

Children matter.

Quarterly Report, July - September 2008

Produced by

Community Education and Child Advocacy

Riley Hospital *for* Children

Indianapolis, Indiana

Dear Fellow Child Advocates:

Next year, Indiana's only comprehensive children's hospital will celebrate 85 years of service to generations of children and families. What an *incredible* birthday year it will be, with much of the backdrop for this celebration shaping before us with construction of the new 10-story Simon Patient Tower finishing and effort underway to open up. The future and the past for Riley Hospital – all colliding at the same point in time to give us reason for pause and reflection. Where have we been? Where are we going? Buildings and birthdays are good reasons to remember and to dream.

All around us is exciting new growth. The August 2008 opening of the Simon Cancer Center, the fall 2008 opening of Clarian Arnett are but two examples of what the future promises. But let us not forget to look to and celebrate our past. As old buildings are torn down and replaced, as people retire, move on, and are replaced, making time to learn about what was done and dreamed about in the past helps set the foundation and course for the future *to be* that you, that all of us will shape together for the generations of children and families to come who will be served by Riley.

Things that will never change through time are what Riley Hospital stands for – **hope eternal** – for all children and for the families who come to Riley looking for what matters most, *help* to save the life of a child and – **compassionate people** – who love what Riley stands for and know that what makes Riley great *most of all* are all the people – past, present, and future—who have had the privilege to be of service at this place called Riley.

Sincerely,

Karen Bruner Stroup, PhD, Director
Community Education and Child Advocacy
Riley Hospital for Children

Safe Children Programs

NACHRI Homeland Security Grant Sub-Contract: Safety Stores/Safe Escape Program Training and Technical Assistance Support

These activities took place in July 2008:

Monthly check-up calls with the six children's hospital partners began this month and were carried out by Cara Fast, Emily McQuade, and Christina Rogers on the dates listed below:

- Vanderbilt – July 2, 2008
- Children's Hospital of Michigan – July 8, 2008
- Iowa Children's Hospital – July 8, 2008
- Legacy Emanuel Hospital – July 17, 2008
- Rainbow Babies and Children's Hospital – July 24, 2008
- St. Louis Children's Hospital – July 24, 2008

The first one-hour WEBEX teaching module on Family Involvement was developed and presented by Christina Rogers on July 17. The WEBEX teaching module was posted on the NACHRI SharePoint for all six teams.

Karen Stroup reviewed 11 hours of video shot by Clarian Health Telemedicine at the April 10-11 training in Indianapolis, took notes, and has requested the second set of video (20 hours) shot by Net Media One to document the training. The video was shot to create a bank of video that can be edited to a web-based training for other children's hospitals interested in starting up Safety Stores with integrated Safe Escape programs. The video also may be used to post portions on the NACHRI SharePoint (here applicable) that can serve as a visual reference relating to grant expectations from NACHRI and vision statements by the Teams of their respective Safety Store/Safe Escape program.

These activities took place in August 2008:

Team Riley continued on this month with scheduling (and re-scheduling as necessary) half hour check-in phone calls with each of the six children's hospital partners. Cara Fast, Emily McQuade, and Christina Rogers worked together to facilitate these calls held on the following dates and times:

- August 5, Children's Hospital, University of Iowa
- August 15, Children's Hospital of Michigan

In addition, Team Riley scheduled and facilitated in partnership with NACHRI colleagues a one hour teleconference call on August 7 between the six children's hospital partners that replaced the originally scheduled video broadcast (since a video broadcast was premature at this time for project partners to "show" their Safety Stores/Safe Escape programs). Each of the six children's hospital partners had 10 minutes in the call to talk about/highlight their progress in program development instead. Cara Fast set the agenda and facilitated the call.

Team Riley continued to field technical assistance questions outside the scheduled check-in calls or teleconference calls and also continued to post new information and resources on the NACHRI SharePoint for the six children's hospitals to access and use in their building efforts for

Safety Stores and Safe Escape programs. All support provided by Team Riley is documented in each children’s hospital partner file on the NACHRI SharePoint site.

