionally, it will serve

as the national template for Safe Escape and for the Riley Safety Store model.

- There are currently 15 families committed to serve as “Safety Stars” for the demonstrational videos and photographs for the Safe Escape website. Filming and photographing will take place in July and August 2007, and the Indiana University Occupational Therapy Program has agreed to allow Safe Escape to use its home set-up teaching space for this purpose. This collaboration will allow the Safe Escape and media production teams to create realistic videos in a location that is adjacent to the Riley Outpatient Center parking facilities, thus creating an easy-to-find location for the families.
- An application for the research study, “Safe Escape: Helping ALL Children Evacuate Safely in Any Emergency or Natural Disaster” was written with assistance from Heather McCabe of the Indiana Partnership to Prevent Violent Injury and Death. Final edits of the application are underway, and will be submitted to the Institutional Review Board in early July 2007. This study hopes to review information given by participating families of Safe Escape and find relevant correlations, among others, between product usefulness in safe evacuation and special healthcare need or disabilities. An estimated sample size of 1000 participants is expected, and finding will be published in relevant academic journals.
- In preparation for the Institutional Review Board Application for the research study, Safe Escape staff completed the *Human Subjects in Research* tutorial and successfully passed the online test.
- All members of the Safe Escape staff attended Heartsaver CPR and are now certified by the American Heart Association.
- Ashley Hyre, Safe Escape Project Associate, was invited along with Christina Rogers, Strong Families Coordinator, to present to approximately 100 members of the Broad Ripple Sertoma Club on June 13<sup>th</sup> about the history of the Safe Escape Program and the Riley Safety Store. Sertoma (Service to Mankind) is a service club supporting selected charitable organizations in the Indianapolis area.
- Jacqueline Jones, Safe Escape Project Associate and Safety Store Educator, presented the Safe Escape program offered to Riley families when conducting two tours from other area hospitals in Indiana interested in learning more about the Riley Safety Store:

June 14	Riverview Hospital, Noblesville, Indiana
June 19	LaPorte Regional Health System, LaPorte, Indiana
June 21	Bedford Regional Medical Center, Bedford, Indiana

- Promotional flyers were distributed throughout the hospital (via newsstands and with assistance from the ROC Information Desk, Family Resource Center staff, Main Hospital Information Desk, Outpatient Nurse Managers and staff as well as Inpatient unit staff) in an ongoing effort to promote the wonderful opportunity Safe Escape provides Riley Hospital Families to receive free adapted evacuation products.
- While doing assessments with families, the Safe Escape staff discovered that most households do not have a carbon monoxide detector in their homes. This not only solidifies the project team's decision to use family responses to guide product offerings, it also allows the team to meet the needs of families regarding safe evacuation of children with special healthcare needs or disabilities. Subsequently, carbon monoxide detectors were added to the Safe Escape inventory in a trial quantity of 100 units. This supply was quickly exhausted during this quarter. A follow-up order of 100 carbon monoxide detectors were ordered and are currently being distributed to qualifying families free of charge.

## Healthy Children

### JUMP KIDS JUMP MOVEMENT Update

Project development continues for Jump Kids Jump, led by Riley Hospital for Children and Clarian Health Promotions and Community Relations. The Indiana District of Kiwanis is on board as a project partner with long-term commitment to helping get more kids “jumping” in Indiana.

“Jump Kids Jump’ is more than one program,” says Karen Bruner Stroup, who directs Riley Hospital’s Community Education and Child Advocacy Department, and Lisa Cole, Manager of Clinical and Community Outreach for Clarian Health Promotions and Community Relations. Stroup and Cole added, “It’ has become a movement that will bring many partners and programs together who all care about the same thing – encouraging kids throughout our state to get more active by jumping rope.”

Indiana’s kids of all ages, shapes, and abilities need to be challenged to exercise regularly. With about 9 million American children over age 6 currently considered obese, Indiana ranks ninth in the nation for overweight adults and obesity.

