

Children matter.

Quarterly Report, April thru June 2009

Produced by

Community Education and Child Advocacy

Riley Hospital *for* Children

Indianapolis, Indiana

Dear Fellow Advocates for Children and Families:

Suppose you are at a local health and safety fair and at your display table, you have an assortment of health, safety, and wellness brochures and flyers to distribute to families that pass by. We've all been there. Chances are, someone walks by and you hand them a brochure or flyer with the hope they will read it, think about the information, and put what they learn to practice to better their lives and the lives of people in their family.

If that someone can even read the brochure or flyer.

Information by way of the printed word typically is regarded as an accepted and common venue for education in health care settings and by child health and safety educators. We anticipate and expect other people to be able to read, often forgetting that many people are not able to for many reasons.

As resources and funding to support development of public information and education resources become more and more limited, it is important that we consider carefully the formats we choose to teach, inform, and share information on child health, fitness, and safety. Video, podcasts, hands-on practice and demonstrations, pictures, animation, games, interactive activities, and peer-to-peer teaching are but a few examples of the many options available besides a brochure or a flyer.

Making time to understand how people learn and remember information is the defining difference for all of us in whether or not the education we care about imparting with others is truly conveyed and understood.

Sincerely,

Karen Bruner Stroup, PhD, Director
Community Education and Child Advocacy

Current Staff

Karen Bruner Stroup, PhD, Director

Cara Fast, MSW, Safe Children Programs Manager and Safety Store Manager

Cheryl Wisdom, Senior Administrative Secretary

Jacqueline Jones, Safety Store Education Associate

Rosy Sandoval, Safety Store Education Associate

Donna Suttles, Safe Escape Education Associate

Sarah Lauer, Intern

Safe Children Programs

Riley Safety Store

Riley Safety Store Renovation and Expansion

Renovation and expansion of the Riley Safety Store continued throughout this quarter and was completed on June 16, 2009. Key renovation and expansion milestones during this period included:

- Worked with architects and Messer Construction to finalize materials and other plans for the Riley Store space
- Selected paint color, trim color, and roof color for exterior of Riley Safety Store
- Determined that it would be beneficial to raise the ceiling of the store to allow for more merchandizing of products
- Finalized carpet selection and finish work for the interior of the Riley Safety Store
- Attended weekly meetings with team from Clarian, Messer Construction, and IUPUI Purchasing to track weekly progress of the Riley Safety Store construction
- Exterior art work was donated and completed by Peggy Miller
- Punch List for renovation was done and completed
- Exterior and interior work was completed on the Riley Safety Store, and then was turned over to staff for stocking on June 16, 2009

Preparation for the Press Conference celebrating the grand re-opening of the Riley Safety Store included:

- Requested and received the Governor's Proclamation proclaiming June 21 – 27, 2009 as Riley Safety Store Week.
- Arranged with Clarian Marketing and Communications for press coverage and post press conference reception.
- Compiled the invitation list, created the invitation and contracted with IKON printing to produce the invitations and sent out the invitation 2 weeks before hand via email and US Mail.

Outcomes of the June 24 press conference are noted below:

The Riley Safety Store re-opened on June 24 to showcase new and expanded space to serve families of all children with injury prevention education and low-cost child safety products. The renovation and expansion of the Riley Safety Store was made possible by funding from Homeland Security and the Riley Children's Foundation.

Dr. Jeff Sperring, Chief Medical Officer for Riley Hospital, Cara Fast, and Greg Williamson, Assistant Vice President for Development for the Riley Children's Foundation were featured speakers at a June 24 press conference at Riley Hospital that kicked off the grand re-opening. Project partners and families gathered after the press conference for an official ribbon-cutting

and reception to celebrate and recognize the accomplishments, support, and expanded capabilities of the Riley Safety Store to serve more families.