Additional project activity included:

1. Team Riley was contacted by the Healthcare Innovations Exchange about the Safety Store (after seeing information about the Safety Store on the NACHRI web site). Cara Fast and Karen Stroup participated in the phone interview on August 21 to share information about the Safety Store model that will be showcased on the Exchange.
2. Karen Stroup continued to serve as the lead to facilitate or complete tasks to accomplish
 - a. a clear protocol for children’s hospital partners nationwide post grant performance period to access the Safe Escape web site and the Riley Safety Store web site and
 - b. Team Riley’s overall capability to move forward in a timely manner to complete all grant responsibilities and to offer/trial on-line access to the Safe Escape and Riley Safety Store web sites by the six children’s hospitals during the grant performance period.

Riley Safety Store

The Riley Safety Store continues to serve families of Riley Hospital for Children downtown and through its affiliate network which continues to grow. Three more Clarian Affiliates will attend training later this year to enable them to offer Riley Safety Stores in their facilities. We are very excited for the growth our Riley Safety Stores into more Clarian Affiliates!

During the three month period of July-September the statistics for the Safety Store are as follows:

Top 10 Selling Products for the Period, July-September 2008
Sport Strap ID Band for Medical Bracelets
Bike Helmets
Engraveable Face Plates for Medical Bracelets
Riley Backpacks
ID On ME Medical ID Band
Tot Lock Deluxe Starter Kit for Cabinets and Drawers
Multi-Purpose Appliance Latch
White Swivel Cover Outlet Plug
Rocky Mountain Sunscreen

Month	# Purchasing	#Products Sold	Income
July	200	444	\$2541
August	181	411	\$2767
September	126	317	\$1761

During the month of September, we did see a sharp decline in sales from the month of August. We can most likely attribute this to the global economic crisis that is affecting consumer confidence and buying choices. We anticipate that Safety Store sales will rebound with the stabilization of the economy.

During this quarter, we focused on bike safety, pedestrian safety, back to school safety, and baby safety. We had wonderful window displays designed by Jacqueline Jones, Riley Safety Store Education Associate that showcased important safety messages and products available in the Riley Safety Store. As we move into the winter months, we will be focusing on fire safety, winter safety, and holiday safety.

Committee/Group Work/Conferences

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

- Marion County Fatality Review Team
- Safe Kids Indiana Event at Forum Credit Union
- Riley Child Advocacy, Injury Section
- Suite Dreams Riley Playground Committee

During this quarter, Cara Fast attended the following workshops/and or conferences:

- Disney Keys to Excellence, IUPUI

Healthy Children

Jump Kids Jump Movement

Key accomplishments of the Jump Kids Jump Movement during this quarter are noted below:

- The Jump Kids Jump Movement was promoted at these local, state, national, and international conferences:
 1. Key Club International Conference Service Fair, Denver, Colorado, July 2008. The Indiana District of Key Club International represented the Movement at this international conference attended by high school students from Key Clubs worldwide. Note: The Kiwanis International Conference in Orlando, Florida in June 2008 immediately preceded this event and the Jump Kids Jump Movement had been one of the resources promoted by the Indiana District of Kiwanis International.
 2. Indiana District of Kiwanis International State Conference, Fort Wayne, Indiana. The Jump Kids Jump Movement was promoted at this conference by the Indiana District of Key Club International at a display exhibit and break-out session.
 3. Play Fit! At The Children's Museum of Indianapolis, August 7, 4-8 pm (Family Free Night). Riley Community Education and Child Advocacy represented the Jump Kids Jump Movement at this special event in partnership with Anthem and The Children's