The original Jump Kids Jump curriculum is being presented in several Indianapolis area camps this summer by Clarian Health Promotions and Community Relations staff, “just to fine-tune our understanding of the program’s workability in extracurricular settings,” says Anne Graves, Health Educator for Clarian Health Promotions and Community Relations. Several area schools have committed to participate as pilot sites this fall to test the new school-based Jump Kids Jump curriculum, which is being developed this summer and will meet Indiana state education standards.

An agreement between the INDY AIR BEARS and Clarian Health has been formalized for AIR BEARS' performances at six special events to promote the Jump Kids Jump Movement in Indiana and to contribute to the development of the school-based Jump Kids Jump curriculum. The INDY AIR BEARS, who performed at the 2006 Mid-Year Kiwanis Conference at the University of Indianapolis, will defend their 2006 National Double Dutch Championship title this summer in Orlando. Finally, a new Jump Kids Jump instructional video to demonstrate different jump rope skills is under development and being made possible through a joint sponsorship by Clarian Human Motion and Radio Disney.

Staff from Clarian Health Promotions and Community Relations helped to promote the Jump Kids Jump Movement at the Riley Family Day at the Indianapolis Motor Speedway on May 13<sup>th</sup> by providing free jump ropes and challenging kids of all ages to join in jump roping activities.

## **Strong Families**

### **Crispus Attucks**

Christina Rogers, Strong Families Coordinator has created a bridge and a unique team by coordinating CPR classes for 90 Crispus Attucks students. Christina met with Marty Weyand, Crispus Attucks Medical Magnet Coordinator and was able to coordinate 6 training dates with Crispus Attucks, Marie Holder, RN, MSN, Clinical Nurse Coordinator of the Riley Radiology Nursing Department (Clarian), Marilyn Pinnick, RRT Training Specialist at the Advanced Cardiac Life Support Lab and Sue Kinley, RRT Coordinator at the Advanced Cardiac Life Support Lab Indiana University School of Medicine. The project is being discussed as an annual program. This project was created as a stepping stone to introduce Special Care Sitter to Crispus Attucks students. Special Care sitter requires CPR certification. Special Care Sitter is an original program created by The Community Education and Child Advocacy Department. Special Care Sitter is designed to teach skills necessary for babysitting for a child with a disability or special health care need. The Course content includes disability awareness, introduction to medical and adaptive equipment, information on different disabilities, communications techniques, and techniques in adapting activities for children with different types of disabilities.

### **Explorers**

On June 1<sup>st</sup> Christina Rogers led The Community Education and Child Advocacy Department in signing an agreement with Brent Washington, Exploring Executive for the very 1<sup>st</sup> Explorers group at Riley Hospital for Children. The department has agreed to mentor 20 students throughout a one year agreement to develop teen skills in early childhood interest programs.

### **Sibshops**

Sibshops continue to build strong families. A Sibshop was held April 21<sup>st</sup> this quarter in celebration of the National Siblings Day on April 10th. Fourteen children from the five surrounding counties attended; Boone, Hamilton; Hendricks, Madison and Marion. Surveys were collected and 100% of the parents were satisfied and would recommend Sibshops. One hundred

percent of the Children surveyed would recommend Sibshops to other kids who have a brother or a sister with disabilities or special health care need and 100% of the children said that Sibshops made them feel good about themselves! Some specific comments were: "I am not alone," "It made me think life for my family will be okay," "It made me feel good about my sib." Siblings are an important component to the family. Statistically siblings are the longest lasting family member to have a relationship with the individual with a disability or special health care need. A Sibling Support Fair was held June 14<sup>th</sup> in the Riley Outpatient Center, Floor Commons, in collaboration with Tom Lund of the Edward Block Family Library and Janice Parks of About Special Kids. Let's support those sibs!

