



children matter.

Community Education and Child Advocacy Department

WORKING WITH COMMUNITIES
TO KEEP KIDS SAFE AND HEALTHY



Riley Hospital *for* Children

Quarterly Report
July-September 2004

Dear Colleague:

The colors of fall in Indiana are most brilliant, from the porches adorned with pumpkins to the trees displaying breathtaking splashes of color. Fall is here and change is in the air, everywhere, including Riley Hospital's Community Education and Child Advocacy Department.

This quarter marks the close of tenure with us for Rebecca Agness, who has been with our Department for four years this fall. In October, Rebecca begins a new and exciting course in her professional career and will assume responsibilities as the Executive Director of the Indiana Parent Information Network (IPIN). When Linda Hankins and I interviewed Rebecca four Septembers ago, we both recognized in seconds that we had an outstanding ambassador for Riley Hospital for Children before us. We were very, *very* right.

Passion, when found, the kind of passion that can move mountains and make wonders happen, is priceless. From day one, Rebecca has brought a powerful passion to her work as an advocate for children and families. We have enjoyed trying to keep up with Rebecca as she steered a steady course of leadership, vision, and innovation through her many successful projects and partnerships inside and outside our hospital.

Rebecca will be months into her new position when the Safety Store at Riley Hospital opens later this year in the Outpatient Center. Her vision, voice, persistence, and partnerships led the way for the Safety Store, a place where families will now be able to obtain low-cost child safety equipment, such as smoke alarms and bike helmets, and education on proper use. The Safety Store, operated by our Department in partnership with the Cheer Guild, will serve as a central location for housing and statewide distribution of our resources and child injury prevention programs. Rebecca's partnerships, articulate and passionate voice, and project development skills shaped the Safety Store concept. What an incredible, amazing accomplishment.

Rebecca helped us see the possibilities for our Department to grow a new position of Program Development Manager, with full-time responsibilities for the development and management of education programs that advanced disabilities awareness and strengthened families. Once in that position, Rebecca began offering Sibshops, interactive workshops for brothers and sisters of children with disabilities that provide a comfortable and lively forum for sharing the experiences and challenges within their families. We look forward to working with Rebecca in her new role to continue to advance Sibshops and other related initiatives that support families of children with disabilities throughout Indiana. Rebecca's contributions and accomplishments are many; too many to be further detailed here.

But Rebecca leaves with us something that Jim Redslob, outgoing Governor of the Indiana District of Kiwanis International, said when we learned of Rebecca's move to a new position. "She inspires us." We join with Jim and hundreds of friends and colleagues to wish Rebecca well as she moves on to this next step in a professional career of great accomplishment. We'll remember you, Rebecca, always, for the inspiration and look forward to working with you in your new position at IPIN.

Sincerely,

Karen Bruner Stroup, PhD

Linda K. Hankins, M.S

Indy's Child

The Department approached Clarian Marketing with a proposal to develop articles on child safety topics for Indy's Child magazine. A contract between Clarian Marketing and Indy's Child for 2004-2005 will provide recurring opportunities for the Department to contribute articles. In August 2004, the Department's article on water safety was published; a second article was submitted on falls prevention for the September issue. Indy's Child is printed and distributed monthly throughout Indianapolis and the surrounding area.

Riley Hospital's 80th Birthday

The Department was invited by the Riley Children's Foundation and Clarian Marketing to participate in statewide events to celebrate Riley Hospital's 80th birthday. At the request of the Foundation, the Department developed a proposal and budget that identified education activities, resources, and financial needs to support the work of the Department staff. A spinning wheel was developed to spotlight a wide variety of child health and safety behaviors and test children on their knowledge. Children participating at the events spun the wheel to answer questions about bike and pedestrian safety. The Department provided staffing support at 80th birthday events in Fort Wayne on September 27 and South Bend on September 28.

Ten-year community report

The Department produced a community report highlighting its first 10 years of service to the children and families of Indiana. Nearly 2,000 copies of the report were distributed to the Department's partners, funders, and colleagues.

Display wheel

The Department worked closely with the Office of Visual Media to create a display wheel for use at special events. The spinning wheel was developed to assist staff at special events in talking with children and families about a variety of child health and safety topics. Interactivity through the wheel will better engage children in talking about safety and health. From bike and water safety to nutrition and tobacco cessation, the wheel and corresponding flash cards make safety and health education a fun learning experience.



Community Outreach Volunteers

Karen Stroup met with Riley Hospital volunteers who have assisted the Department during the last couple of years at outreach events. Stroup asked for input and direction on how to shape programming and opportunities that would attract a new and different kind of volunteer who would be able to support the hospital through community outreach events. Stroup presented some initial ideas of possible directions at a meeting on August 26 with the marketing directors of Castleton Square Mall and Greenwood Park Mall. Beth Gastineau, Clarian Marketing, and Heather Dawes, Riley Hospital Volunteer Services, also attended this meeting.