- Museum of Indianapolis. The 4,530 Children (and adults) were challenged to jump rope.
4. Circle The City Run, The Circle, downtown Indianapolis, August 9. Jumping rope activities were presented and practiced by 47 children participating in the Junior Jog at this event sponsored by the IU Medical Group.
 5. Clarian Healthy Lifestyles Pavilion, Indiana State Fair, August 6-17. The Jump Kids Jump Movement was promoted daily at the Riley “Champions for Children” display area.
 6. Jump Kids Jump special event, Indiana District of Key Club International, Bloomington, Indiana, September 13, 10 am to 2 pm. Riley Community Education and Child Advocacy staffed the information/education portion of this special event led by the Indiana District of Key Club International to help raise funds for jump ropes for the Jump Kids Jump Movement.
 7. Jump Kids Jump special event, Avon vs. Hamilton Southeastern High School football game, Lucas Oil Stadium, August 23. The Indiana District of Key Club International showcased the Jump Kids Jump Movement as the project featured on the field at the first quarter break in the game. Key Clubbers were introduced, ran on the field and jumped rope for about 45 seconds (to promote Jump Kids Jump). Each school or division had to 5 Key Club members involved.
- Blended staffing support.
 1. Laura McCammack, Clarian Health Promotions & Community Relations, continues to manage day-to-day operations, challenges, and planning for the Jump Kids Jump Movement. Emily McQuade, Riley Community Education and Child Advocacy, is increasing her involvement to support evaluation activities for the Movement. Pam Bauer, Riley Community Education and Child Advocacy, is providing staffing support for many of the outreach events promoting the Jump Kids Jump Movement. Karen Stroup, Riley Community Education and Child Advocacy and Don Deutsch and Lisa Cole, Clarian Health Promotions & Community Relations, continue to work together to shape direction/strategy/funding support for the Movement.
 2. McCammack, McQuade and Christina Mushi of the IU Department of Occupational Therapy worked to create and plan for evaluation of the JKJM Fit and Healthy School contest during the 2008-2009 academic year.
 - Grantsmanship.
 1. Stroup and Cole met with Mary Creavy of the Riley Children’s Foundation and prepared (at the request of the WellPoint Foundation) a 1 year \$50,000 proposal that was submitted and subsequently denied by the WellPoint Board. A two year proposal for \$250,000 originally had been submitted by Stroup and Cole through the Riley Children’s Foundation to the WellPoint Foundation in February.
 2. Funding for jump ropes for the Jump Kids Jump Movement was then included in a third proposal made to the WellPoint Foundation by the Riley Children’s Foundation to support Riley Hospital’s P.O.W.E.R. program and this request still remains under consideration.
 - Jump Kids Jump Movement Promotion
 1. McCammack and Robert Shula (Clarian Marketing) operationalized the Jump Kids Jump Movement web site (i.e. by assembling all partner logos for posting and all education products/prices to allow for purchase off the Jump Kids Jump Movement

- website. Stroup followed up with the American Occupational Therapy Association from connections made by the Jump Kids Jump Movement project team in the spring of 2008 and secured support by AOTA to link to the Jump Kids Jump Movement for their membership.
2. McCammack followed up on contacts initially made this summer with INSHAPE Indiana and the Jump Kids Jump Movement was promoted on the INSHAPE Indiana web site.

P.A.S.S. Curriculum

These action steps were taken this quarter to continue to move this project forward:

1. Contact was made with Sue Finkham, Clarian North, to begin developing a project timetable. Finkham already was pressing forward with connections with State Legislators, the Indiana High School Athletic Association, and the Indiana Athletic Trainers Association about legislation introduced in the 2007 Indiana General Assembly to conduct testing for steroid abuse by student athletes. P.A.S.S. was presented in testimony by the Indiana Athletic Trainers Association as an education resource to members of the Summer Study Committee by Katie Newsom, a coach at the University of Indianapolis.
2. Emily McQuade met with Kitty Newsham at the University of Indianapolis and identified action steps/content areas for updating and revising the P.A.S.S. curriculum.
3. Emily McQuade secured from the Indiana Athletic Trainers Association the MS Word file documents for the P.A.S.S. curriculum to allow for changes to be made. Stroup connected with Don Deutsch about athletic trainer contacts (on staff with Clarian Health Promotions & Community Relations) and provided that information to McQuade. Stroup also provided McQuade with contact information to pursue for Clarian Health/Riley Adolescent Medicine nutritionists to review P.A.S.S. too.
4. Emily McQuade has secured the commitment of 2 Registered Dieticians from Riley Hospital for Children to assist in the review of the P.A.S.S. curriculum.
5. Stroup secured contact information for Jennifer Taylor, one of the original creators of the P.A.S.S. curriculum and sent copyright transfer paperwork to Jennifer to secure her permission for use of the P.A.S.S. curriculum for information/education purposes on the Riley Hospital website.

Hoppin' for Health

These action steps were taken for this project during this quarter:

1. Only 11 CD copies remain of the Hoppin' for Health CD-based program. One thousand Hoppin' for Health CDs were distributed at the "Let's Meet PBS Kids in the Park" in June 2008 and additional copies also were distributed by the Indiana University School of Medicine at "Indiana Day" on August 7th where the Teddy Bear Clinic again was recreated by IUSM students. Riley Community Education and Child Advocacy provided supplies to support this activity.

