



children matter.

Community Education and Child Advocacy

WORKING WITH COMMUNITIES TO
KEEP KIDS SAFE AND HEALTHY



Riley Hospital *for* Children

Quarterly Report
October-December 2004

Dear Colleague:

One of my favorite cartoon strips is Calvin and Hobbes. I recall one cartoon in which Calvin and Hobbes, his stuffed tiger, stood together amidst a wondrous blanket of newly fallen snow and had this exchange:

Calvin: "Wow, it really snowed last night, isn't it wonderful?"

Hobbes: "Everything familiar has disappeared. The world looks brand new."

Calvin: "A new year, a fresh, clean start."

Hobbes: "It's like having a big white sheet of paper to draw on."

Calvin: "A day full of possibilities. It's a magical world, Hobbes ol' buddy. Let's go exploring!"

I framed this cartoon strip and put it in my office as a reminder to keep that same sense of wonder and zest for always going fearlessly exploring. Particularly, as one year comes to a close and another begins, we all have a big white sheet of paper to draw on. We all have the promise of a new year full of possibilities.

This new year is a promising one for Riley Hospital's Community Education and Child Advocacy Department. We appreciate the support from our partners at the Riley Children's Foundation, the Department of Pediatrics and Hospital Administration, the kind of support that gives us a chance in 2005 to explore and develop new possibilities on behalf of Riley Hospital's advocacy for children and families.

Two new full-time staff members joined our Department in the last quarter of 2004: Cara Fast, Child Injury Prevention Program Manager, manages all of our Department's programming for Safe Children. You will see Cara a lot in her role as Manager of Riley Hospital's new Safety Store, which is being operated by our Department in partnership with the Cheer Guild. Amanda Hewitt, Child Wellness Program Manager, manages our Department's programming for Healthy Children. Amanda is developing programs and resources in child wellness, with some new materials rolling out early in 2005. Christina Rogers also has joined us in a part-time capacity to coordinate programming in Strong Families, particularly our Sibshops and the Special Care Sitter Program. Jennifer Swartz, has assumed new responsibilities as Design and Communications Coordinator and will coordinate the design of all Department education and public information materials, as well as the promotion of Department programming and resources. Finally, we wish Cassy Johnson, Administrative Secretary with the Unified Training System's Connect Office, much success as she moves on in January 2005 to begin her undergraduate studies in pursuit of becoming a radiology technician. Cassy has done excellent work for our Department and for Riley Hospital and we will miss her.

And so we begin again, a big white sheet of paper to draw on for another year, a year full of great possibilities and hopes to be realized for children and families.

Sincerely,

Karen Bruner Stroup, PhD
Director

Indy's Child articles

The Department produced an article on fire safety for the October issue of *Indy's Child* magazine. The article reminded families to check smoke detectors monthly, practice a fire escape plan, and offered general fire prevention tips.

Staff contributed to the December issue of *Indy's Child* with a feature on holiday and toy safety. A checklist accompanied the article with general guidelines for buying safe toys for children of all ages.

Radio One interview

On November 23, Karen Stroup talked to Radio One's WTLC listeners about toy safety for the holiday season. During the interview, Stroup reminded listeners to read labels to indicate toys are non-toxic, non-flammable, and are appropriate for a child's age before making any purchases. Stroup also reminded listeners about the importance of constant adult supervision and encouraged them to visit the Department's website for more toy safety information.

WXIN FOX 59 interview

Cara Fast was featured on the FOX 59 A.M. Morning Show on November 29, talking about toy safety for holiday shopping. During the segment, which was filmed at the Kay Bee Toy Store at Castleton Square Mall, Fast emphasized the importance of selecting age and developmentally appropriate toys for children. Fast demonstrated the use of a 35 mm film canister to show toy pieces that cause potential choking hazards for children. Fast also talked about the importance of buying protective gear—helmets, knee pads, elbow pads—when purchasing a bike, scooter, and other wheeled-toys.

Indiana Home Educators Network

The Community Education and Child Advocacy Department's website was added as a link on the Indiana Home Educators Network site at www.IHEN.org. This came as a result of the Community Report mailing to home schoolers.



