

Children matter.

Quarterly Report, July-September 2006

Produced by

Community Education and Child Advocacy Department

Riley Hospital *for* Children

Indianapolis, Indiana

Dear Child Advocacy Colleagues:

When my sister, Kat, and I were little girls, we would stand together at my Grandma Bruner's shining porcelain sink to help wash and dry dishes after the Sunday chicken dinner my Grandma would fix religiously when my family got together. Kat and I learned early from our Grandma, who set the highest of standards, how to work together to get dishes done well. Use the hottest (and I mean hottest) of water to get every dish sparkling clean, use the finest linen kitchen towels, and dry every dish until it was squeaky clean (any sign of soap suds meant a return back to the hot water to try again). Only then, could dishes be put away (in their proper place, mind you) and at the ready for the next meal. Kat and I, once we got our routine down, were like poetry in motion at our Grandma's porcelain sink. My Grandma was a great coach and a great role model, though I would have to say her lessons about neatness may have stuck more with my Sis than with me! But maybe what Kat and I both learned at our Grandma's porcelain sink still shines through today. For me, during my 23 years of service at Riley Hospital, I have found many great coaches and teachers who have set and then raised the bars of uncompromising standards of excellence in service to children and families that I try to meet every day.

One of those people is Mary Ann Underwood, who retired from 49 years of every day service in excellence in late June 2006. We value and use the lessons of team work, perseverance, and collaboration Mary Ann has taught us and we salute her for her enduring passion and commitment to what always will matter most – our kids and our families who we care for at this place called Riley.

Listen carefully for the lessons we all can teach each other every day at Riley Hospital. There is a greater good that can be accomplished when we all work together.

Karen Bruner Stroup, PhD
Director

Safe Children

Riley Hospital's Safety Store

The Safety Store continues to be successful in providing low-cost safety products and education to Riley families, employees, and the public at-large. During this quarter, 450 patrons purchased 1150 safety items during the period of July through September 2006. In addition, the Safety Store distributed 103 Secure Solutions Home Safety Kits to families during this three month time period. Safety Store Education Associates remain busy every day answering questions and educating people on safety products and practices as well as distributing injury prevention resources.

Throughout these months, the Safety Store emphasized the importance of water safety and sun safety with a window display, educational resources, and low-cost products. The Safety Store featured TYPE II U.S. Coast Guard approved Life Vests with extra safety features for \$17.50. The Safety Store also carried a variety of sun safety products which included sunscreen, sunhats, and sunglasses. The life vests and sun safety products were well received and big sellers this summer!

The Safety Store also targeted bike and pedestrian safety with a window display with educational resources and low-cost products. During this three month period, consumers purchased 175 bicycle and multi-sport helmets. Safety Store Education Associates measure and individually fit the helmets to insure proper sizing. They also show parents how to fit and adjust helmets properly as well. The Safety Store was also a resource for several groups this summer who were sponsoring bicycle courses who were in need of low-cost helmets and educational materials.

During the month of September, the Safety Store started selling backpacks with an embroidered Riley Wagon logo. The backpack features wide, adjustable padded back straps, a fully padded back, reinforced padding inside the backpack, and educational materials which includes tips on backpack safety as well as school safety. The backpacks sell for \$19.95 and can be purchased at the Safety Store. Our feature colors include red, yellow, lime green, and blue. The backpacks and educational resources have been a big hit with Riley families, employees, and guests.

As fall and winter approaches, the Safety Store will emphasize safe sleep, fire safety, winter safety, and holiday safety. Window displays, educational materials, and low-cost products will be featured.

Safe Escape Program Update

The Community Education and Child Advocacy Department would like to welcome the Safe Escape Project Team: Emily McQuade, Project Manager, Carrie Bolden and Jacqueline Jones, Project Associates. Emily has a Master of Public Affairs in Nonprofit Management and a Master of Arts in Philanthropic Studies and has formerly worked in community health education as a US Peace Corps Volunteer in the Republic of Panama. Carrie has a Bachelor of Science in Recreational Therapy and is currently a student in the Master of Occupational Therapy Program. Jacqueline has worked in the department for 2 years as an Education Associate in the Safety Store and now brings her knowledge to the Safe Escape project team.

