

CHILDREN MATTER.

Quarterly Report, October - December 2007

Produced by

Community Education and Child Advocacy

Riley Hospital *for* Children

Indianapolis, Indiana

Dear Child Advocacy Colleagues:

The old lefthander, Joe Nuxhall ("rounding third and heading for home"), died about a week before Thanksgiving. Joe and Marty Brennehan, the legendary radio voices of the Cincinnati Reds, captured forever the hearts of baseball fans everywhere, especially those, like my husband and I, who still cherish the glory days of the old Cincinnati Reds team who brought home the 1976 World Series Championship. What made Joe shine in every radio broadcast was his no-holds-barred passion for his beloved Reds. You knew, *you just knew* that both Joe and his Reds were playing out their hearts in every game. Passion for what you love always shines through, always endures above *everything* else.

So maybe, as I round the bases in this, my 25th year of everyday service to Riley Hospital, I let the cat out of the bag: IF I could, I'd work here for free . . . just for the privilege to walk in the doors of Riley and report for duty; every day *a chance to dream* and to bring to reality the biggest of dreams possible for the benefit of kids and families everywhere, every day a *chance* to help kids everywhere grow up to lead healthy, safe, and productive lives. That's been the guiding mission of Riley Community Education and Child Advocacy since we began in 1993 and it hasn't changed yet. That same course also was clear during my 10 years as Director of Riley Hospital's Automotive Safety for Children Program

Hope does indeed happen here, the kind of hope that saves kids' lives; the kind of hope that kindles possibilities for futures for kids and their families that otherwise would not have been realized. We joined with many at the historic 2007 Riley Children's Foundation Luncheon and are on our knees grateful for the goodness of the generosity of the Simon Family and their gift to the future of the children cared for at Riley Hospital that makes it possible for a world-class championship Team to now -- *reach the stars*.

A home run, indeed, was hit waaaaaaaaaaaaay out'a the ballpark for the Riley Team on November 14, 2007.

Best,

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

Safe Children

Riley Safety Store Training/Network Development

Progress was made this quarter in work with Clarian Marketing to create a revised Safety Store logo to be more consistent with "Riley Hospital branding" and to allow for other Riley Safety Stores to acknowledge their connection to the logo (i.e. Riley Safety Store at Decatur County Memorial Hospital). Community Education and Child Advocacy staff reviewed and commented on several logo versions and a final version was completed in late December 2007 and made its first appearance in a full page ad in the *Indianapolis Star* on January 3, 2008.

The Riley Safety Store Team hosted an all-day training in late November 2007 for staff from Tipton Hospital, Morgan Hospital and Medical Center, The Children's Museum of Indianapolis, and from the Children's Hospital of Philadelphia on how to set up and operate a Safety Store. The training is a required step for all Indiana-based Riley Safety Stores which sign an agreement with the Riley Safety Store team which also provides 16 hours of start-up/maintenance support. The representative from Children's Hospital of Philadelphia is one of the six children's hospitals trained by Riley as part of their work with the National Association of Children's Hospitals and Related Institutions for the 2007-2008 Get on Board with Child Safety Campaign. Riley Safety Store Team staff participating in this training included: Cara Fast, lead facilitator for the training, and Christina Rogers, Emily McQuade, and Karen Bruner Stroup.

In addition, Cara Fast and Carrie Bolden conducted a second intensive 4-hour training specific to information/education needs of the Riley Safety Store Team from Decatur County Memorial Hospital in Greensburg on November 16, 2007. Fast developed a training that provided a targeted overview of proper use/installation of safety programs featured at the Riley Safety Store at Decatur County Memorial Hospital to acclimate the team there to proper product demonstration and teaching protocol development.

Inroads continued to be made this quarter to expand the statewide network of Riley Safety Stores. Conversations continued with Clarian West, which currently is reviewing a Riley Safety Store agreement, and a renewed approach was made to Columbus Regional Hospital by Marilyn York, Clarian Business Development, Karen Stroup, Riley Community Education and Child Advocacy, and Deryl Denney, Indiana District of Kiwanis International and a member of the Columbus Kiwanis Club.

