

children matter.





Riley Hospital *for* Children
Community Education and
Child Advocacy Department

Dear Colleagues:

Every child in Indiana and throughout the country should have a chance to look forward to a healthy, safe, and productive future. As the staff of Riley Hospital's Community Education and Child Advocacy Department, we come to work every day with that belief as a guiding vision for all that we do.

This past quarter, we have been the voice for children in many ways. In January, we gathered with more than 150 advocates from across Indiana at the State Capitol Building to focus legislator awareness on health, safety, and educational needs for children. We attended as one of the eight statewide partners who have presented this Children...Our Best Investment forum annually since 1998.

After two young sisters on the Indianapolis Westside died in a February mobile home fire, we became a community partner to Garden City Elementary School as they turned a tragedy into a time for learning. We participated in a family safety evening at the school, handing out Riley Hospital's fire safety resources and information. We were there as the students and staff received the Mayor's Character Counts Award for their work in creating fire safety awareness for the school's families.

In February, we were there when 17 kids from nine Indiana counties gathered at a Sibshop to have fun with each other and learn about the special role they play in their families as the brothers and sisters of children with special needs.

This report highlights these activities and many others undertaken by Riley Hospital's Community Education and Child Advocacy Department to be an enduring presence and voice on behalf of children across the Hoosier State.

Sincerely,

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Inquisitive Kids newsletter

In January, the Department worked with Clarian Marketing to develop content for “Inquisitive Kids,” a print and electronic newsletter designed for 3rd, 4th, and 5th grade students. The one-page article featured fire safety information and a fire escape plan layout.

Riley Hospital is recognized as a sponsoring partner of “Inquisitive Kids.” The newsletter may be viewed online at www.inquisitivekids.com.

Press releases

After learning of a holiday house fire that killed four children in Canton, Ohio, the Department issued a press release reminding families about fire safety, particularly during the winter season. The article stressed the importance of working smoke detectors, fire escape plans, and fire prevention practices, and is available at www.clarian.org/health/announcements/fire_safety/22903.jhtml.

In observation of National Burn Awareness Week during the first week of February, a press release reinforced burn and fire prevention. The article suggested several critical preventative measures, and how to be prepared in the event of a fire emergency. It may be viewed online at www.clarian.org/health/announcements/burn_awareness.jhtml.

Hoosier Kiwanian newsletter

Rebecca Agness wrote an article in the March edition of the Hoosier Kiwanian that highlighted the Community Education and Child Advocacy Department’s Adapted Bike Safety Program and the ongoing support and involvement from Kiwanis. The article suggested many service opportunities through KIDS for Riley for which Kiwanians would earn a banner patch for their involvement.

Bike helmet campaign



In an ongoing effort to raise awareness about the importance of wearing a bicycle helmet, the Department explored possibilities for a poster campaign. The Department developed a partnership with Indy Racing League driver Robbie Buhl and the Dreyer & Reinbold Racing Team. Robbie and his team contributed their time and support to the Department’s development of a bike safety education campaign.

On January 22, the Department conducted a photo shoot at the Dreyer & Reinbold Racing shop. Photos captured Robbie in his racecar and safety gear, particularly his racing helmet. A young child participated in the photo shoot, posed on his bicycle wearing a helmet. The correlation between racing helmets and bike helmets emphasizes the importance of wearing properly fitted safety equipment.

The campaign will encourage parents to set an example for their children by wearing a bike helmet each time they ride.

The Department plans to continue to develop poster concepts generated through the photo shoot and, with feedback provided from parents, children, and professionals, will create a final product to be distributed to Indiana elementary schools, police and fire departments, National SAFE KIDS chapters, and children’s hospitals nationwide.

Spanish-translated Safety Smart sheets

Final development of the Spanish-translated Safety Smart sheets was completed during this quarter. The entire Safety Smart series has been translated into Spanish and is now available for community use. The Department will launch a campaign this summer to introduce these new resources into Indiana communities. Eventually, these resources will also be made available on the Department's website at www.rileyhospital.org/kids1st.