The team started off the quarter by submitting a progress report to the project funder, the Department of Homeland Security Assistance to Firefighter's Fire Prevention and Safety Grant. The report was accepted and useful feedback from the funder was received. Also, the team submitted a presentation proposal abstract to the 2007 *"Creating Connections"* Spring Conference of the National Association of Children's Hospitals and Related Institutions. Travel funding for this conference is being sought from many sources. Additionally, Emily is seeking funding to attend the Homeland Defense Journal and National Organization on Disability's Emergency Preparedness Initiative "Emergency Preparedness and Response Conference (For People with Disabilities, the Elderly, Pediatrics, and Animals)." A letter of inquiry to the RGK foundation was submitted but the team was not invited to apply. A second attempt to secure funding via the Indiana Youth Institute Professional Development Grant program is in progress.

The team has been busy constructing multiple survey instruments to assess the emergency evacuation needs of families of children with special health care needs and research best practices of emergency service providers and health care facilities. The surveys were developed using Survey Monkey software and were taken through all appropriate channels to ensure ethical research compliance and proper medical terminology. Surveys are being distributed electronically to emergency service providers and health care facilities. The survey to families is made available electronically, via telephone, and paper copy. The surveys are being distributed during the beginning of October with a projected end date of October 31, 2006.

The team has also made strides in updating contact information for current vendors and resources, and has been searching far and wide for new product ideas to facilitate safe egress for children with special health care needs during any emergency or natural disaster. The team has been working on logistics to begin field testing of a revised evacuation product, as well as test new products to evaluate their effectiveness.

Emily McQuade, Karen Stroup and Cara Fast met with Wendi Wilson to discuss merchandise storage options, and a mutually agreed upon method was developed. Emily McQuade, Cheryl Wisdom, Carrie Bolden and Jacqueline Jones met with Sarah Hammond in purchasing to discuss upcoming bulk orders of products, and McQuade and Jones attended training for both the EPIC ordering system and procurement card procedures.

Safety for Children with Special Needs

Christina Rogers applied for and received a grant from The Autism Advocates of Indiana to purchase safety products to be given away to families of children with autism. The Christian Sarkine Autism Treatment Center collaborated with The Community Education and Child Advocacy Department to survey parents and caregivers of children with autism regarding safety and safety products they would like to see in the Safety Store. Products such as window and door alarms, children's wrist and shoe ID tags, child locators and car window emergency alert stickers were some of the products identified. This grant also allowed the Safety Store to field test a tracking child locator to evaluate its potential as a possible product the Safety Store can carry for all families of children with autism. The program was launched September 26th with huge success. In one day thirty-three families came to the Safety Store and received free safety products.

Pedal Power Program

A wonderful idea and partnership with Riley Hospital is growing and changing to be able to serve more children across Indiana. “We remain forever grateful to the Indiana District of Kiwanis International, the Indiana Kiwanis Foundation, Kiwanis Clubs across the state, and individual Kiwanis leaders, including Tom Dunham, Denny Yoder, Glenn Hootman, Marge Crouch, Lonnie Steele, Jim Redslob, and Pat Hawkins, for their unwavering support for our commitment to help give kids with disabilities the chance to ride a bike,” says Dr. Karen Bruner Stroup, Director of Riley Hospital’s Community Education and Child Advocacy Department. Dr. Stroup also serves on the Kiwanis In Direct Service (KIDS) for Riley team. The Adapted Bike Program is now becoming “Pedal Power.”

A simple step-by-step process is in process of being set up by early 2007 on-line for community partners statewide who are interested in supporting the purchase of an adapted bike for a child with disabilities from their local community. Partners will be linked with each step to more information found in Pedal Power manuals for professionals and parents on adapted bikes that have now been completed and will be transferred on-line to Riley Hospital’s web site. By taking this direction, partners then are able to help a child in their community, present the adapted bike purchased to a child locally, and work with Riley Hospital and KIDS for Riley who can provide the tools, information, and training to promote greater awareness of adapted bikes and education opportunities for all kids to learn about and practice bike safety at local bike courses. Stroup particularly is looking forward to opportunities to work with Key Clubs and Circle K Clubs to present bike safety courses for all children, including children with disabilities, across the state.