Approximately 75 people attended the press conference and ribbon cutting ceremony. Three news stations from the Indianapolis market featured the Riley Safety Store in their newscasts and interviewed Greg Williamson and Cara Fast. The three channels that provided coverage included WISH, Channel 6, and FOX 59. Margie Smith-Simmons, from Clarian Marketing helped provide assistance in planning and the execution of the press conference. Margie Smith-Simmons reported that **“The count below represents the number of outlets to which the media release was sent. For example, the media release was sent to 273 TV/cable stations in the selected area (states of OH, IN, IL, MI, KY, TN, WI) and 236 daily newspapers in that same area, etc.”**).

Media Type	Count
Daily Newspaper	236
Daily Newspaper Sections	16
Magazine - National	39
Magazine - Regional	39
Non-Media Site	1
TV/Cable Station	273
Weekly Newspaper	117

We were very pleased with all of the coverage of the Riley Safety Store Grand Opening which included several online articles as well. Margie Smith-Simmons was instrumental in helping us orchestrate the press conference, and we are very grateful to her for helping us get the word out about the importance of the Riley Safety Store.

Documentation of the entire process to renovate and expand the Riley Safety Store was undertaken in partnership with the Indiana University School of Medicine Visual Media. A photographer worked with Messer, the on-site project manager, to document significant milestones in renovation and expansion. In addition, a half day videotaping session took place on 5/27/09 where interviews were conducted with Messer, Studio 3 Design (Safety Store architect), a Riley Safety Store parent, the Riley Safety Store Manager, and Riley Hospital Administration to provide further illustration of how the renovation/expansion was carried out and why this project was important to Riley Hospital’s leadership and service to families.

These photos and interviews will be reviewed then to create multiple by-products to use on the Riley Safety Store website, websites of other project partners, professional presentations, promotions, and publications. The photos of the progress were used in a power point presentation at the Riley Safety Store Grand Opening Press Conference on June 24, 2009.

Riley Safety Store Statistics

During the three month period of April-June 2009, the statistics for the Safety Store are as follows:

Top 10 Selling Products for the Period, April-June 2009
Halo Swaddle Sleep Sacks
Sport Strap ID Bracelet
Engraveable Face Plates for Medical Bracelets
Rocky Mountain Sunscreen
ID On ME Medical ID Band
Safety 1 st Bath Buddy Thermometer
Mommy I'm Here Child Locator w/Alert
Safety 1 st Adjustable Multi-purpose Strap
Soothie Pacifier
Safety 1 st Press and Pull Outlet Plugs

Month	# Purchasing	#Products Sold	Income
April	289	683	\$3870
May	279	757	\$4322
June	295	734	\$4430
Totals	865	2174	\$12,622

Cara Fast, Safe Children Programs Manager, participated in the following committees or work groups this quarter:

- Marion County Fatality Review Team
- Safe Kids Indiana
- Injury Prevention Website

During this quarter, Cara Fast presented at the following conference:

- 2009 SAFE Kids Conference-presentation on Home Safety

Research Study on Burn Unit Admissions

Stroup and Saha worked together to submit an exempt research study, **“Profile of Burn Related Injury Admissions to Riley Hospital for Children Burn Care Unit, 2005-2008”** to the Institutional Review Board to gain permission to conduct a retrospective review of admissions data to the Riley Hospital Burn Care Unit for 2005-2008. IRB approval for this study has been secured. Sarah Lauer, intern, currently is taking the Human Subjects certification test to be able to join this study as a co-investigator. Study results will help guide selection of safety products

for the Riley Safety Store and support development and offering of education programs and public information campaigns to prevent burn injury to children.

Healthy Children

Jump Kids Jump Movement

Cicely Wattley, Adapted Programs Assistant, continued to collect information on physical fitness activities for children with disabilities and also activities to challenge preschool aged children to engage in jumping to develop skills and abilities for jump roping. Wattley compiled this information for review and possible inclusion into the Jump Kids Jump Jr. curriculum for teachers of preschool aged children.

In addition, Riley Community Education and Child Advocacy contributed funding to support the refurbishing of a van and the Summer Road Tour of the Jump Kids Jump Mobile. The van currently is scheduled to visit communities this summer primarily in Central Indiana. Up to 50 children per site will receive Jump Kids Jump Movement jump ropes and all site visitors will learn about and practice jump roping and receive information about the school-based and recreation-based curricula of the Jump Kids Jump Movement.