### **Support for Families who have Children with Autism**

Christina Rogers represented the department at the Autism Awareness Fair on April 20<sup>th</sup>, sponsored by the Riley Hospital for Children, Christian Sarkine Autism Treatment Center. Christina distributed information about the Safety Store regarding products available for injury prevention for this population. Information was also distributed to families regarding the Safe Escape Program. Assessment information was provided to families regarding free emergency evacuation products in the case of a natural disaster. Eight families were given 45 minute to a 1 hour assessments and free emergency evacuation products!

## **Advocacy**

### **Family Centered Care Steering Committee**

Christina Rogers joined with Karen Stroup to represent Riley Community Education and Child Advocacy on the Family Centered Care Steering Committee. Rogers represented the department at two meetings of the Committee this quarter while Stroup chaired the committee of members who reviewed and updated recommendations for the Charter of the Family Centered Care Steering Committee that were presented and discussed at the June 29 Committee meeting.

### **Disability Health and Law Conference**

Christina Rogers is on the planning committee for the Fifth Annual Conference on Health Disability and the Law held on June 8, 2007. The Conference was titled "From Policy to the Classroom: Practical Strategies for Behavior Management and Compliance Issues." Opening remarks speaker, Rupert Boneham of Rupert's Kids, was recruited by Rogers on this event. The Keynote Speaker was Elaine Alfano, Policy Analyst of the Bazelon Center for Mental Health Law. Others speakers were Russ, Skiba, co-Director, Safe and Responsive Schools Project, Indiana University School of Education, Clarissa Snapp, Director of School Safety Specialists Academy of the Indiana Department of Education, Cindy Jackson, PhD Practical Strategies for Behavior Management and Compliance, Alexandra Curlin, JD, Dee Kempson, MSW, Mental Health and Educational Law Update 2006.

## Community Events and Presentations

Riley Community Education and Child Advocacy staffed education displays at these community events in June:

- “Hip Health Hooray” health and safety fair at the Ruth Lilly Health Education Center (June 2, 9 am-3 pm).
- Kids on the Canal (June 9, 10 am – 4pm). Staff joined with Clarian Health Promotions and Community Relations to present jump roping activities for children attending this event.
- Let’s Meet in the Park,” American Legion Mall, presented by Channel 20, sponsored by Riley Hospital (June 23, 10 am-4 pm) Interactive activities, crafts, and education from Community Education and Child Advocacy’s “Hoppin’ for Health” program that introduces young children to healthcare basics were highlighted. The IUSM Department of Neurological Surgery (Dr. Richard Friedman and two 4<sup>th</sup> year students), Danielle Friedman (2<sup>nd</sup> year medical student who used her Spanish speaking abilities readily at this event), our 4 interns (Justin Maudling, BSU; Jeana Willard, ISU; Tara Sprague, Anderson; and Carly Mattingly, Purdue), and a team of colleagues from Clarian Marketing and Health Promotions and Community Relations worked very hard all day with little break time to meet and work with over 2,000 kids and families. “Hoppin’ for Health” education stations included:
  - Teddy Bear Clinic where kids put on doctor’s caps and gloves to run check-ups with teddy bears, using play medical equipment.
  - Make your own stethoscope craft activity. Kids made the stethoscope and then used it to check the Teddy Bear’s heart and lungs.
  - Hand painting (not to be confused with face painting). We drew huge lines of kids and gained the chance to talk through hand-washing basics with kids and parents (with no running water on hand, you get creative!).
  - Education bags contained information about enrollment into Hoosier Healthwise, covering the uninsured, and our free Hoppin’ for Health program and related education materials used at the event.

Upcoming events include Covering Kids and Families Back to School (August 4, 10 am – 4 pm) and the Indiana State Fair Riley Fun Park, (August 8-19). Contact Community Education and Child Advocacy at 274-2964 or email [kids1st@iupui.edu](mailto:kids1st@iupui.edu) if you are interested in volunteering (and getting the chance to meet thousands of great kids and families.)