Spanish-translated Check Detector stickers

In a continuing effort to make our resources more accessible to all Indiana residents, we sought to have our Check Detector stickers translated into Spanish. The process has been completed and the stickers are now available. An effort will be made to highlight this resource as a much needed safety education tool for Hispanic families.

Alcohol and drug fact sheets

During the previous quarter, our Department intern created fact sheets on the subject of adolescent alcohol and drug use. The fact sheets offered statistics, warning signs, and resources for help and intervention.

The resources and information were designed to help parents, teachers, community leaders, and teenagers get the facts about adolescent drug and alcohol abuse, and to aid in the development of effective prevention strategies.

The fact sheets are available on the Community Education and Child Advocacy Department's website at www.rileyhospital.org/kids1st.

E-Connect newsletter

In conjunction with the Office of Visual Media, the Department developed the E-Connect electronic newsletter for facilitators for Teens Against Tobacco Use (TATU), the Tobacco Awareness Program (TAP), the Tobacco Education Group (TEG), and smoke cessation programs. The newsletter is completed and ready for posting and distribution to facilitators statewide.

Nutrition information

The nutrition interns are continuing their work to update and edit the nutrition information on the Department's website.

trainings and special events

Safety information fair

On February 26, Garden City Elementary School in Wayne Township hosted its first "Family Safety Awareness Evening." The event was planned in response to a January mobile home fire in which two students died. Representing Riley Hospital, the Department distributed fire safety information to nearly 100 families. Staff reminded families about the importance of working smoke detectors, routine detector checks, and family fire escape plans.

Parent and Children's Expo

On February 28 and 29, the Department staffed a safety display at the Parent and Children's Expo at the Indiana State Fairgrounds. The display featured the Department's Hoppin' for Health program and the Riley Riders and Striders program. Approximately 600 families visited the booth.

Medical Home training

In March, the Medical Home team traveled to La Porte Hospital to present a training session during noon rounds. More than 25 attendees represented physicians, nurses, social workers, financial counselors, and therapists.

NACHRI Legislative Advocacy Institute

Linda Hankins participated in the 2004 NACHRI Legislative Advocacy Institute: Training New Federal Advocates for Children's Hospitals, March 16-18, in Washington, D.C. Child advocates attended training sessions before visiting with legislators on Capitol Hill.

Tobacco cessation training

On March 18 and 19, a state-of-the-art tobacco cessation training session was presented for 39 professionals at the Indiana Memorial Union in Bloomington. The training introduced professionals to the most current resources, research, and best practices in smoking cessation.

Other Trainings and Special Events:

Teens Against Tobacco Use (TATU) training, January 21. Tobacco cessation training was presented to 21 participants representing 11 counties at the Daviess County Hospital in Washington, Ind.

Hospital Day, February 4. Participated in Hospital Day at the Statehouse, sponsored by the Indiana Health and Hospital Association. Participants listened to several speakers before visiting with legislators.

Sibshop, February 7. Seventeen children attended the Valentine's Day themed Sibshop.

West Central Joint Services, February 17. Presented sibling resources and Sibshops information to special education directors.

Indiana Association for the Education of Young Children (IAEYC) 2004 State Conference, March 13. Presented injury prevention education, programs, and resources to six child care providers.

ICU Parent Support Group, March 17. Provided Riley parents with information on sibling issues.

Kiwanis International

The Department met with representatives from Kiwanis International to discuss partnership on a developing initiative, Major Emphasis Program: Child Safety. The program focuses on service opportunities for Key Club members to initiate child safety programming in their communities.

These service-based projects will focus on water, bicycle, and car safety. In partnership with Kiwanis International, the Community Education and Child Advocacy Department will provide safety information and resources, including the Riley Water Wise Game and the Riley Riders and Striders Bike and Pedestrian Safety Smart Guidebook.

Children...Our Best Investment

On January 26, the Department partnered with eight other statewide children's organizations to present this advocacy training day to get more child advocates engaged in communicating with legislators on a regular basis. The Statehouse visit provided participants with the opportunity to share concerns regarding children's issues with elected legislators.

Franklin Township Fire Department

The Department met with members of the Franklin Township Fire Department to discuss Riley Hospital's role as a safety education partner for this southside community. Among the resources the fire department will use in implementing safety programs include the Riley Water Wise Game and the Riley Riders and Striders Bike and Pedestrian Safety Guidebook.