“Our hope through this new direction is that more children across Indiana will be able to get adapted bikes through local support and that we can then do what Riley Hospital does best – provide education and training to help support the delivery of bike safety courses for all children and greater awareness of adapted bikes by professionals and parents. “After all, she added, “that’s what Pedal Power is all about – finding ways for all of our kids to enjoy one of the rites of passage for every child – the chance to ride a bike, properly and safely of course!”

In addition, the Pedal Power program resources also include power point presentations that have now been completed and that introduce information about adapted bikes to professional and lay audiences. A listing of a wide variety of adapted bikes available commercially also has been developed and is part of the Pedal Power program on-line resources.

Healthy Children

Jump Kids Jump!

Riley Hospital's Community Education and Child Advocacy Department has now assumed the lead role in promoting the **Jump Kids Jump** Program. Riley Hospital previously had been a member of a work group of partners for **Jump Kids Jump** and when a change in priorities for the Office of Women's Health necessitated their stepping out of the lead role at the close of the last school year, Riley Hospital stepped forward to request the opportunity to assume the lead role to help continue to make this program available to all Indiana schools.

A work group of partners for this project remains committed to the success of **Jump Kids Jump**, each serving as ambassadors for the core message of Jump Kids Jump: *let's get all kids jumping!* These partners include: Indiana State Department of Health Office of Women's Health, IN SHAPE Indiana, Indiana Governor's Council for Physical Fitness and Sports, Coordinated School Health Program, Indiana District of Kiwanis International, Indy Airbears, Clarian Human Motion, and Clarian Health Promotions.

Community Education and Child Advocacy re-formatted the original Jump Kids Jump manual and added the following new information into the manual:

- 3 sample jump rope team sessions that can serve as models to adult leaders serving as coaches for community jump rope teams at schools, churches, or youth programs;
- 2 additional Power Points on physical fitness and healthy eating, and;
- Information about including children with disabilities into jump roping activities and assorted information flyers for children and parents on nutrition and healthy eating.

Also included as part of the resources for Jump Kids Jump is a video that features students from the Indy Air Bears jump rope team demonstrating jump rope skills. Work is currently underway to reformat the video and its packaging as a DVD for distribution to community partners. In addition, work is continuing to explore how to collect contact information on-line so we can keep community partners informed of other information, resources, and Jump Kids Jump activities for kids participating in this program, which is open to all children of all abilities in all classrooms and youth or community programs across the Hoosier state. Through this contact information, we will follow-up by e-mail to learn more about how community partners are using this program, how many children are involved, and ask for suggestions on how we can continue to develop, expand, and promote this program.

Last year, the Indiana State Department of Health's Office of Women's Health launched the **Jump Kids Jump** Program to Indiana schools and each of the 175 schools that responded were awarded \$500 grants to support the purchase of jump ropes. This year, since there no longer is any grant funding available for schools interested in purchasing jump ropes for students, we have been working to identify possible community partners to help schools obtain jump ropes for children. One partner that has stepped forward to offer help to 3rd grade classrooms participating in Jump Kids Jump is the Indiana District of Kiwanis International. Once contacted, the Indiana District of

Kiwanis International will connect schools to local Kiwanis Clubs to approach with the request to support the purchase of jump ropes for 3rd grade students in the school.

Schools or organizations that do have funds available to purchase jump ropes for all children participating in this program are directed to contact local retailers and businesses and regional and national sports equipment and promotions distributors as sources of possible contact to consider for purchasing jump ropes for children in their community.

Official launching of the Jump Kids Jump program is projected for late fall 2006.

Strong Families

Sibshop

The Sibling Support program is going strong here at Riley. In July, Christina Rogers held two Sibshops in partnership with Easter Seals Crossroads. Easter Seals is allowing use of their building and facilities for an exchange of their logo on our Sibshop advertisements and flyers. One Sibshop took place on July 8th for children ages eight to thirteen. Fifteen children from the following seven counties attended; Marian, Hamilton, Madison, Hendricks, Monroe, Lake, and White. Another Sibshop was held on July 29th for children, ages four to seven. Seven children from the following six counties participated; Boone, Hamilton, Johnson, Hendricks, Marian and Morgan.

Rogers attended the September 8th Workshop on Lifelong Issues Faced by Brothers and Sisters sponsored by the Indiana Resource Center for Autism, Indiana Institute on Disability and Community, Indiana University. The workshop was presented by Don Myer who is the Director of the National Sibling Support Project. Rogers participated on the adult sibling panel for this conference.