2. Discussion was initiated with Riley Instructional Technology to transfer the Hoppin' for Health program files to the Riley web site for downloading. Queries also were initiated to patch the link to the "Riley Hospital Tour" on the Hoppin' for Health program to the current "virtual Riley Tour" on the Riley Hospital website.
3. A replication guide was completed by Jennifer Stremпка, Beth Gastineau, and Stroup to support continuing presentation of the Teddy Bear Clinic at "Let's Meet PBS Kids in the Park" and at the Indiana State Fair (and elsewhere when/where most appropriate) so that the general public can be directed to the Riley website to download/burn a CD/DVD of the Hoppin' for Health program following these events where Hoppin' for Health is a featured activity.

Safe Escape Program Update

Safe Escape is emerging from a bumpy third quarter due to staffing challenges, but has managed to stay strong and stay committed to the parents and families of Riley Hospital for Children and serve as a model program for replication by 6 other NACHRI-affiliated hospitals nationwide. Even without a 0.5 FTE staff member fully dedicated to Safe Escape assessments, 39 families were still served by Safe Escape this quarter! *That's 39 more families that have a customized emergency preparedness plan thanks to this innovative program started right here at Riley Hospital for Children!*

The following are a few highlights from this quarter:

- Because of the departure of Candice Griggs from the Safe Escape staff on June 25 to pursue full-time opportunities in the field of Social Work, it was necessary to advertise and interview for a replacement. During the interim, Emily McQuade faithfully completed the majority of the Safe Escape assessments during this quarter, to keep the program up and running. *A special thank you goes to Cara Fast, Christina Rogers, Jacqueline Jones and Rosy Sandoval for their assistance and support during this time of staff transition.*
- The Safe Escape job description was advertised through the IU School of Social Work undergraduate and graduate student list-servs, IUPUITalent.net website, and the IUPUI Human Resources Website. There were over 20 applications for the single part-time opening. The top 5 candidates were invited for an interview, and the final 3 candidates were interviewed a 2nd time with Program Manager Emily McQuade, and Program Director Karen Stroup. As of October 15, 2008, Donna Suttles officially began work as Safe Escape Education Associate.
- Donna Suttles, BSW Candidate at the IU School of Social Work, has joined the Safe Escape program for the 2008-2009 academic year. Donna is competing her senior year Social Work practicum with the department (under the direction of Christina Rogers), and has also been hired to fill the position of the Safe Escape Education Associate. Before officially starting the position, Donna served the Safe Escape program under the auspices of her practicum, and demonstrated early-on a maturity and commitment to the parents and families of Riley Hospital. Words cannot express how delighted we are to have Donna join our team!
- A copyright application was completed and submitted for the content of Growing Up Safe: A Comprehensive Replication Guide for Building Safety Stores in Children's

Hospitals, which includes program replication information for the Safe Escape concept and website content.

- A Request for Proposals was disseminated through Indiana University Contracts and Purchasing to solicit bids to facilitate online retail capabilities from the Safe Escape website.
- The Riley Safety Store at the Children’s Museum has invited Emily McQuade to attend the annual December Neighborhood party to help educate the community about the benefits of the Safety Store partnership with the museum.

Safe Escape Product Distribution, 3rd Quarter, July-September 2008	
Quantity Distributed	Product Name
3	ALBAC EVAC MAT
26	CARBON MO DETECTOR
3	CARSEAT/STROLLER/WHEELCHAIR ID STICKERS
26	IONKIDS CHILD TRACKING SYSTEM
8	IONKIDS EXTRA WRISTAG
0	JUST ABOUT ME BOOKLET/ CHILD ID CARDS
128	LIGHT STICKS/GLOW STICKS
43	MEDICAL ID WRISTBAND, AGES 3-9
19	MEDICAL ID WRISTBAND, AGES 10-15
0	MEDICINE, DAILY ORGANIZER (INSULIN)
0	MEDICINE, MEDORGANIZER (GENERAL MED)
18	MOMMY I'M HERE CHILD LOCATOR
3	PAKKIE TRANSFER SLING
1	PHONE, AMPLIFIED
5	PHONE, CLEARVOICE EMERGENCY PHONE
13	PHONE, PHOTO P300
0	PHONE, UNIPHONE 1140
29	PORTABLE HEALTH PROFILE, FAMILY
5	PORTABLE HEALTH PROFILE, INDIVIDUAL
0	READY MASK, ADULT
2	READY MASK, CHILD
36	SIGNAL ONE VOCAL SMOKE ALARM
5	SILENT CALL BED VIBRATOR WITH PIN JACK
5	SILENT CALL CO DETECTOR AND TRANSMITTER
5	SILENT CALL SIDEKICK RECEIVER
5	SILENT CALL WEATHER RADIO AND TRANSMITTER
5	SILENT CALL SMOKE DET AND TRANSMITTER
68	STATIC CLING, NONVERBAL
2	STATIC CLING, SERVICE ANIMAL
56	STICKER, NONVERBAL
2	STICKER, SERVICE ANIMAL
85	TOOTHPRINTS DENTAL IMPRESSIONS
0	WHEELCHAIR PONCHO, ADULT
2	WHEELCHAIR PONCHO, CHILD
1	WHEELCHAIR PONCHO, TEEN
1	WHEELCHAIR PONCHO, TODDLER
13	WHISTLE, FINGER GRIP
14	WHISTLE, FLEX COIL
42	WHO'S SHOES ID
<i>*Shaded areas denote inventory items no longer available</i>	