# Conference and Community Presentations

## Clarian Health State Leadership Conference

Community Education and Child Advocacy's breakout session on June 20 at the Clarian State Leadership Conference highlighted how the Get On Board with Child Safety message allows Clarian Health affiliate partners to embrace a commitment to child safety both inside and outside their hospitals. "The Riley Safety Store offers a way to accomplish this connection," says Karen Bruner Stroup, Director of Riley Community Education and Child Advocacy. Breakout session participants learned how their hospitals can work with Community Education and Child Advocacy to establish a Riley Safety Store at their location. A poster session on the Riley Safety Store also was displayed at the conference.

## Broad Ripple Sertoma Club

Christina Rogers and Ashley Hyre were invited to Speak to the Broad Ripple Sertoma Club. Christina gave information and education on the Riley Hospital Safety Store. Ashley Hyre presented the Safe Escape Program. The two were presented with earplug safety information and 30 sets of ear plugs for the Safety Store to present to Riley Hospital families. The Broad Ripple Sertoma Club will provide additional information and earplugs as an ongoing program for Riley Hospital.

## Kokomo and Franklin Kiwanis Clubs

Karen Stroup spoke to the Kokomo Kiwanis Club on May 30 about the on-going development work for the Jump Kids Jump Movement. She also spoke with the Franklin Kiwanis Club on June 22 about the Riley Safety Store, its goals, accomplishments, future growth.

# Marketing

Jackie Jones, Education Associate with the Riley Safety Store, did a live interview on FOX-59 on June 4 about child-proofing your hotel room. Jackie showed a variety of safety products that families can use in hotel rooms during summer travel to help prevent and reduce injuries in these settings.

Karen Stroup, Director, was interviewed by WFYI at "Let's Meet in the Park" on June 23 for a morning segment about the event shown on WFYI and then for footage to show to potential sponsors for next year's event.

The Riley Community Education and Child Advocacy Team met monthly deadlines for 750 word articles for Indy's Child. During this quarter, these articles were published in this popular parenting publication circulated throughout the Indianapolis area:

1. April issue: Help Stop Violence Against Children by Karen Stroup

2. May issue: Bike Safe Bike Smart by Cara Fast
3. June issue: Exercise and Fitness by Jackie Jones

In addition, copy was submitted by Justin Maudling and Jackie Jones in early June for the July issue on the topic of Summer Safety. Karen Stroup and Carly Mattingly worked together to submit copy in late June for the August issue on Immunizations and Vision Screenings: A Healthy Start to the School Year.

Four articles for publication consideration were submitted to the Hoosier Kiwanian. These articles were: 1) Jump Kids Jump Movement Update; 2) Summer Safety; 3) Safety Store serving as national model; and 4) Pedal Power for All Kids.

The Department contributed 744 Secure Solutions Kits to be used to support grand opening events for the Clarian Care Today site in Fishers. The initial promotion of the child safety kit give-a-way garnered substantial media coverage on June 17 by Channels 8 and 6 with the kit being featured and promoted as being available at the Clarian Care Today site for free. The kits began being distributed June 15 and then on through June 18. The influence of the media coverage was significant in increasing customer visits to the Clarian Care Today site:

<u>Date</u>	<u># of Kits Distributed</u>
Fri 6/15	2
Sat 6/16	2
Sun 6/17	20
Mon 6/18	92

The Department’s partnership with the Mt. Olive Missionary Baptist Church in Indianapolis to facilitate a bike safety course in partnership with the THINK FIRST Program and the Indiana University School of Medicine Department of Neurological Surgery during the 2<sup>nd</sup> anniversary of the Riley Safety Store was profiled in the June 18, 2007 issue of The Clarian in an article titled: “Children get free helmets, safety tips, at anniversary celebration.”