Advocacy

Riley Child Advocacy Council

Riley Hospital's Child Advocacy Council has an Outreach Committee, which Karen Stroup has chaired since May 2006. Through the Outreach Committee, we find creative and collaborative venues through which to best present different combinations of Riley Hospital and community partners, working together to accomplish outcomes of benefit to the health, wellness, and safety of children and families statewide. The initial roll-out of activity under the umbrella of the Council's Outreach Committee suggests the promise of the benefits of working together that the council offers to all Riley Hospital staff engaged in outreach activities by providing a common base to consolidate effort, resources, time to accomplish greater goals. Since May 2006 here is what we've been up to:

- **Back to School Healthy and Safe: A shared website** - In July 2006 the Outreach Council presented an idea to Indiana Covering Kids and Families that Riley Hospital take the lead of a task force of core partners (i.e., FSSA, SDOH, IHEC, Learning Well,) to work together to build a shared year-round website that would house links to programs, resources, information for school nurses, therapists, counselors, teachers, administrative staff, and parents to enhance or develop school health, wellness, and safety programs and/or policies. The idea for the shared web site met with favorable response when presented to the *School and Early Childhood Committee* of Covering Kids and Families, to a teleconference of Covering Kids and Families core partners and to partners on Sunny Start, an initiative led by the Indiana State Department of Health, which offers a similar shared website for professional early child care and parents. Dan Fink, COO for Riley Hospital, was given the opportunity by Indiana CKF to announce this idea of a shared website at a press conference launching back to school activities statewide at the State Capitol Building Rotunda. Currently, we're working through the help of Clarian Health Promotions to isolate all the school-based programs, resources, information and services through the Clarian Health Promotions Education Program booklet to feature on the proposed shared website with Indiana covering Kids and Families and other core partners.
- **Medicaid Collaborative Team** – Community Education and Child Advocacy worked internally with Hospital Administration's direction with partners from MedAssist, Children's Special Health Care Services, Patient Access, Riley Social Work and the School of Social Work, the Family Resource Library, Marketing, and Patient Accounts and with Clarian Marketing, Indiana Covering Kids and Families, and The Southern Institute for Children and Families to conduct a trial walk through and then a formal walk through of the Medicaid enrollment system for families at Riley. Results of the walk through exercises pointed to the need to clearly define the enrollment process for families that are underinsured or not insured, to involve families in the process of teaching other families about how to work through challenges in gaining needed services, and to meet regularly as a team to monitor enrollment data and ongoing steps to improve/strengthen/the enrollment process for families at Riley Hospital.
- **Risk Watch** – Meetings with Riley Hospital Community Education and Child Advocacy, the Indiana Office of the State Fire Marshal, Indiana SAFE KIDS, the Fishers Fire Department (and Indiana Safety Educators), and Indiana Department of Education (who are members of the State Management Team for Risk Watch), in July and August led to agreement to shift

the Risk Watch project for Indiana to the Riley Hospital Child Advocacy Council Outreach Committee. Available through the National Firefighters Protection Association, Risk Watch is the only comprehensive child injury prevention school based curriculum available nationwide. A parallel curriculum on disaster preparedness also is available. By being housed at Riley Hospital's Child Advocacy Council, Risk Watch gains a neutral ground where Riley and community partners can come together to coordinate effort for the delivery of Risk Watch in communities across the State. Currently, the Risk Watch State Management team will be traveling to Boston November 1-3 for the national Risk Watch Conference. The existing Risk Watch inventory of curriculums will be distributed to several local/statewide partners that have been targeted to receive these materials by the Risk Watch Management team.

Get On Board with Child Safety

Riley staff named to Rapid Response Team

Dawn Daniels, DNS, RN and Teresa Corn, RN, CPN have been named to the Rapid Response Team for the National Get On Board with Child Safety Campaign. The Rapid Response Team also is comprised of team members will serve as national spokespersons for the Get On Board with Child Safety campaign through national media venues. Riley Hospital's Community Education and Child Advocacy Department is leading Riley Hospital's partnership in the Get On Board with Child Safety campaign. "We are pleased to have Riley Hospital's partnership at a national level with the partnership of Dr. Daniels and Theresa Corn on the Get On Board with Child Safety Rapid Response Team," says Karen Seaver Hill of National Association of Children's Hospitals and Related Institutions. "Dr. Daniels research, front-line experience as a trauma nurse, and broad grasp of the child injury prevention field and Theresa Corn's capabilities to communicate with the Hispanic community about child safety contribute valued assets to our national media outreach efforts."