Riley Safety Store Update

Rosy Sandoval, an undergraduate in Social Work at IUPUI, has joined the Riley Safety Store team on the Riley Hospital for Children campus as a Safety Store associate. Rosy is fluent in Spanish and English and has been a valuable asset for families who speak Spanish. Rosy has already shown that she is a valuable asset to the Riley Safety Store team, and we are very fortunate to have her to help serve the families of Riley Hospital for Children.

The Riley Safety Store stats on the Riley Hospital for Children campus for the period of October 1-December 31, 2007 are as follows:

Month	# people purchasing	# products sold	Income
October 2007	113	292	\$2261
November 2007	74	124	\$968
December 2007	**69 (87)	157	\$1243
TOTALS	256 (274)	573	\$4472

**The monthly totals for December contain two totals for number of people purchasing products from the store. A special promotion was held that spanned 6 business days in which an emergency flashlight was given out at no cost to individuals that visited the Riley Safety Store. Sixty-nine customers purchased products in December while an additional 18 people received only the free flashlight. As a result of the flashlight promotion, we were able to increase traffic to the store by 21%.

During this time period, we also gave out a total of 66 free Secure Solutions safety kits to customers. We have also been working with Clarian Volunteer Services to provide injury prevention resources and vouchers for free Secure Solutions kits on the Volunteer Services cart that visits inpatient units. As a result of this, during this quarter, 27 of the 66 Secure Solution kits given out were from families who received them as direct result of voucher distribution from the cart. This represents 41% of the total amount of kits distributed this quarter. We are very excited with the partnership with Volunteer Services that has allowed us to increase store awareness.

Due to the closure of Riley Safety Store for nearly 7.5 business days this quarter as a result of the holidays, cash register downtimes, and inventory management, we did see a decrease in sales this quarter.

Top Ten Selling items for this quarter were:

- ❖ **Dual Sensor Smoke Alarm**
- ❖ **DuPont Carbon Monoxide Detector**
- ❖ **KIDDE 2 Story Fire Escape Ladder**
- ❖ **Kids Dart. Drive Smart. T-shirts**
- ❖ **Safety 1st Soft Spout Covers**
- ❖ **Safety 1st Bi-Fold Door Lock**
- ❖ **Safety 1st Oven Front Lock**
- ❖ **Safety 1st Outlet Plugs**
- ❖ **Safety 1st Refrigerator Latch**
- ❖ **Safety 1st Window Blind Cord Wind-ups**

Special Events

The Riley Safety Store partnered with Clarian Health Promotions and Riley Child Life on December 3, 2007 for "A Gift To Yourself" event. This event was held from 10:00 AM-2:00 PM in the space across from the Riley Safety Store in the Riley Outpatient Center. The free event featured blood pressure screenings, information on exercise and healthy eating, winter safety, fire safety, and therapeutic massage. Many families and staff enjoyed this event- especially the free mini-massages! The Riley Safety Store staff would like to thank Clarian Health Promotions and Riley Child Life for making this special event a wonderful success!

Conference Proposals

An abstract submitted on behalf of all Get On Board with Child Safety partners for presentation at the 2008 NACHRI Spring Conference in Miami was accepted and moved into a new direction as a Partner Presentation forum to optimize attention and visibility to the children's hospital community of the Safety Store model and its unique capabilities for leadership in child injury prevention by children's hospitals nationwide.

A second abstract submitted by Riley Community Education and Child Advocacy in partnership with St. Louis Children's Hospital's Child Advocacy Team was submitted to the National Initiative for Children's Healthcare Quality Forum for presentation and was accepted as a storyboard. The storyboard will highlight two different Safety Store models, their benefits, and outcomes realized.

Racing for Safety Program Launched

The Riley web team worked this quarter to complete the transfer of www.racingforsafety.org to the Riley web site. This web site sets the foundation for being able to involve teens and college students in the teaching of bike safety to all children, including children with disabilities or health care needs. The web site, currently hosts one webisode featuring IRL driver, Ed Carpenter, who overviews basics for setting up the bike control skills portion of the bike safety course. The webisode was produced courtesy of the Indianapolis Motor Speedway Media Productions Team to use as an example for approaching possible funders to support production of the full package of 7 webisodes on bike safety basics (that already have been scripted and the video shot but that just need to be produced). Cost to complete this project, which would then create a full teaching web site for teens and college students on how to set up and present a bike safety course, is \$25,000.