Safety Store update

Construction on the Safety Store was completed in late November and is scheduled to open January 18. As a group, staff has been designing promotional materials, stocking shelves, organizing inventory, and networking with Clarian partners in anticipation of the store's opening.

Initially, the store will provide fire safety products free of charge to any Clarian pediatric patient with disabilities or special needs. Other home safety products will be offered to families at low cost beginning in April.

Hoppin' for Health

Work continued this quarter toward the completion of the Hoppin' for Health CD and curriculum. An evaluation tool was developed to accompany the curriculum, as well as a label and cover for the CD. A postcard mailer was created and will be distributed through mailing lists that were assembled this quarter.

Goals for continuing work on Hoppin' for Health in the next quarter include: a postcard mailing to all licensed day care centers, homes, and ministries in February; the design of a print version of the curriculum; and update the Department website to include the entire Hoppin' for Health curriculum for downloading.



Riley Hospital's 80th Birthday

The Department joined the Riley Children's Foundation and Clarian Marketing in statewide events to celebrate Riley Hospital's 80th birthday. Children learned about bike and pedestrian safety. The Department provided staffing support at 80th birthday events in Indianapolis on October 1; Evansville on October 4; and Terre Haute on October 5.



October 6. Walk to School Day. As a member of the Walk This Way task force, staff assisted with Walk to School Day at IPS #69. Reporters from three local news stations, a radio station, and two area newspapers covered the press conference at which local dignitaries spoke about the need for safer environments for children walking to school.

October 7. Riley Hospital's 80th birthday press conference. Volunteer Dorothy Burton was an honored guest at Riley Hospital's 80th birthday celebration and press conference. Burton, one of the hospital's first patients, participated in a radio interview on WIBC in which she shared her experiences as a Riley patient, employee, and volunteer.

October 9. Wal-Mart Safety Day, Westfield-Carmel. Staff assisted Wal-Mart employees and other local communities partners in presenting a bike safety course for more than 50 children and their families.

October 13. Early Childhood Educator's Fall Network Meeting. Presented "Overview of Department Programs and Resources" to 40 educators from across the state who provide early childhood education training to high school students.

October 15. Morgan County Health and Safety Fair. Five volunteers from the Helping Hands service organization presented fire safety to 400 third-graders in Martinsville.

October 16. Adapted bike safety course. Presented five children with an adapted bike, helmet, and bike safety education. As a component of an ongoing research project, post-tests were administered in December to assess the impact of these bikes over a three month period.

October 23. Zoo Boo, The Indianapolis Zoo. Department staff and Clarian Marketing distributed puzzles, candy, and safety resources to more than 500 children and families.

October 30. St. Monica's Health Fair. A nursing student distributed the Department's fire safety resources at a Riley Hospital display, also staffed by pediatric residents.

November 3. IUPUI Employee Health and Benefits Fair. Staff distributed home safety resources to more than 150 employees at the IUPUI Employee Health and Benefits Fair.

November 6. Down Syndrome Conference, Indianapolis. Staff shared information about sibling support, special needs care, and other programs with 400 registrants.

November 14. St. Mary's Catholic Church Health Fair. Lawrence North High School student presented resources and activities from the "Hoppin' for Health" program.

November 23. Indiana Association of School Principals Conference. Staff talked with interested principals about the Department's resources and outreach programs.



Public health and safety policy

Linda Hankins, Public Policy Liaison for Riley Hospital, and Karen Stroup convened a meeting between Representative Peggy Welch (D-Bloomington), hospital colleagues, and community and state partners to discuss considerations for introducing legislation to require helmet use by children and teens on non-motorized modes of transportation. The Department will coordinate communications with Representative Welch.

Indianapolis Injury Free Coalition for Kids

As a follow-up to the distribution of 15,000 smoke detectors, the Department conducted a training for 22 child care providers from three child care facilities in NESCO (Near East Side Community Organization). Each child care facility received a toolbox containing a Learn Not to Burn Preschool Program curriculum, demonstration tools, and educational resources. The Office of the State Fire Marshal and the Indianapolis Fire Department were partners in this training.