Get On Board with Child Safety Statewide Outreach Activity

Riley Community Education and Child Advocacy Department has partnered with the Lifelines Critical Transport Team and Riley Hospital's Auto Safety Program on several initiatives in communities across the state.

- **Lawrenceburg:** Community Education and Child Advocacy and Lifeline Critical Transport Team met with Lawrenceburg Fire Department and Fire Department to plan "Lawrenceburg: Get On Board with Child Safety Day" for September 9th from 10am to 1pm. Community Education and Child Advocacy supported this event with the following resources and support activities: 50 free car safety seats provided by Dorel Juvenile Group through their support for Riley Hospital for the Get On Board with Child Safety Campaign. After talking with local partners with Riley Hospital's Auto Safety Program a need for more trained CPS technicians for the Southeast area of Indiana was identified. The Lawrenceburg Police Department picked up the 50 free car seats from Riley Community Education and Child Advocacy Department and currently is working with Riley Hospital's Auto Safety Program to set up a CPS technician training in Lawrenceburg for November where the car

safety seats will be used as part of the car seat check that is part of the CPS technician training.

100 Secure Solutions Kits (home safety starter kits) again provided to Riley Hospital courtesy of Dorel Juvenile Group as part of the Get On Board with Child Safety Campaign. The kits were distributed to families who attended the Lawrenceburg event on September 9.

The Lawrenceburg Police Department and Fire Department raised money to be able to purchase 50 bike helmets at cost from the Riley Hospital Safety Store to distribute throughout the September 9th event. Karen Stroup, Riley Community Education and Child Advocacy Department, who attended the event, individually fitted each child receiving a bike helmet.

Karen Stroup drove the Department Van to Lawrenceburg transporting bikes, traffic safety signs and all education resources to support the set up and delivery of a bike safety course. Stroup worked in partnership with Autumn Lacey of Lawrenceburg's Police Department (also advisor to the Lawrenceburg High School Key Club) to train Key Club members that day to set up and present a bike safety course for 150 children. Lifelines Critical Transport Team worked collaboratively with the Lawrenceburg Fire Department to plan and carry out logistics for the landing of the Lifelines helicopter at the Get On Board with Child Safety Day at the ball field directly across from the event. Families were able to meet the Lifelines staff and see the inside of the helicopter.

Risk Watch is one of the projects of the Outreach Committee of Riley Hospital's Child Advocacy Council. Risk Watch is the only comprehensive school based child injury prevention curriculum available nationwide. Riley Hospital's Child Advocacy Council serves as home base for the Indiana State Management Team for Risk Watch where members from Indiana State Department Of Health, Department Of Education, Indiana SAFE KIDS, Community Education and Child Advocacy, Fishers Fire Department, Indiana Safety Educators, and others plan, present, and evaluate this project. Community Education and Child Advocacy delivered **5** Pre-K, **3** grades 1-2, **3** grades 3-4, **2** grades 5-6, and **2** grades 7-8 Risk Watch curricula to Lawrenceburg Fire Department. Community Education and Child Advocacy will be working with Lawrenceburg Fire Department in the next year to roll out planning and delivery of the Risk Watch curriculum in the Lawrenceburg community. Riley Hospital Community Education and Child Advocacy Department developed the promotional flyer for this event for use by local partners. Lawrenceburg Fire Department and Police Department distributed the flyer to all area schools and promoted the event, attended by 150 persons, on local radio daily in the week prior to the event.

Lifeline Critical Transport's team landed the Lifeline helicopter at this event and showcased the capabilities of the helicopter to children and adults in attendance.

In the initial visit to Lawrenceburg, Riley Hospital Community Education and Child Advocacy Department and Child Advocacy Council learned that at the local skate park, children and teens were advised by a posted sign to wear protective head gear and padding to prevent injury. We also learned that there was a bike shop directly across from the skate park. Riley Hospital and Community Education and Child Advocacy Department contributed 25 free skate helmets to Lawrenceburg Fire and Police Departments with the

suggestion that an approach be made by these local partners to the local bike shop to provide these skate helmets on a loan basis to children and teens using the skate park and who do not have a helmet. Local physicians joined together to support the purchase of 6 bikes that were given away at this event.