Race for Safety Bike Course Event

The Hartford City Kiwanis Club hosted the first-ever Race for Safety bike course "just like it's supposed to happen," on Saturday, November 3, 2007 at the Hartford City Middle School. Karen Stroup, PhD, Director, Riley Community Education and Child Advocacy and her colleagues, Tom Dunham, Indianapolis downtown Kiwanis Club, and Deryl Denney, Shelbyville Kiwanis Club, made the trip to Hartford City to help support the effort. Accompanying Stroup were three graduate students from Indiana University's Occupational Therapy Program who

provided assessment support that day for the child receiving an adapted bike made possible by the Hartford City Kiwanis Club.

"We have long nurtured the hope that we could spark Race for Safety courses all around the state of Indiana that would demonstrate that it is possible for all kids, including kids with disabilities, to learn about bike safety," said Stroup. Together, Stroup, Dunham, and Denney have worked to shape the vision and in Hartford City, "all the pieces fell together nicely." First, the Kiwanis Club of Hartford City, led by Project Treasurer, Ted Leas, took steps to purchase an adapted bike for a child with special needs who lived in Hartford City and who needed an adapted bike. The Kiwanis Club worked with the child's school therapist who identified the bike that would support the child's needs and then raised the money to purchase the bike. The bike was then ordered and delivered to Hartford City where it was presented to the child right before the launch of the Race for Safety bike course.

Stroup conducted a brief orientation for 20 Blackford High School Key Club members who learned key bike safety education messages to teach children and key things to consider when setting up a bike safety course. After that, Stroup told them "this course is yours." The Blackford High School Key Club "went right to it" and did "an outstanding creative design and presentation of a bike safety course," said Stroup. Dunham, Denney, the Hartford City Kiwanis Club, and the Hartford City Middle School were present and ready to assist and support, when needed. Key to a Race for Safety Course, says Stroup, is that "the course is designed and taught by kids who then teach other kids. Also key to a Race for Safety Course as presented by Riley Hospital is that it is for all children, including kids with disabilities or special health care needs, who may use an adapted bike or may use a wheelchair.

Students from Indiana University's Student Occupational Therapy Association (SOTA) were on hand that day to provide assessment and coaching support for the child with special needs to make certain the bike was properly fitted and that the child felt comfortable using her new bike and was also properly wearing her new bike helmet, provided courtesy of Tom Dunham. About 20 children from the community went through the Race for Safety bike course over a two hour period. A news article about this event appeared in the *Hartford City Times*.

The Principal for the Hartford City Middle School was so impressed by the work done by the Key Club that he offered them the opportunity to come back and paint a permanent course on the school's parking lot. Stroup followed suit immediately by donating a full set of traffic safety signs to the Key Club (the design concept for the signs had been masterminded by Deryl Denney) to use when presenting their future Race for Safety bike courses. Future Race for Safety bike courses are being planned for 2008.

Visit www.racingforsafety.org for more information on how teens and college students can set up a Race for Safety Course in your community for all kids, including kids with health care needs or disabilities. For more information about "Pedal Power," Riley Hospital's adapted bike program, visit: <http://www.rileyhospital.org/parents-and-patients/wellness-center/commed/adapted-bikes.jsp> and to download Riley Hospital's bike course manual, visit: <http://rileyhospital.org/parents-and-patients/wellness-center/commed/bike-course-manual.jsp>.

Committee/Group Work

Group activity for Cara Fast this quarter included the following:

Kids in Danger
Marion County Fatality Team
Riley Advocacy Council, Injury Section
SAFE KIDS Indiana

Safe Escape Program Update

Emily McQuade and the rest of the Safe Escape staff continue to develop the online Safe Escape template that will be replicated by other children's hospitals nationwide. Within this goal, we have accomplished the following this quarter:

Final filming of the Safe Escape instructional videos was completed in conjunction with our media vendor, NetMedia One from Lexington, KY. Safe Escape received and accepted a proposal to continue working with NetMedia One to develop a website template for Safety Stores and Safety Resource Centers

The Institutional Review Board at Indiana University approved both the application for expedited review and the application for exempt review for parallel research studies focusing on Safe Escape assessment responses given by families who participate in Safe Escape.