Safe Escape Program

Work concentrated this quarter on finalizing language for the agreement with the on-line distributor for Safe Escape and the Riley Safety Store. Product pricing information was prepared and sent to the distributor for review to develop his pricing schedule for Safe Escape and Safety Store products and a draft schedule, in turn, was sent back by the distributor for review and comment by the Riley Safety Store team. In addition, safety products for both the on-line Safe Escape and Riley Safety Store were ordered and sent to the distributor. Also, final review of the Safe Escape website was completed so that Spanish translation of the site could now begin.

Copy for a "Success Story" was completed and submitted for consideration to Homeland Security. If accepted, the "Success Story" would be posted on the home page for Homeland Security's Assistance to Firefighters Fire Prevention and Safety grants program and would showcase the results achieved by Riley Community Education and Child Advocacy to expand the Safe Escape program to address safe evacuation in not only fires but emergencies and disasters.

Safe Escape assessments continued with a total of twenty nine families served. A variety of emergency evacuation products were distributed. One of the products given frequently this quarter was the six piece silent Call system for individuals with hearing impairments. As always, a vocal smoke detector was given per child's room no matter the child's physical or mental ability.

Strong Families

Sibshops

A Young Sibshop (for children ages 4-7) was held on Saturday, May 30, and presented in partnership with staff from with Easter Seals Crossroads of Indianapolis. A total of 6 children participated in this Young Sibshop, facilitated by Easter Seals Crossroads staff and supported by staff from Riley Community Education and Child Advocacy.

Heads Up program

Nine additional co-investigators were requested to be added to the “Heads Up” research study. All required documentation for this request was submitted on 5/23/09 and has now been approved by the IRB. Melissa Etzler, OTR, has been engaged to provide up to 5 hours of support weekly to lead the Heads Up program through June 30, 2009. Heads Up is a new program providing free protective helmets (supported by Autism Advocates of Indiana and The Cheer Guild of Riley Hospital) through a partnership between the Riley Hospital Occupational Therapy Program and the Riley Safety Store.

Marketing Grantsmanship

Proposal to Homeland Security

Stroup worked in partnership with the National Association of Children’s Hospitals and Related Institutions (NACHRI) to develop a one million dollar proposal to Homeland Security’s Assistance to Firefighters Fire Prevention and Safety Grants program for 2009-2010 funding. Through this proposal, six more children’s hospitals again would be trained to replicate the Safety Store/Safe Escape program and Riley Hospital again would be a sub-contractor to NACHRI. Riley’s role would still remain to continue to serve as lead trainer (this time, though, working with the six children’s hospital partners trained by Riley Hospital in 2008-2009) to facilitate a training and to provide support to the six new sites. Riley also would continue to create innovative new directions for Safety Stores; funding would include support for a person to manage the Safe Escape and Riley Safety Store websites and for the creation of a virtual home that would feature how to use adapted safety products for children with disabilities or health care needs. Notice from Homeland Security on the status of this funding is anticipated by August 2009.

Riley Children’s Foundation

A proposal was prepared and submitted to the Riley Children’s Foundation for funding consideration for fiscal year 2009-2010 to support staff, operations, program development, and program delivery. In addition, an annual report to the Riley Children’s Foundation was prepared and submitted in late May, outlining key accomplishments and activities for the fiscal year.

Publications

These articles were prepared and submitted by Riley Community Education and Child Advocacy to Clarian Marketing for publication in *Indy's Child* this quarter:

Month	Article Title
April	<i>Preschoolers Health: Do your children live in a healthy home?</i>
May	<i>No Hit Zone (partnered with Riley Social Work to be lead writer)</i>
June	<i>Health and Wellness for your Preschooler</i>

COMMUNITY OUTREACH

Dream Power

The children's book, *Dream Power*, by Dr. Ora Pescovitz, was finished, printed (2,500 copies), and distributed and/or sold, working from the plan below:

- A. 1,100 copies have been set aside for distribution to participants at Girl Power 2009 on November 14, 2009.
- B. 200 copies were distributed to Indiana University and Indiana University School of Medicine leaders at a special recognition luncheon held in Dr. Pescovitz's honor in April.
- C. Copies are being sold currently through these venues:
 1. The Children's Museum of Indianapolis
 2. The Riley Safety Store at Riley Hospital
 3. The Gift Shop at the Simon Cancer Center
 4. The Gift Shop at University Place Hotel

In addition, 60 copies (donor supported) were distributed to Starlight Campers at the Children's Museum-sponsored day camp and to 50 children (donor supported) at the Pack House 2000 (community center adjacent to the Extreme Home Makeover home in Indianapolis). All sales income generated by *Dream Power* is re-directed back to support Riley Community Education and Child Advocacy programs and resources.

Dream Power is a centerpiece tool to support Riley Hospital's efforts to encourage young people to be leaders in their communities to impact child and teen health, wellness, and safety priorities. This quarter, Riley Community Education and Child Advocacy joined with Clarian Health Promotions and Community Relations to help support efforts to establish a centralized volunteer recognition program. Riley Community Education and Child Advocacy's support was made on behalf of the portion of this effort dedicated to recognition of high school student leadership and advocacy for change to improve the health, safety, and wellness of children and teens. On-going efforts continue to build parallel connections with the existing *Power of Children* exhibit/initiative through the Children's Museum of Indianapolis that provides similar recognition of young people.

Racing for Safety website

Once completed, the Racing for Safety website currently being built by Riley Community Education and Child Advocacy to be posted on the Riley Hospital website will be a tool and resource for teens to challenge them to community service and leadership in child injury prevention. The Racing for Safety website features IRL driver, Ed Carpenter, as spokesman for the site and provides videos, information, and access to resources to help teens and college age students plan and present Race for Safety courses for children of all ages and abilities in their community.

Girl Power! 2009

Support was provided by Riley Community Education and Child Advocacy toward Girl Power! 2009 to assist in the planning, promotion, and presentation of this event. This support blended both in-kind and funding support to position Riley Hospital as a committed partner to this event that annually attracts 1,000-1,200 girls, ages 7-14.

Riley Community Education and Child Advocacy programs and resources will be showcased at this event at interactive information and education exhibits. Girl Power! is a centerpiece public event that provides an opportunity to position year-round programming and resources from Riley Hospital and Clarian Health and to attract support from other community partners to encourage and support young girls in the Central Indiana area to make positive choices for growth and development.

Let's Meet PBS Kids in the Park (June 27th)

Planning began this quarter to develop how Riley Hospital education programs and resources would be showcased at this popular family event that annually attracts 40,000 families to downtown Indianapolis. Several planning meetings took place with WFYI partners and internal Riley Hospital, university, and community partners. Stroup worked with Jennifer Strempek in partnership with Sue Finkam and Jen Griffin of Clarian Marketing to frame the vision for Riley Hospital programs/resources to be presented in five tents to complement the focus areas being planned by WFYI partners. At five Riley Hospital tents to be located throughout Veteran's Memorial Plaza and the American Legion Mall will be the following:

1. **Tent #1: Hoppin' for Health "mock" clinic in the park.** The Pediatric Student Interest Group from the Indiana University School of Medicine took the lead on this activity that engages preschool-aged children in medical play activity and check-ups of Teddy Bears and PBS characters.
2. **Tent #2: Health care screenings.** Partners from Prevent Blindness Indiana and the Indiana University School of Dentistry Community Outreach team provided vision screenings and dental screenings and education and also provided education on the importance of washing hands regularly.
3. **Tent #3: Child Safety.** This tent showcased resources in buckle up safety (including serving as "home base" for Riley Hospital's Automotive Safety Program's Buckle Up Bug Mascot). The Riley "Safety Wheel" invited kids to spin the wheel and answer

questions relating to summer safety. Information about the Riley Safety Store at Riley Hospital and at the Children's Museum of Indianapolis also was shared. In addition, the Riley Mobile Intensive Care Unit was on site featuring tours for kids and families.