Jennifer Swartz designed a flyer in the *East Side Herald* newspaper for families in the 46201 zip code, reminding them to check their smoke detectors and replace the batteries.

Clarian Tobacco Control Center

In a continued effort to build the Clarian Tobacco Control Center as a recognized statewide resource for education in tobacco use prevention and cessation, Department and Center staff coordinated efforts to update a statewide listing of cessation programs for the Center's website. A state map now allows users to click on the respective county for a listing of cessation programs. Department and Center staff worked toward approval for continued development of a online smoking cessation curriculum to serve as a standard resource and a recognized component of the State's Plan for smoking cessation.

Kristin Ryker coordinated all logistics and promotions for a campus visit by Victor DeNoble, who spoke to 50 faculty and students about his work to "blow the whistle" on Phillip Morris and their work to develop addictive cigarettes.

RISK WATCH State Management Team

Karen Stroup assisted Pam Bright, of the Indiana Office of the State Fire Marshal, with a RISK WATCH training in Mitchell, Ind. for 40 Head Start providers from four counties. Stroup and Bright later revisited Mitchell, where seven groups in the Lawrence County area confirmed their interest in using the RISK WATCH curriculum.

Clarian Marketing

Department staff met with Jon Mills and Johnny Smith to discuss new roles and responsibilities for both staffs, as well as ways to work together in the new year.

Indiana University School of Nursing

Karen Stroup and Amanda Hewitt are serving as advisors on a project to create an online interactive video targeting young girls with a tobacco use prevention message.

IU School of Law and the Riley Child Development Center

Staff has been asked to serve on the planning committee for the Third Annual Conference on Childhood Disabilities, co-sponsored by the IU School of Law and the Riley Child Development Center. Dr. Roberta Hibbard will be the featured speaker.

Smokefree Indiana

Kristin Ryker, Coordinator of the Smokefree IUPUI Coalition, worked with Harlon Wilson, Indiana University School of Informatics, to assemble a grant proposal to Smokefree Indiana. The grant proposal for \$2,500 was accepted for funding. The proposal supports the development of three public service announcements that stress the dangers of second-hand smoke to college students.

Indiana College Action Network (ICAN)

Karen Stroup and Natalie Rivich, of Smokefree Indiana, developed a proposal to the Indiana College Action Network (ICAN) requesting consideration of ICAN to expand its mission to also include tobacco use prevention education on Indiana college campuses.



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Department expansion

The Department reorganized positions to better accomplish priorities, including hiring three staff members that are now dedicated to the Department’s main areas of focus: Safe Children, Healthy Children, and Strong Families.

Cara Fast, MSW, serves as the Injury Prevention Program Manager and is responsible for coordinating all programs and resources under Safe Children, including the Safety Store.

Amanda Hewitt, MPH, serves as the Child Wellness Program Manager and is responsible for all programs and resources under Healthy Children.

Christina Rogers currently is working part-time to coordinate programing under Strong Families, concentrating her work on Sibshops and Special Care Sitter.

Kristin Ryker is working part-time as the Safety Store Associate Educator.

Jennifer Swartz, BA, now serves as the Design and Communications Coordinator, coordinating the development of education materials, resources, and publications.

Robin Janson coordinates presentations of the Medical Home Forums at 10 locations across Indiana.

UTS Connect Office

The Unified Training System (UTS) Connect Office registered more than 3,405 attendees for early childhood training events. The attendees included First Step service coordinators, therapists, and family members.

Department Statistics

- Outgoing mail, 1,092 pieces
- Average daily phone calls, 11 incoming calls
- Volunteer hours, 48.5 hours

Resource Distribution

Safety Smart sheets, English	2,343	Lock, Drop, Roll posters	103
Safety Smart sheets, Spanish	835	Move Low Under Smoke posters	113
Riders & Striders Guidebook	10	Matches and Lighters posters	69
Riley Water Wise Game	19	Check Detector stickers	7,154

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

www.rileyhospital.org/kids1st