Safe Escape Project Manager, Emily McQuade, was invited to serve on the steering committee for the Indiana University School of Law *Disability, Health and the Law Conference 2008*. This year's conference will focus on emergency preparedness for children with disabilities or special health care needs.

An internship job description was created for the Safe Escape program. The Safe Escape Project Manager attended the Indiana University School of Social Work orientation to become a task liaison and potential field instructor for junior year BSW students. Additionally, Safe Escape will initiate the recruiting process to sponsor an intern in the summer session from various academic disciplines.

The Safe Escape support team of Carrie Bolden, BS, CTRS and Ashley Hyre, BSW continued development and editing of educational content for each product offered through Safe Escape as well as the emergency planning resources, including evacuation floor plan map, preparedness kit checklist, home readiness self assessment, and resources for individual special health care needs or disabilities. These collateral materials will be featured on the national Safe Escape website and will serve as the template for other hospitals and agencies offering Safe Escape.

Other program highlights accomplished during this quarter:

Sixty-seven Families participated in a 1+ hour assessment process and received free products through the Safe Escape program—that’s sixty-seven families of children with special health care needs or disabilities **that now have a workable emergency preparedness plan** thanks to Safe Escape!

Safe Escape Product Distribution, 4th Quarter 2007

Item	Qty	Item	Qty
Albac Evacuation Mat	5	Ready Mask, Child	89
Carbon Monoxide Detector	29	SignalOne Vocal Smoke Alarm	47
Carseat/Stroller/Wheelchair ID Stickers	67	Silent Call Bed Shaker with Pin Jack	8
IonKids Child Tracking System	9	Silent Call CO Detector & Transmitter	8
IonKids Extra Transmitter Wristag	2	Silent Call Sidekick Receiver	8
Just About Me Profile Book & Child ID Cards	8	Silent Call Smoke Detector & Transmitter	8
Light Sticks/Glow Sticks	98	Silent Call Weather Radio & Transmitter	8
Medical ID Wristband, ages 10-15	9	Static Cling, Nonverbal	50
Medical ID Wristband, ages 3-9	36	Static Cling, Service Animal	8
Medicine, Daily Organizer (Insulin)	12	Sticker, Nonverbal	36
Mommy I’m Here Child Locator	17	Sticker, Service Animal	1
Pakkie Transfer Sling	5	Toothprints Dental Impressions	70
Phone, Clear Sounds AEC & Bed Shaker	1	Wheelchair Poncho, Adult	0
Phone, Clear Voice Emergency Phone	8	Wheelchair Poncho, Child	4
Phone, Photo P300	0	Wheelchair Poncho, Teen	1
Phone, Uniphone 1140 (TTY)	2	Wheelchair Poncho, Toddler	1
Portable Health Profile, Family	20	Whistle, Finger Grip	15
Portable Health Profile, Individual	12	Whistle, Flex Coil	21
Ready Mask, Adult	66	Who’s Shoes ID	39

Marketing of Safe Escape via promotional flyers continued with distribution throughout the hospital (via newsstands and with assistance from the ROC Information Desk, Family Resource Center staff, Main Hospital Information Desk, Outpatient Nurse Managers and staff as well as Inpatient unit staff). Other marketing venues were also explored this quarter as Emily McQuade, Project Manager, represented Safe Escape and the Riley Safety Store at the Media and Emergency Services Organization (MESO) meeting to highlight Safe Escape and educate first responders whom may interact with Safe Escape alumni families. Additionally, McQuade was a guest on the Indiana State Police Road Show on WIBC to promote Safe Escape. This segment airs periodically on WIBC in Indianapolis.

Safe Escape Committee/Group Work

Safe Escape Project Manager, Emily McQuade, was invited to serve on the steering committee for the Indiana University School of Law *Disability, Health and the Law Conference 2008*. This year’s conference will focus on emergency preparedness for children with disabilities or special health care needs.