- **La Porte:** Community Education and Child Advocacy worked in partnership with Encore Health and La Porte Regional Health Systems, La Porte SAFE KIDS, and Auto Safety Program at Riley Hospital, to carry out the planning and presentation of La Porte: Get On Board with Child Safety Day on Saturday, September 23rd. The following resources/capabilities were contributed.
 - 50 free car safety seats Community Education and Child Advocacy Department provided La Porte SAFE KIDS and La Porte Regional Health System with 50 free car seats made possible by Dorel Juvenile Group through the Get On Board with Child Safety campaign. Support provided by the Auto Safety Program at Riley Hospital made it possible for car seat technicians from La Porte SAFE KIDS to be present at this event to inspect 18 vehicles and distribute 100% of the free car seats to families needing their car seats replaced. The remaining car safety seats will be used at other community car seat inspections presented jointly by La Porte SAFE KIDS La Porte Regional Health System.
 - 100 Secure Solutions kits: Home Safety starter kits were distributed at the event at the pediatrics program display from La Porte Regional Health system. Remaining kits will be distributed to families served through La Porte Hospital's pediatric clinics.
 - Riley Hospital's traffic safety signs/bikes/bike helmets for use at bike safety course at the La Porte event. Karen Stroup, Riley Community Education and Child Advocacy Department, traveled to La Porte with the Riley Hospital van and these resources. On site, Stroup trained 6 teen volunteers and/adult volunteers from La Porte Regional Health System's volunteer Program to be able to set up and present the bike safety course to approximately 50 children. Approximately 75 persons (children and parents) were in attendance at this event.
 - Encore Health distributed free bike helmets to approximately 50 children at this event. In addition, Encore Health contributed generous support by transporting the 50 car safety seats from Indianapolis to La Porte for use by partners at this event. Encore Health provided funding to support local radio spots to promote the event in the week prior. Encore Health also sponsored newspaper ads to promote the event locally and worked with their physician liaison team to also share information through their physician network. Encore Health took the lead in developing the press materials and school materials for the event which Community Education and Child Advocacy edited. Promotional support provided by Encore Health for this event is noted below:

Encore Health ran radio and newspaper ads to promote the event in LaPorte on Sept 23rd. This support was in addition to coloring pages placed in pediatrician's offices and the flyer placement at area schools by the physician liaisons for Encore Health.

Promotional support included:

Newspaper:

1/4 page ad in *The Herald Argus* on Friday afternoon. The Herald is LaPorte's main newspaper, and 61% of adults in the distribution area claim to read the Herald everyday it prints.

Radio:

30 spots this week on U93, and a station DJ with giveaways at the Helmet Up Event. U93 has been South Bend's leading radio station since 1979 reaching over 1 million people. 30 spots will run all this week between 6am and 11pm. The DJ attending the Helmet Up Event will promote when they are on air this week as well.

In addition Riley Hospital Community Education and Child Advocacy developed the promotional flyer for the event that was used by all partners and distributed locally in La Porte to area schools, preschools, and YMCAs. Clarian Marketing supported the printing of 500 copies of the flyer and the UPS postage to send the flyers to La Porte and Encore Health.

- **Martinsville**

- Lifeline Critical Transport Team and Riley Hospital Community Education and Child Advocacy have made 2 visits to date to meet with representatives from Morgan County Health Care System to explore ways to work together for community and professional trainings and special events. Riley Hospital Community Education and Child Advocacy has committed 50 free car safety seats, 100 Secure Solutions Kits, and resources to sponsor a Preschool Learn Not To Burn training for county child care providers in partnership with Morgan County Health Care System, the Indiana Association for Child Care Resource and Referral, Lifeline Critical Transport Team, and the Indiana Office of the State Fire Marshal.

Trainings for Teen Advocates

Christina Rogers continues to offer quarterly Special Care Sitter training classes. A Special Care Sitter training class was presented September 23rd for teens and trainers.

The only program like it in the country, Special Care Sitter is a class designed to teach the skills necessary for babysitting a child with special needs. The class is not designed to teach how to care for complex health care needs, nor is the teenager taught special nursing skills. The course content includes disability awareness, an introduction to medical techniques, and techniques to adapt activities for children with different types of disabilities. New steps are being addressed for the Special Care Sitter Program to be able to connect families with the Special Care Sitters.