Riley Children's Foundation

The Department met with Karen Yakovac and Sylvia Warren of the Riley Children's Foundation. This meeting provided an excellent opportunity for the Department to share information about its past, current, and future projects. Jennifer Swartz wrote copy for a series of six 30-second public service announcements on leading child safety topics, which will air during the 2004 Riley Hospital telethon and for later distribution to television markets statewide.

Occupational Therapy Program, Indiana University School of Allied Health

The Department continues to serve on the Research Advisory Council for the Occupational Therapy Program, which provides direction to the program on curriculum and program development, research, and partnerships.

Indiana Office of the State Fire Marshal

The Department provided ongoing support to the Marshal's Office for continuing development of Indiana's RISK WATCH program through funding from a grant provided by the National Fire Protection Association to the Indiana RISK WATCH State Management Team. The Department provided direction on the purchase of materials and resources to supplement the RISK WATCH curriculum being used by community partners statewide.

Office of Visual Media grant

The Department submitted a grant proposal to the Office of Visual Media to seek financial support for developing marketing and educational materials affiliated with the upcoming Safety Store. The Department is currently awaiting the results of this grant proposal.

Tobacco control grant

The Department served as a lead writer for a \$292,402 grant proposal submitted by the Clarian Tobacco Control Center to Indiana Tobacco Prevention and Cessation to support: 1) a model workplace cessation program at all nine Indiana University campuses; 2) regional network meetings and e-newsletters to maintain a statewide network of cessation program managers; and 3) state-of-the-art cessation trainings to keep professionals apprised of the most current resources, research, and best practices. Unfortunately, the proposal was denied funding.

Clarian Values grant

Through the Clarian Values fund and the Methodist Hospital Foundation, the Department's proposal, "Tobacco Intervention and Counseling Education," was accepted and awarded \$32,793. The funding will support development of a web-based tobacco intervention and counseling curriculum for clinical staff at Methodist, IU, and Riley Hospitals to establish and certify standard competencies of these skills. An additional \$7,000 currently is being sought to complete the funding needed for the first year of work on this project.

Continuing Grants

FEMA grant

Department staff met with nurse managers in the Riley Outpatient Center to develop marketing tools and informational resources for adapted fire safety products that will be distributed through the FEMA grant. Regular communication with this group has assisted in making many decisions regarding the FEMA grant and distribution of resources.

department development

UTS Connect Office

The UTS (Unified Training System) Connect Office registered more than 2,384 attendees for 30 early childhood training events. The attendees included First Step service coordinators, therapists, and family members. A part-time staff member was hired to update and delete duplicate records in the Connect Office database. The office also facilitated a quality assurance meeting for all UTS collaborating partners.

IUPUI Smokefree Coalition Award

Karen Stroup was recognized as an outstanding tobacco control program manager for her work as faculty advisor to the IUPUI Smokefree Coalition at the Smokefree Indiana's spring meeting. Project managers and students from 13 Indiana campuses initiating tobacco use prevention and policy attended the meeting.

Department Statistics

- outgoing mail—2,199 pieces
- average daily incoming phone calls—12 calls
- volunteer hours—56 hours

Department resource distribution

The Community Education and Child Advocacy Department distributed the following resources during the first quarter of 2004:

- 7,739 Check Detector stickers
- “Lock, Drop and Roll” adapted fire safety posters:
 - 75 color, 18” x 24”
 - 475 color, 8.5” x 11”
 - 656 black and white, 8.5” x 11”
- “Move Low Under Smoke” adapted fire safety posters:
 - 55 color, 18” x 24”
 - 475 color, 8.5” x 11”
 - 659 black and white, 8.5” x 11”
- “Matches and Lighter” fire safety posters:
 - 191 color, 18” x 24”
 - 946 black and white, 8.5” x 11”
- 210 sets of copy-ready Safety Smart sheets
- 970 single color Safety Smart sheets (see chart below)
- 15 Riley Riders and Striders Bike and Pedestrian Safety Guidebook
- 6 Water Wise games