Emily McQuade completed the IUPUI Human Resources Administration *Fundamentals of Supervision Program*, 40-hour training for university supervisors and managers.

Project Associate Carrie Bolden and Emily McQuade assisted in food distribution at the Ronald McDonald House annual holiday dinner for a combined total of 5 hours of in-kind service.

RISK WATCH

Pre-tests were conducted by 21 classrooms at the Lawrenceburg Primary Elementary School. The RISK WATCH curriculum was then introduced into these classrooms. Scoring of the pre-tests was conducted by Sandy Loper, intern, whose project for graduation is concentrating on Risk Watch. In addition, key accomplishments for Risk Watch for this quarter included the following:

- ◆ Built up an annotated bibliography that provides an intense overview of research related to evaluation of Risk Watch and interrelated child safety programs. (on-going)
- ◆ Set up and distributed an on-line survey to assess current usage/need for Risk Watch by area Fire Departments. (on-going)
- ◆ Funds were secured in the amount of \$1,000 from the Riley Hospital Cheer Guild to support development of Risk Watch tool boxes to assist teachers in Lawrenceburg (and other pilot sites) in their efforts to teach child safety topics.
- ◆ Funds were secured in the amount of \$1,450 from the Riley Hospital Cheer Guild to purchase 17 Risk Watch curricula for training for Decatur County child care providers at a training projected for February 2008 to be hosted by the Riley Safety Store at Decatur County Memorial Hospital.
- ◆ RISK WATCH training will be conducted on 1-17-08 with staff at Sunshine Corner, the largest preschool in Lawrenceburg, Indiana so that 5 additional classrooms will then be in place in Lawrenceburg.
- ◆ Potential interest was generated by an elementary school in Terre Haute, Indiana to serve as a second site for Risk Watch beginning in the first quarter of 2008. (on-going)
- ◆ All existing Risk Watch supplies and resources were inventoried.

Grantsmanship

A proposal for a million dollars was submitted to Homeland Security's Assistance to Firefighters Fire Prevention and Safety Grants program in November. Funding was requested to support development of new ways for the Riley Safety Store model to be extended to serve families of high-risk preschoolers through the Clarian Health affiliate hospital network. Grant funding would also help to build a comprehensive child safety curriculum for all children, including children with health care needs or disabilities, and offer incentives to families to visit their area Safety Store after taking action steps to prevent child injuries.

A proposal was submitted for \$1,450 and funding was granted by the Cheer Guild of Riley Hospital to support purchase of 17 copies of the RISK WATCH Pre-K curriculum to distribute at a training at Decatur County Memorial Hospital for Decatur County child care providers projected for February 2008. The training will afford an opportunity for providers to then visit the Riley Safety Store at Decatur County Memorial Hospital to learn about the safety products available to families of young children they care for. The Cheer Guild also provided \$1,000 funding to support development of RISK WATCH education tool boxes to support this pilot project.

Conference Proposals

An abstract submitted on behalf of all Get On Board with Child Safety partners for presentation at the 2008 NACHRI Spring Conference in Miami, FL in March was accepted and moved into a new direction as a Partner Presentation forum to optimize attention and visibility to the children's hospital community of the Safety Store model and its unique capabilities for leadership in child injury prevention by children's hospitals nationwide.

A second abstract submitted by Riley Community Education and Child Advocacy in partnership with St. Louis Children's Hospital's Child Advocacy Team was submitted to the National Initiative for Children's Healthcare Quality Forum for presentation in Miami, FL in March and was accepted as a storyboard. The storyboard will highlight two different Safety Store models, their benefits, and outcomes realized

Healthy Children

Jump Kids Jump Movement Continues to Grow

The Jump Kids Jump Movement continues to demonstrate the effectiveness of multiple partners from within the Clarian Health system joining together to lead an initiative that tackles a top priority for children's health and childhood obesity and the importance of practicing physical fitness regularly. Clarian Health Promotions and Community Relations, Clarian Human Motion, and Riley Community Education and Child Advocacy have joined together to pool resources, expertise, staff time, and talents, and connections to continue to build capacity for the Jump Kids Jump Movement to become a statewide initiative officially rolling out for the 2008-2009 school year. During this quarter, these key action steps were taken by project team members:

1. The new "Get Jumpin'" DVD officially premiered at Riley Hospital on October 3 from 6:30 - 8:00 pm in the Ruth Lilly Learning Center Auditorium. Approximately 75 persons attended the Premiere, which celebrated all the children and their families who participated in the video. Light desserts and refreshments were served and copies of the "Get Jumpin'" DVD were distributed to all attendees as a token of appreciation.
2. A pilot of the school-based Jump Kids Jump Program was launched on November 12 at several Indianapolis Public Schools where the Indy Air Bears performed to help inspire the children to participate in this program. The Indianapolis Star covered the launch and posted a spread of photos from the Indy Air Bears performance on the Star web site and ran one photo caption in the Star on November 13.
3. Clarian Human Motion sponsored an October 21st reception for everyone attending the Indianapolis premiere of "Doubletime," the Heartland film festival documentary that tells the story of two top jump rope teams from North Carolina competing in an international double dutch competition. Indy Air Bears performed with one of the "Doubletime" stars before the documentary was shown. Fact sheets about the Jump Kids Jump Movement were distributed to all attendees as were Clarian Health jump ropes.
4. Riley Hospital Community Education and Child Advocacy supported a team of community educators who participated in the annual 3rd grade Health and Safety Fair at the Morgan County Fairgrounds on November 1st. The event was attended by 500 third grade students, all who got the opportunity to practice jumping rope. The "Get Jumpin'" DVD provided basic instructional guidance to the community educators on how to demonstrate proper handling of a jump rope and some of the basic jump rope skills.
5. The Jump Kids Jump Project Team secured a \$30,000 grant award from the Indiana State Department of Health to support compilation of school-based pilot results from the fall of 2007 and to support the design/layout of the Jump Kids Jump education program school and recreation-based curricula resources. Jump Kids Jump has been written into the State Plan for addressing prevention of childhood obesity and promoting physical fitness.
6. Dr. Judy Monroe, State Health Commissioner, mentioned the State Department of Health's goal in the next year to work with Clarian Health to support the Jump Kids Jump Movement in an editorial response by her in the *Indianapolis Star* on November 19, 2007.

Strong Families

Crispus Attucks Medical Magnet School Partnership:

Crispus Attucks CPR and Special Care Sitter Training

Education and Community building was offered to the sophomore class at Crispus Attucks Medical Magnet school. These students received CPR training from the IU ACLS Lab and

Special Care Sitter Training. Six resident doctors from Riley Hospital assisted Community Education and Child Advocacy in the instruction of the Special Care Sitter class. This opportunity was paid for and coordinated by Community Education and Child Advocacy at Riley Hospital for Children. **Fifty-eight** students attended both the CPR for child/adult and the Special Care Sitter class in October and November of 2007. <http://www.rileyhospital.com/parents-and-patients/wellness-center/commed/special-care-sitter.jsp>

Sibling Support

Sibshops

Sibshops celebrate the many contributions made by brothers and sisters who have a sibling with a disability or health care need. Quarterly interactive events are filled with games, food, discussion and fun. For Siblings ages 8-13. **Fifty-eight** siblings attended these powerful workshops in 2007. <http://www.rileyhospital.com/parents-and-patients/wellness-center/commed/sibshops-8-13.jsp>

Young Sibshops

Young Sibshops are offered quarterly for siblings ages 4-7 of children with disabilities or health care needs. Young Sibshops celebrate the many contributions made by brothers and sisters. Parents are encouraged to participate in the afternoon activities.

<http://www.rileyhospital.com/parents-and-patients/wellness-center/commed/sibshops4-7.jsp>

19 children and 20 adults- Total of **thirty-nine** participants for 2007

New Partners in Sibling Support

Damar Services will be assisting Community Education and Child Advocacy in the implementation of the sibling support workshops in 2008.