4. **Tent #4: Reach Out and Read.** PBS-related books and other children's books were distributed to children. "Readers" read popular kids' books throughout the day and children were also invited to engage in related craft activities.
5. **Tent #5: Fitness and Health.** This tent served as a centerpiece for Riley Hospital programs and resources in fitness and nutrition. Kids and families were challenged to jump rope and learn about the tools and resources of the **Jump Kids Jump Movement** (www.jumpkidsjump.org), the **POWER** program (<http://rileychildrenshospital.com/parents-and-patients/wellness-center/power/index.jsp>), **SAIL** (<http://rileychildrenshospital.com/parents-and-patients/programs-and-services/sail/>), and **Committed to Kids Health** (<http://www.clarian.org/portal/Clarian/community-health?ContentID=/medical-services/community-health/fitness-nutrition/committed-to-kids.xml>).

At each Riley tent, families could pick up a scavenger hunt card promoting family walking as a fitness activity and promoting the Riley Fitness Adventure at the Indianapolis Zoo. Families visiting all five Riley tents then became eligible to receive a free children's book from the Reach Out and Read tent. Families visiting each Riley tent were challenged to spot the POWER logo and answer fitness and nutrition questions to be able to be checked off on the scavenger hunt card.

A total number of 50 volunteers supported Riley Hospital's participation in "Let's Meet PBS Kids in the Park." An estimated 10,000 children and families were served by Riley Hospital through this event, which attracted attendance once again of 40,000 participants. During Karen Stroup's medical leave, Jennifer Stremпка, Public Relations Coordinator, Clarian Health Public Relations, served as the lead planner and facilitator for Riley Hospital's participation in this event.

Clarian Day of Service (June 3rd)

To participate in the first year of the Clarian Day of Service, Riley Community Education and Child Advocacy offered an on-site opportunity at Riley Hospital for Clarian Health employees to help assemble 6,000 information/education bags to be distributed at "Let's Meet PBS Kids in the Park" on June 27th. The project offered employees ½ hour shifts from 11 am to 3 pm on June 3rd. A total of 28 volunteers assisted with this project. Each bag was filled with a Riley Safety Store brochure, a Riley fire safety poster, Check Detector sticker, Cool it first clings, Automotive Safety Program coloring books and Buckle Up Bug sticker. The stuffed bags were moved off-site to await distribution at the event on June 27th.

Indiana State Fair

Karen Stroup and Cara Fast met with Sue Finkam and Jen Griffin of Clarian Marketing to discuss plan development for Riley Hospital's presence at the Indiana State Fair, August 7-23, 2009. Stroup returned one week later with an outline of a 17-day plan that incorporated ideas contributed by Fast (especially including the good idea by Fast for Riley to promote education/information on public safety at the Fair for children). Stroup met again with Griffin and Stremпка to review the plan prior to her departure on medical leave.

Staff and Volunteers:

Staffing Changes

This quarter saw these changes and challenges in staffing:

1. Emily McQuade, MA, MPA, Healthy Children Programs Manager, resigned to be able to return full-time to her graduate studies and to her goal to gain acceptance into the Indiana University School of Nursing.
2. Cicely Wattlely, Adapted Programs Assistant (part-time), resigned to be able to begin full-time employment outside of the university.
3. Chandana Saha, Research Assistant (part-time), resigned to be able to begin her new full-time position as an epidemiologist with the Indiana Minority Health Coalition.
4. Pam Bauer, Outreach Coordinator (part-time), resigned to be able to continue a new position with the Center Grove school system in Special Education and to return to graduate school to complete studies in Special Education.
5. Megan Harrigan, Consultant (part-time), resigned due to competing personal and professional demands. Harrigan had been brought on board to plan and present 2 Sibshops following the resignation last quarter of Christina Rogers, Strong Families Programs Manager, who normally would have planned and carried out these trainings. Sandy Loper (who works with the Department for outreach in a limited and as-needed part-time capacity and Sarah Lauer (summer 2009 Intern) were called in to provide assistance to Crossroads Easter Seals for the presentation of the May 30 Young Sibshop.
6. Karen Bruner Stroup, Director, went on medical leave effective 5/22 through July 5th to have and then recover from surgery. In her absence, Cara Fast again served as point person for the team.
7. Full-time and part-time hourly staff moved over to documenting their work hours on the new electronic TIME system. Karen Stroup, Cara Fast, and Cheryl Wisdom have sign-off authority.
8. Sarah Lauer joined us as our summer 2009 intern from June to August 2009. Sarah is completing undergraduate studies in Public Health at Indiana University (Bloomington). Below are activities and accomplishments by Sarah during this time period:

Sarah Lauer joined the Department on June 1st as a summer intern from Indiana University. She is majoring in Public Health and will graduate with a BS in Applied Health Science in August 2009. For Clarian Day of Service on June 3rd, Sarah assisted in the organization of

information/educational materials and volunteers to stuff 6,000 Clarian Health bags for “PBS Meet the Kids in the Park” event. Sarah also assisted in the re-grand opening of the Riley Safety Store in a number of capacities. Before the grand opening, she was involved in inventorying and placing the safety products within the store. The day of the grand opening, Sarah managed a table with information on the safety store and free giveaways for those who attended the store’s grand opening festivities. She also assisted the safety store educators.

Sarah has been involved with the Jump Kids Jump Movement Summer Road Tour and has traveled with the road tour to various cities, including Greenwood, Indianapolis, and Logansport. At each summer road stop Sarah, along with interns from Clarian Health Promotions and Community Relations, teaches an hour long jump rope session on the different ways that a jump rope can be used for exercise and how to perfect the basic jump. In each session, Sarah assists children on individual jump roping skills and helps organize games and activities that the children participate in. Another program that Sarah is involved in with Clarian Health Promotions and Community Relations is “TOOLS for Health”. The “TOOLS” program provides interactive health and injury prevention lessons for preschool-age children. So far, Sarah has presented two TOOLS lessons on topics of emergency 9-1-1 and nutrition.

Sarah has also represented the Jump Kids Jump Movement at WFYI’s PBS Meet the Kids in the Park on June 27th where approximately 40,000 families attended. Sarah worked in partnership with Jennifer Stremпка, from Clarian Public Relations, to assist Jennifer’s efforts in coordinating the activities for the event. The JKJM was located in the fitness and health tent along with the POWER program. Sarah encouraged families and children to jump rope and initiated families to have jump rope contests. Over 50 jump ropes were given away! Sarah also handed out information on the Riley Safety Store as well as informed families about the JKJM’s mission. On May 30th, 2009, Sarah assisted with Young Sibshop for 4-7 year olds; eight children participated. The Sibshop theme on this particular date was birthday parties! The children decorated cupcakes, played musical chairs, made party favor bags, took turns hitting a piñata, and left with a bunch of goodies.

Resource Distribution

Second Quarter 2009 Resources Loaned and Distributed

The department website continues to be the favored path of distribution of brochures and information. Website stats this past quarter were sharply lower than this time last year but continue to outpace the hard copy resources distributed. However, we continue to distribute hard copies of resources through area health fairs and events as noted below:

Resource	Quantity Distributed
Safety Smart Sheets	532
Fire Safety Posters	3200
Bike Safety Resources	160
Various brochures	4200

Volunteers:

During this second quarter of 2009 we enjoyed the volunteer efforts of intern Sarah Lauer who is on track to obtain her Bachelor of Science in Applied Health Science in August 2009. Sarah has logged 115.5 hours this quarter. Sarah has been immensely helpful in helping to coordinate the PBS Meet Kids In The Park bag stuffing on June 3rd; she helped to facilitate Young Sibshop on May 30; attended the SAFE KIDS conference on June 1st; has participated in Jump Kids Jump activities; presented the Water Wise safety game for children at the Clarian Health Pacers Event; and helped with staging the newly renovated Riley Safety Store for the grand re-opening on June 24, 2009.

Other volunteer hours were derived from the 28 volunteers who stuffed 6,000 bags for PBS Meet Kids in the Park event on June 27th. Bag stuffing took place on June 3rd from 9 am to 3 pm. The remainder of these bags will be distributed at the Indiana State Fair in August.