Other Programming Updates

Clean Air for Kids

The Master of Public Health graduate students completed their community service project under the mentorship of Emily McQuade. Erin Ayres, Megan Klopchin, Melissa Swan, Teasa Thompson and Tiffany Young completed a series of fact sheets and an article for publication in Indy's Child Magazine for the Clean Air for Kids program. Four sets of two fact sheets each (One set for adults, one set for children, eight fact sheets total) were developed for future use in the public health community setting. The topics chosen were based upon survey findings and an extensive literature review. The fact sheet topics include: carbon monoxide, mold, particulate matter, and radon. Each fact sheet follows the same basic structure to create a cohesive, consistent format, and includes definition of terms, sources of exposure, symptoms of exposure, prevention, treatment and additional information. The article in Indy's Child Magazine, "Yuck! That's in the air we breathe?!" focuses specifically on particulate matter education and will be published in the November 2008 issue.

Conferences and Workshops

The Healthy Children Programs Manager, Emily McQuade, participated in the following conferences, workshops, and committees during this quarter:

- "Learn the Secrets to Writing and Publishing Journal Articles," presented by the Office of Postdoctoral Affairs. This informative presentation included strategies to select the right journal, write an initial submission and resubmission letter, being a responsible author and making it through the editorial and review process.
- "BSW Practicum Instructor's Orientation Luncheon." Included a review of the responsibilities and timelines for submission of necessary paperwork for field instructors and task instructors who are mentoring social work undergraduate students.
- "Cognitive, Behavioral and Economic Approaches to Childhood and Adolescent Obesity" presented by the Indiana University Bloomington Department of Economics.
- "Journey to Preeminence", a one-day course that teaches the Model for Improvement. The day starts with Clarian's CEO Dan Evans (or another senior leader) explaining the Preeminence vision/process in detail. This is followed with learning and practice of tools & techniques that will help employees to accelerate the pace of improvement throughout the organization.
- MS Access classes offered by Indiana University Information Technology Services. Completed classes by McQuade to help with the continued research and evaluation of Safe Escape and other programs to date are :
 - Access: The Basics

- Learn basic database terminology, create tables and queries, enter and edit data, and import data from an Excel spreadsheet. Forms and reports will also be introduced.
 - Access: Database Relationships
 - Explore and define relationships in Access and build relational queries and forms with lookup fields.
 - Access: Queries
 - Build many different types of queries and explore advanced query functions such as aggregate totals and calculated expressions.
 - Access: Forms
 - Create and edit relational forms and subforms, add drop-down lists and command buttons, create calculated fields, and create a switchboard.
 - Access: Reports
 - Select sorting and grouping options, create mailing labels, and create a mail-merge report.
- Suite Dreams Riley Play Garden at Ball Memorial Gardens, Small Group Steering Committee. McQuade represented Riley Hospital during all sessions of the small group steering committee, with the hopes of bringing a much-needed voice of the patients, families and friends of Riley Hospital for Children. Pending approval of the IU Board of Trustees, the administration of Riley Hospital, and successful fundraising efforts by Suite Dreams, the Play Garden project should break ground in spring 2009.