Partnerships

The Cheer Guild

Cara Fast attended the Cheer Guild Chapter Day on September 7, 2006 to update Cheer Guild members on the Riley Safety Store and its progress.

Committees

Christina Rogers is The Community Education and Child Advocacy Department's special needs representative, and in that role, she serves as the Department's lead representative on several statewide initiatives including the following:

- **Sunny Start Family Advisory Committee**

Current responsibilities concentrate on reviewing the Early Childhood Meeting Place Information and Resources website. The committee is developing draft competencies for individuals who work with young children in the area of social and emotional development. Committee members are beginning to identify child development resources; and discuss options for a development calendar. All calendars are welcome and you can e-mail your calendar to cmrogers@iupui.edu

- **Disability, Health, and Law Conference Committee**

Planning committee for the 2007 Disability Law and Health Conference scheduled for July 8, 2007.

- **Children...Our Best Investment Planning Committee**

COBI assembles statewide advocates for children in February 2007 to learn about leading legislative issues being addressed in the General Assembly that impact children and families.

Cara Fast continues to sit on the following committees:

- Infant Injury Prevention work group
- Fatality Review Team for Marion County
- Kiwanis Kids for Riley
- Safe Kids Injury Prevention Conference planning committee.

Indy Racing League

Cara Fast, Karen Stroup, and Nena Ray, Think First Program, Clarian Health Promotions, met with Ed Carpenter, IRL driver, along with his wife Heather to discuss Ed's role as a partner to Riley/Clarian and a spokesman for injury prevention and particularly, bike safety. This opportunity was made possible through the assistance of Dr. Elaine Cox.

Internships

Christina Rogers continues to work with the IUPUI School of Social work in providing BSW student internships through The Community Education and Child Advocacy Department. Christina attended the Social Work Field Instructors Orientation August 22.

BSW student, Ashley Hyre, a senior at the IUPUI School of Social Work began an internship with the Community Education and Child Advocacy Department and Safety Store in August, 2006 and plans to complete the internship in December 2006.

Amanda Gill, a senior in Health Promotions at Purdue University completed an internship with the Community Education and Child Advocacy Department in August 2006.

Trainings and Special Events

Cara Fast and Christina Rogers did a presentation on the Riley Safety Store and department resources including information on Sibshops and Special Care Sitter for an audience of 60 Indiana early childhood educators at Ivy Tech Community College in Indianapolis.

Marketing

Indy's Child magazine

Jennifer Swartz submitted articles highlighting child health and safety, which were featured in three issues of Indy's Child magazine this quarter. One article focused on what steps families can take to make their homes safer for children and how the Safety Store can help. Another article offered fire safety tips for families, while the third highlighted the Department's *Hoppin' for Health* program that introduces preschoolers to the health care system.

Indy's Child is the premier parenting magazine for Central Indiana and is available at more than 500 distribution points around the city, including The Children's Museum, Indianapolis Public Libraries, Marsh Supermarkets, and a variety of public and private schools. The average monthly readership is more than 100,000 readers, with more than 55,000 copies distributed each month.

RE/MAX of Indiana

As part of an ongoing relationship with RE/MAX of Indiana, Department staff submitted several articles to the real estate company's weekly eNewsletter. The articles offered tips on home, fire, and back-to-school safety, as well as information on Riley Hospital's Safety Store. Each article encouraged sales associates to call the Department to request free resources, including the home Safety Smart sheet, to distribute to the families they meet and serve.

The weekly Enews reaches more than 1,500 RE/MAX associates throughout Indiana. RE/MAX, a real estate leader in several Hoosier markets has more than 100 offices and more than 1,700 sales associates throughout the state.

On-campus Communications

Department staff continued to contribute information to the monthly Riley eNewsletter. The eNewsletter provides an opportunity to highlight the Department's accomplishments, including its ongoing work as a participant in the national *Get on Board with Child Safety* campaign. Staff also uses the eNewsletter as an opportunity to share education on child injury prevention, as well as the Department's programs and available resources, with other hospital partners. Hospital staff is encouraged to contact the Department for free resources that they can share with the families they meet and care for.