Coming Soon

Community Education and Child Advocacy would like to see support for siblings in all our Clarian affiliate hospitals. Conversations are being discussed with Don Meyer National Founder of Sibshops regarding a Clarian affiliate state wide training supported by Community Education and Child Advocacy.

Strong Families Grant Support

Christina Rogers sent an application to the Autism Advocates of Indiana and was awarded \$3,000.00 to the Riley Hospital Safety Store to purchase ionKids tracking device for children with autism. The ionKids will be a product given away free to families in the Riley Hospital Safety Store. Implementation of the program will begin 2008.

Rogers sent an application to Autism Advocates of Indiana and was awarded \$5,000.00 to support the new Heads Up Program to provide protective helmets for children who may have seizures or may have sudden drops or falls that may cause concussions, head injuries, broken teeth/nose or other injuries. Some children with autism and varying disabilities have self abusive behaviors (poking at eyes, clawing at ears, banging head). These children are a high risk for injury unless appropriate protective headgear is worn. The Riley Hospital Safety Store will now

be able to provide the protective helmets for free to families. The Safety Store is working with the Riley Hospital Occupational Therapy Department on the implementation of the program. Implementation of the program will begin 2008.

The Riley Hospital Cheer Guild has awarded the Safety Store \$2,000.00 to help with the Heads Up program.

Rogers sent an application to the Junior League of Indianapolis for a \$5000.00 grant application to help fund the Heads Up Program. Information on this award to Community Education and Child Advocacy will be known in April 2008.

Conferences and Committees

Christina Rogers attended the NACHRI Fall Conference in San Antonio, Texas October 7th, 8th, 9th and 10th. Two poster presentations were displayed at the conference; *Get On Board with Child Safety for Siblings* co- presented with Darla Cohen of Riley Hospital's Family Centered Care Program and *Safety Stores Serve All Children* co-written with Community Education and Child Advocacy's Emily McQuade.

IYI Conference at the Indianapolis Convention Center December 5th. Four team members from the Community Education and Child Advocacy Department attended with complimentary tickets from Clarian Health Promotions and Community Relations.

Sunny Start- Family Advisory Committee Member-Wellness Passport/Developmental Calendar for all families in Indiana

Riley Hospital Family Centered Care Committee Member/ Education sub-committee member

ASK/IPIN Anniversary Celebration November 16th –Public Relations Committee Member.

Disability Health and Law Committee Member-Emergency Evacuation for Children with Disabilities Conference 2008

Riley Hospital's Circle of Care Committee Member- Information and Resources

Strong Families Committee Support

Puzzles for Riley Families

The Community Education and Child Advocacy Department promotes the value of Family Centered Care. Riley Community Education and Child Advocacy facilitated the connections that helped Package Right Corporation of Tipton to donate puzzles to 100 Riley Families during the Holiday Season. The puzzles were distributed by Christina Rogers, Strong Family's Programs Manager to the Child Life Department and the Family Resource Center. The Riley Children's Foundation sent a wonderful thank you letter to Package Right. Package Right will be working

with Rogers all year distributing puzzles and games to families to promote the Family Centered Care initiative.

Family Holiday Dinners Project Success Continues

Riley Community Education and Child Advocacy continued its work to support the growth of the Family Holiday Dinners Project at the Riley Ronald McDonald House as a vehicle for bringing Riley families and staff together four times a year to celebrate the holidays outside of the traditional in-patient and out-patient relationship. The project team, led by the Mt. Olive Missionary Baptist Church, draws upon support from Riley staff, administration, other Riley families, and corporate sponsors to make each of the dinners at Easter, 4th of July, Thanksgiving, and Christmas, possible. The Thanksgiving Holiday Family Dinner attracted major corporate support from Federal Mogul this year and served over 400 Riley families and staff; the Christmas Holiday Family Dinner served over 500 Riley families and staff. Future goals are to secure dedicated corporate sponsorship for each of the Holiday Family dinners and to concentrate on connecting staff and families to information on the Riley Ronald McDonald House and on support programs, services and education information when they attend these dinners.