Strong Families

Young Sibshops July 12, 2008

Counties Served:

- Marion
- Hancock
- Johnson

Disabilities and Health Care Needs of Participant's Sibling:

- Autism
- Hypotonia
- General developmental delays
- Seizure Disorder
- Vision impairment
- Over-growth syndrome

Ages of Participants:

- 4 years old = 1 participants
- 5 years old = 1 participants
- 6 years old = 4 participants
- 7 years old = 2 participants

Number of Parent Participants:

- 10

Reasons for Registering

What are your reasons for registering your child in the Sibshop program? (information was gathered from registration forms):

- Support as a sibling
- Better understanding of Autism
- Enjoyed the previous 2 programs
- Better understanding of sibling's behavior
- Spend time with other kids in same situation

Sibshop August 08, 2008

Counties Served:

- Hamilton
- Hendricks
- Marion
- Madison
- Lake

Disabilities and Health Care Needs of Participant's Sibling:

- Down Syndrome
- Kabuki Makeup Syndrome
- Aspergers
- ADHD
- OCD Stickler Syndrome
- Autism,
- Cerebral Palsy
- Endocopiesis.

Ages of Participants:

- 8 years old = 2 participants
- 9 years old = 2 participants
- 10 years old = 3 participants
- 11 years old = 0 participants
- 12 years old = 2 participants
- 13 years old = 1 participant

Reasons From Parents for Registering Their Children:

What are your reasons for registering your child in the Sibshop program? (Information was gathered from registration forms):

- It gives her an activity since her brother takes up all the time and she gets jealous.
- So he understands that others are going through the same thing.
- They love Sibshops
- He is frustrated and blames everything on his brother
- To gain confidence and comfort
- Increase communication, awareness and skills
- Support and friendship

What did the participants like about this Sibshop? (Information was gathered from 10 Participant Feedback forms collected on 8/8/08)

- Meeting new people
- Scavenger hunt
- So I can't be near my brother
- Are food and getting wet (games)
- The intro
- Everything
- Talking

Sibshop Interest:

Nancy Muncie of Muncie Community Schools Corporation, shadowed the August 8, Sibshop to start Sibshops in the Muncie School Corporation. Nancy took the National Training sponsored by Community Education and Child Advocacy in April with the Sibling Support Project Director Don Meyer M. Ed.

Department Development

Staffing

- Pam Bauer joined Riley Community Education and Child Advocacy this quarter in a part-time capacity as Community Outreach Educator, working 10 hours/week. Bauer and Stroup and the Community Education and Child Advocacy Team are working to better coordinate distribution of education resources and participation in outreach events across the state with Clarian Health Promotions & Community Relations and other Riley community outreach partners.
- Candice Griggs moved on to full-time motherhood, which meant steps were taken to post the part-time Safe Escape Education Associate position and interview qualified candidates to support the Safe Escape Program and injury prevention education/product inventory for children with disabilities/special health care needs in the Riley Safety Store.

Internships

Donna Suttles is currently interning under Christina Rogers on her senior BSW Practicum from IUPUI School of Social Work.

Trainings and Special Events

Girl Power 2008!

These key action steps and accomplishments took place this quarter:

- Riley Community Education and Child Advocacy continued to serve on the program development committee, and, to date, has helped to:
 1. Secure Dr. Ora Pescovitz as the Honorary Chair for this event.
 2. Secure participation of the following groups:
 - a. The Children's Museum of Indianapolis
 - b. The Indiana University Center on Congress
 - c. The Chef's Academy
 - d. Pediatric residents/medical students to staff "The Doctor is In" area
 - e. Indianapolis Parks & Recreation's Children's Folk Dance Festival with a featured IPS school with students demonstrating their dancing skills
 3. Wrote copy for a 500 word article for Indy's Child October 2008 issue on Girl Power!
 4. Initiate several new programs for this event, including:
 - a. The Riley Poetry Jam, which provides girls with a chance on-site to write and perform original poetry that celebrates their unique beauty as girls.
 - b. Community Art Project, which will challenge girls to create a community art project all in one day.