The highly-visible plasma screens located throughout Riley Hospital provide an opportunity for the Department to share child safety tips with families and staff. Summer, home, and back-to-school safety messages were displayed on the plasma screens during this quarter. The messages also encourage families to visit the Safety Store for low-cost child safety products, as well as for the opportunity to speak with an educator about general child safety.

Staff also continues to stock the hospital newsstands with Safety Smart sheets, information about special events and trainings, and other resources for Riley families.

Television media

On August 14, Cara Fast participated in an interview with Shanna Kelley from WISH-TV Channel 8 news, the local CBS affiliate. The interview, which was filmed at the Safety Store, produced two segments on child safety-related topics.

Fast first spoke of back-to-school safety, offering tips to help keep children safe on their way to school, whether on a bus, bike, or as a pedestrian. She showcased a variety of products in the Safety Store, such as bike helmets, knee and elbow pads, and reflectors.

During the second segment of the interview, Fast offered parents and care givers tips to help keep children safe in and around the home. One recent report released by the Consumer Product Safety Commission detailed the number of injuries suffered by children in the home as a result of television stands and other heavy furniture falling over. Fast provided safety recommendations to prevent such injuries and showed furniture straps that mount to the wall as another precaution, another product available in the Safety Store.

Department Development

Staff recognition awards

Riley Hospital's Community Education and Child Advocacy Department celebrated the recognition of several staff members for their accomplishments in advocacy and safety for all children.

Linda Hankins, former Associate Director, was named the recipient of the Roberta West Nicholson Child Advocacy Award for 2006. Hankins, who retired from the Department in March after 19 years of service, was selected by the Children's Bureau, Inc. Board of Directors for her perseverance in advocacy for health care and legislation on behalf of all children, including children with disabilities and special needs.

Each year, the Children's Bureau honors one outstanding individual for his or her unwavering commitment to the children of Indiana with the Roberta West Nicholson Child Advocacy Award. Nicholson committed her life to social justice, serving as the only woman in the 1935 State Legislature and President of the Children's Bureau Board of Directors in 1940 and 1941, and making child welfare her top priority.

Several Department staff were recently recognized at the 2006 EPIC Awards Luncheon, sponsored by the Indianapolis Chapter of the International Association of Business Communicators. Karen Stroup, Linda Hankins, and Jennifer Swartz received an Award of Merit for their development of a brochure titled "Special Children Need Special Care," which outlines a comprehensive view of safety and care for children with disabilities or special health care needs. Swartz also received an Award of Merit for her development of the "Safe at Home Activity Book," a piece designed to help families learn together about home safety. Both publications are part of a series of education materials presenting Riley Hospital's commitment to child safety.

The prestigious EPIC Award honors professionals for excellence in the field of communication through writing, graphic design, and event planning.

Resource Distribution

Third Quarter 2006 Resources Loaned and Distributed

During the third quarter of 2006, several local organizations and partners utilized the Department's resources, in particular, the bike and pedestrian resources were loaned to 10 different organizations for their health and safety fairs during the summer months. These resources include traffic safety signs, bikes, cones and assorted printed materials for bike and pedestrian safety. Below is a condensed version of frequently loaned and distributed resources.

We continue to put our resources on the Riley Hospital.org/kids1st website to make our resources more accessible and more cost efficient to groups and organizations to access. Please continue to keep checking the Department website for new postings.

- Safe Children
 - 2833 Safety Smart topic sheets were distributed both in copy ready and color format in English and Spanish languages.
 - 2826 Check Detector stickers in English and Spanish were distributed. This continues to be a very popular resource for fire safety.
 - 336 Fire Safety posters were distributed; another very popular resource.
 - 1650 Key to A Safe Home brochures distributed.
- Healthy Children
 - 30 copy ready nutrition brochures were distributed.
 - 175 Alcohol, Tobacco and other Drugs fact sheets were distributed.
- Strong Families
 - There were 6 items loaned from the Life Skills and Child Development Lending Library.
 - Child Development Bingo, game
 - Question Qwest, game
 - Rock Around the Clock, game
 - Pick A Partner, game
 - Sexual Health today – video
 - Just Thought You Oughta Know – video

The Department received a total of 531 volunteer hours this past quarter.

The Department sent out 1126 pieces of mail including various surveys for various research projects.