The Riley Safety Store was featured in a June 20, 2007 article on “Childproofing Efforts Extend to Summertime Activities.” Karen Stroup and Dr. Joe O’Neil from Riley Hospital Developmental Pediatrics were interviewed for this article that can be found at: <http://www.indystar.com/apps/pbcs.dll/article?AID=/20070620/CUSTOMPUB01/70618025/-1/LOCAL17>

# Department Development

## The Community Education and Child Advocacy Mentors Interns

Christina Rogers continues to be the lead contact for IUPUI Social Work internships with the Community Education and Child Advocacy Department. Megan Harrigan, senior IUPUI social work intern, will be serving her internship with us this fall.

Four undergraduate interns were recruited to be of service to the department from May through June 2007. These interns were: Tara Sprague (Anderson University); Carly Mattingly (Purdue University); Justin Maudling (Ball State University); and Jeana Willard (Indiana State University). Three of the four interns participated for the first time in a two day health screening training provided by colleagues at Clarian Health Promotions and Community Relations so that they would be able to participate in community events where health screenings were being provided by Clarian Health. The intern team planned, promoted, and presented the 2<sup>nd</sup> birthday celebration for the Riley Safety Store, a weeklong series of community and hospital based events from June 4 through June 8. In addition, they wrote articles for various publications, including Indy's Child, Riley e-news, and Riley Messenger; staffed displays at various community health and safety fairs; taught Jump Kids Jump at a summer camp; wrote Safety Smart sheets on new child safety topics; and developed and piloted the plan for outfitting the Riley Van to become a Mobile Safety Store.

## Grant Proposals

Christina Rogers received a \$3000 grant award from the Autism Advocates of Indiana to participate in their program, "Keeping Safe Watch over Kids with Autism." The Riley Hospital for Children's Safety Store is a unique place to provide families of children with autism easy access through the hospital's Outpatient Center to safety products and injury prevention education. The grant monies will be used to provide 8 families with an IonKids tracking system. There is no substitution for parental supervision, but the tracking system will support families in daily events such as trips to the grocery store and/or the baseball diamonds. Extra seconds count when it comes to safety and injury prevention and should be a priority for all children.

## Staff Training

Department staff, Karen Stroup, Christina Rogers, Cheryl Wisdom, Emily McQuade, Jackie Jones, Ashley Hyre, and interns Carly Mattingly and Tara Sprague completed Heartsaver CPR and are certified by the American Heart Association.

# Resource Distribution

## Second Quarter 2007 Resources Loaned and Distributed

We continue to put our resources on the Riley Hospital.org/kids1st website to make our resources more accessible and cost efficient to groups and organizations. Please continue to keep checking the Department website for new postings at [www.rileyhospital.org/kids1st](http://www.rileyhospital.org/kids1st) . Riley Hospital is beginning to redesign the website so the appearance will be changing and should be easier to navigate. The Get On Board with Safety report is to be added to the website during the 3<sup>rd</sup> quarter 2007.

During the second quarter of 2007, Kiwanis, Riley Children's Foundation, J.E. Ober Elementary of Indianapolis Public Schools, Avon Fire Department, Indianapolis Metropolitan Police Department Southeast District, Mt. Olive Baptist Church, Clarian Health Promotions, Imagination Station Daycare utilized the Department's resources for various health and information fairs and to provide information to the community as a whole. Below is a condensed version of frequently loaned and distributed resources.

- **Safe Children and Injury Prevention** - bikes, traffic signs on stands, helmets, traffic cones, Safety Question Wheel, Water Wise Tool Box, bike safety videos, 7 Riley Riders and Striders Bike and Pedestrian Safety Course manuals, a total of 1,286 Check Detector Stickers in English and Spanish, a total of 1,347 of 3 different fire safety posters.
- **Strong Families** – Hoppin' for Health doctor bag, Food Pyramid, 412 Hoppin' for Health CDs

The Department received a total of 9,435 volunteer hours this past quarter. Volunteer hours were provided by Dorothy Burton, teen volunteers from Volunteer Services, Summer Interns Carly Mattingly, Purdue University; Jeana Willard, Indiana State University; Justin Maudling, Ball State University and Tara Sprague, Anderson University.