Home Safety resources

In an ongoing effort to develop injury prevention resources, the Department introduced two components of a new home safety program. The home Safety Smart sheet provides children and parents with tips to prevent injuries around the home. In addition, the Department developed the first in a series of home safety promotional pieces: a magnet that encourages families to practice safety. The magnet reminds parents to supervise children at all times, particularly in the kitchen. The home safety program will serve as an umbrella for the Department's other injury prevention programs and resources.

Statewide listing of smoking cessation programs

The Department finished compiling current information to update a web-based comprehensive list of smoking cessation programs in every Indiana county. The Department has maintained this listing for five years and transferred the list to the Clarian Tobacco Control Center for maintenance and updating. The list will now be housed on the Clarian website. With the most up-to-date information on cessation programs in every county, the list will be accessed by medical and public health professionals and the general public statewide.

Hoppin' for Health

Work was completed this quarter to update the Hoppin' for Health CD. Links were made with the virtual Riley Hospital tour and new links were set with the Department's website address. The CD is now ready for duplication and distribution to various professional networks of preschool educators and child care providers statewide.



July 8. Prime Life Enrichment Center, Carmel. Supporting a request from Clarian Marketing, the Department presented home safety to 22 senior citizens in collaboration with partners from the Carmel Police and Fire Departments.

July 10. Fishers' Safety Day. Presented bike and pedestrian safety in collaboration with the Fisher's Fire Department and Sam's Club to 150 families.

July 13. Indianapolis Zoo Family Fun Fest. Presented bike and helmet safety to several children and parents at this Clarian Health sponsored event.

July 14-18. Indiana Black Expo bike safety course. Assisted Indiana State Department of Health staff in setting up a bike safety course. Provided use of traffic safety signs, course manual, and safety handouts to 1,500 children who visited during the four days.

July 31. Marion County Health Department Covering Kids Back to School Day. Provided education materials on bike, pedestrian, and emergency number safety to more than 325 visitors at this Clarian Healthy sponsored event.

August 6. NESCO smoke detector distribution. Supported the Indianapolis Injury Free Kids Coalition in the distribution of 72 smoke detectors at the Community Choice Federal Credit Union in the NESCO area.

August 12. Child Care Health Consultant Training. Presented an overview of childhood injuries and prevention programs to 25 child care health consultants.

August 21. Adapted bike giveaway. Held adapted bike giveaway and safety training for 10 children. Each child received a bike, a fitted helmet, and safety education.

August 22. Indiana State Fair. Provided staffing support at the Indiana Tobacco Prevention and Cessation display. The ITPC provides funding support to the Clarian Tobacco Control Center's work on tobacco use prevention and cessation.

August 25. Children First Community Forum, South Bend. Staff presented the final Children First Community Forum as a follow-up to Riley Hospital's 75th birthday tour. Dr. Gilbert Liu spoke to representatives from area medical and social services agencies on overweight children, while Dr. Robin Hibbard addressed child abuse and neglect.

August 25. Medical Home training, South Bend. In collaboration with the Indiana Parent Information Network, staff conducted a Medical Home training presentation at Memorial Hospital for more than 40 physicians, nurses, therapists, case coordinators, resident physicians, and medical students.

September 23. IPS #69 bike safety course. Staff assisted with a bike safety course and helmet fittings for more than 80 students at this year's SAFE KIDS Walk This Way school.

September 25. Sibshop. Sponsored a Sibshop for brothers and sisters of children with special needs. Fourteen children from six Indiana counties attended.





Wal-Mart and Sam's Club meetings

Jennifer Thomas of the Riley Children's Foundation invited Department staff to attend two Wal-Mart and Sam's Club meetings at Riley Hospital, as well as the Advisory Board meeting. The meetings provided direction on how to best increase store associates' awareness and use of the Department's education programs and resources.

Public health and safety policy

In response to the news of a Bloomington teen fatally injured while riding his skateboard without a helmet, the Department connected with Representative Peggy Welch and other child advocacy colleagues to offer education resources to the Bloomington community. Department staff and other child advocates will meet with Rep. Welch on October 6 to discuss legislation on helmet use for children on bikes, skates, scooters, and skateboards.

Bike safety education: city-wide collaboration

Following the May distribution by Flanner & Buchanan of 3,000 bike helmets, the Department continues to facilitate communication and coordinate the planning and promotion of bike safety events and helmet distributions in Indianapolis. Regular meetings focus on establishing a city-wide calendar of bike safety courses and helmet distributions, with the goal of maximizing safety education efforts and tracking results.