Community Outreach

- Indiana State Fair, Clarian Healthy Lifestyles Pavilion, August 6-17. Riley Community Education and Child Advocacy served as the lead contact and facilitator for Riley Hospital's "Champions for Children" display area from 9 am to 6 pm daily. Riley Community Education and Child Advocacy carried out these responsibilities:
 1. Megan Fager, Intern, developed and packaged all education resources/instructions for the Riley Spin Wheel (under direction/support provided by Stroup, McQuade, and Fast). The Riley Spin Wheel activity focused attention on different child safety topics for each day of the Fair. Fairgoers spun the wheel, were asked questions, and received an incentive prize if responding with the correct answer.
 2. Managed display area set-up, daily logistics, and tear down.
 3. Promoted sign-up for the Riley area on the Clarian electronic volunteer sign-up site. Sixty-nine volunteers were recruited; 49 showed up to work, 20 did not. Clarian Health Promotions & Community Relations provided valued support for times when volunteers were not present.
- Back Pack Safety, Kohl's Department Store, August 23rd. Riley Community Education and Child Advocacy as well as Amy McLean from The Heavyweights, and two students from Occupational Therapy, had an opportunity to talk to over 50 families about Back Pack Safety. What to look for when buying a back pack as well as how to wear a back pack properly were the items discussed with the customers.

- Health Fair, Perry Meridian High School, September 4th. Riley Community Education and Child Advocacy Department distributed a variety of health and safety resources.
- September 13, 2008, Riley Hospital NICU Reunion, Christina Rogers gave support to the Annual NICU Reunion by offering a sibling support tent with literature and information about Sibshops, a program just for brothers and sisters of kids with disabilities. Christina took over 100 pictures of families to create family and sibling journals as a craft project for the day. Christina also offered puzzles from Package Right Corporation of Tipton “free” to families, thus promoting family interaction. One particular family came to Christina and said, “I am so glad you are here again this year, we framed our puzzle from last year and have it hanging on our wall!”
- The Heart Transplant Education Day was held at the Ruth Lilly Education Center on September 11, 2008; Christina Rogers represented the Riley Safety Store and offered school educators from all over the state information about the Safety Store and injury prevention programs such as Safe Escape.

Marketing

Riley Community Education and Child Advocacy helped support/facilitate the following:

- Drafted copy, identified contact for a “save” from use of a Riley Safety Store safety product, and sent photos from a Riley Safety Store opening to Clarian Marketing for a Clarian newsletter article on Riley outreach.
- Connections to support a FOX-59 interview on August 18 with the Indiana University Occupational Therapy Program on backpack safety. Riley backpacks from the Riley Safety Store were featured in the on-air demonstration.

Resource Distribution

Third Quarter 2008 Resources Loaned and Distributed

The website reports regarding the top 25 *downloads from the Riley Hospital website indicates a decrease of 5% this quarter in the number of downloads for this Department. To date this year we stand at 34,919 downloads which exceeds the total for 2007. We continue to see a large number of our resources accessed from the website. This not only is more cost efficient but is also timelier to people needing the resources. Please continue to keep checking the Department website for new postings at www.rileyhospital.org/kids1st .

*downloads from the website are figured from the top 25 downloads from the entire Riley Hospital website. Our resources consistently comprise at least 30% of the top 25.

During the third quarter of 2008, several local organizations and partners contacted the Department and utilized hard copies of our resources for various health and information fairs and to provide information to the community as a whole. Some of the community partners and organizations represented were

- Methodist Hospital Health Promotions
- Area Kiwanis clubs

- Survive Alive Safe House of the Indianapolis Fire Department
- Clarian North Medical Center
- Perry Meridian High School
- Indiana Association of Child Care Resource & Referral

There were also 2 Kiwanis clubs, one from Florida and one from New York City that requested our Home Safety Activity books to use at their local conferences. 1250 Home Safety Activity books were sent to these clubs.

Below is a selection of the resources downloaded from the website and also in hard copy form for this quarter.

- The most popular resources downloaded from the website were:
 - Jump Kids Jump manual – 1195
 - Adapted Bike – 682
 - Riley Riders & Striders Bike and Pedestrian Bike Manual - 374
- A total of 4,706 of various Safety Smart sheets were distributed in both English and Spanish, color and copy ready. The Safety Smart series addresses a variety of topics regarding safety specific to children. The Safety Smart sheets may be viewed at <http://www.rileyhospital.com/parents-and-patients/wellness-center/commed/safety-smart.jsp>.

Volunteers:

Our volunteers continue to be a very important part of Community Education and Child Advocacy providing the manpower to prepare and participate in special events. This quarter we received a total of 85 hours from our volunteers; Social Work Intern Donna Suttles, teen volunteer Aaron Dietrick, and Dorothy Burton.