Indiana Injury Prevention Advisory Council

As a member of the council, Department staff provides support to the State Department of Health in its efforts to develop e-code data collecting capabilities for injuries and to facilitate collaboration between partners through this network. The Department suggested creating a subgroup that would provide an umbrella under which members could work together to seek grant funding to support city and statewide initiatives.

Stand for Children

Department staff conducted four voter registration events in collaboration with over 23 child advocacy groups in central Indiana. In total, more than 30 voter registration events were conducted.

Indiana Healthy Campus Network

Staff facilitated discussions to develop a statewide network of college campuses working together to address tobacco use prevention and cessation and to develop campus tobacco policies. The Department has facilitated discussions between 13 universities to help continue this network to include other areas of student health.

Indiana School for the Deaf

In partnership with the Indiana School for the Deaf, the Department distributed 75 strobe smoke detectors to 75 low-income families as identified by the school social worker. Funding from the FEMA grant made this collaborative project possible.

KIDS for Riley

Staff worked with the Office of Visual Media at Indiana University to develop a new display for the Kiwanis In Direct Support (KIDS) for Riley team, highlighting the "hands-on" services that Kiwanians provide to Riley patients and children in the community. The display was featured at a recent Kiwanis Convention.

Indiana Tobacco Prevention and Cessation

A six-month extension was granted by Indiana Tobacco Prevention and Cessation to continue with the development of an online state-of-the-art smoking cessation program. The Department worked in partnership with colleagues from the Clarian Tobacco Control Center to review 10 hours of video tapes edited from a March 2004 training. The footage be digitized and transferred to an online product. Additional project meetings were held during this quarter to develop planning for how these e-learning modules will be transferred to the Clarian website for use as a training resource.

Smokefree IUPUI Coalition

Karen Stroup serves as Faculty Advisor to the Smokefree IUPUI Coalition, which now is continuing into its third year of operation. The Department wrote the original grant to fund this coalition, which is housed in the Public Health Department of the Indiana University School of Medicine. Stroup met periodically with the Fiscal Administrator of the Public Health Department and Krystin Ryker, Coordinator for the IUPUI Coalition, during this quarter to establish the 2004-2005 operating budget; maintain necessary reporting to the funder, Smokefree Indiana; and to develop the projected goals, tasks, and timeline for activities during the 2004-2205 academic year.

Unified Training System

Linda Hankins serves as the facilitator for Indiana's Unified Training System (UTS), which is in its twelfth year of operation. The UTS, established by the First Steps Early Intervention System, within FFSA/Bureau of Child Development in conjunction with the Department of Education/Division of Exceptional Learners, was created to support the funders from DOE and FSSA to establish funding priorities for the next contract year. The UTS then worked with collaborating entities from around the state to develop and submit funding proposals for project continuation.



Intern support

Tanya Parrish, a graduate student in the Indiana University MPH program, completed her year-long internship with the Department in August. Parrish has worked to develop a new track of programming in substance abuse prevention, with a specific focus on drug use prevention. In addition to developing fact sheets on different drugs that are now on the Department’s website, Parrish conducted focus group sessions of parents and professionals to gain recommendations on other needs for education in substance abuse and in what formats this information should be presented. Parrish provided a report to the Department of the focus group results.

Jessica Coomes, an undergraduate student in Public Health at Indiana University, interned with the Department this summer. Coomes completed several projects during her internship, which included the following:

- updated and expanded upon the existing alcohol and drug use fact sheets.
- updated skateboarding and skating fact sheets.
- developed a postcard to promote drug abuse prevention information on the Department’s website.
- created a fact sheet on the importance of drinking water and eating healthy snacks. Clarian Marketing used this fact sheet during the opening of a new middle school in Carmel in late summer.

Department expansion

The Department reorganized staff positions to align more closely with its priorities, including the development of two new program positions: Child Wellness Program Manager and Injury Prevention Program Manager. Job descriptions for each position were developed and posted through IUPUI.

UTS Connect Office

The Unified Training System (UTS) Connect Office registered more than 1,335 attendees for early childhood training events. The attendees included First Step service coordinators, therapists, and family members.

Department Statistics

- Outgoing mail, 2,757 pieces
- Average daily phone calls, 10 incoming calls
- Volunteer hours, 83.75 hours

Resource Distribution

Safety Smart sheets, English	4,483	Lock, Drop, Roll posters	35
Safety Smart sheets, Spanish	1,352	Move Low Under Smoke posters	35
Riders & Striders Guidebook	50	Matches and Lighters posters	39
Riley Water Wise Game	39	Check Detector stickers	2,495

The Department distributed more than 1,500 postcards directing teenagers, community leaders, health educators, and other partners to the drug and alcohol abuse prevention section of the Department’s website.

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

www.rileyhospital.org/kids1st