Internships

Megan Harrigan completed her IUPUI, BSW Senior Practicum with Community Education and Child Advocacy in December. Megan worked along side Christina Rogers as her field instructor to produce three Indy's Child Articles for Indiana's number one magazine for parents. Megan completed her practicum experience with several professional accomplishments.

Julia Crane, IUPUI, BSW Junior will be starting her practicum with Rogers in January 2008,

Also see Safe Escape Program Update, page 7.

Trainings and Special Events

Emily McQuade completed the IUPUI Human Resources Administration *Fundamentals of Supervision Program*, intensive 40-hour training for university supervisors and managers. Christina Rogers is currently participating in the Fundamentals of Supervision Program.

Marketing

Promotional Efforts

The Riley Community Education and Child Advocacy Team responded to a quick opportunity opened up by Richard Schreiner, Chief of Pediatrics, and Clarian Marketing, to prepare copy and photos in a 3 day turnaround period for a full page ad for the *Indianapolis Star* featuring the Riley Safety Store and other Riley Community Education programs for Safe Children and Strong Families. The Community Education and Child Advocacy Team worked closely with designer, Stephanie Johnson, and Beth Gastineau from Clarian Marketing and several Riley Hospital partners to respond to this opportunity. The one page ad was featured in an 8-page insert in the *Indianapolis Star* on January 3, 2008.

Also see Safe Escape Program Update, page 8.

Department Development

January Open House for Riley Explorer Post

Riley Community Education and Child Advocacy is working with Crossroads of America in Indianapolis to promote a Riley Explorer's Post that will be open for up to 20 area high school students interested in health care careers. "Our Explorer Post offers a unique focus on helping high school students develop and practice skills and leadership in advocacy regardless of what health care career they pursue," says Christina Rogers, BSW, Strong Families Programs Manager. Open House for the Riley Explorer Post is scheduled for January 29, 2008 from 6:30 to 8:00 pm in Conference Room A of the Ruth Lilly Learning Center. Interested in helping? Call Riley Hospital Community Education and Child Advocacy at 317-274-2964.

Register now for "Children: Our Best Investment" Advocacy Forum

This year's 10th annual "Children: Our Best Investment" Advocacy Forum has two stages. Stage One is a webcast-broadcast on advocacy basics supported by Clarian Telemedicine on January 15 at the Riley Hospital Ruth Lilly Learning Center Auditorium from 4:30 – 5:00 pm and concurrently in Fort Wayne on the Ivy Tech Campus. The free webcast provides an overview of essential advocacy skills needed to talk with policy makers. Stage Two takes place on February 11, 2008 at the Sheraton Indianapolis City Centre from 9 am to 3 pm.

If you miss the January 15 webcast, you can view it before February 11 at www.childrensbureau.org/cobi to prepare for the February 11 Stage Two event that will feature four break-out sessions on issues and legislation impacting young people and Pastor Ken Johnson, Chaplain for the Indianapolis Colts. As part of this event, participants make an appointment with their legislator in advance and go over to the State House to meet with their legislator and talk about legislative issues of concern and interest.

To register for the February 11 Children: Our Best Investment Forum, visit: www.childrensbureau.org/cobi or call Kristin or Patty at 317-264-2700. Cost (lunch included) is \$30; Students over 18 (\$10); Children under 18 (\$5). Riley Hospital Community Education and Child Advocacy is a 10 year partner and supporter of this event. Printing support for this event has been provided generously by Clarian Health Promotions and Community Relations.

Resource Distribution

Fourth Quarter 2007 Resources Loaned and Distributed

We continue to put our resources on the Riley Hospital website to make our resources more accessible and more cost efficient to groups and organizations to access. The website stats report indicates that our resources accounted for 39% of the top 25 downloaded documents for the last 6 months. Please continue to keep checking the Department website for new postings at www.rileyhospital.org/kids1st .

During the fourth quarter of 2007, several local organizations and partners utilized the Department's resources for various health and information fairs and to provide information to the community as a whole. Below is a condensed version of frequently loaned and distributed resources.

- Our posters continue to be very popular. 119 Matches and Lighter posters (<http://www.rileyhospital.com/parents-and-patients/wellness-center/commed/burn-poster.jsp>) were distributed in both English and Spanish. This poster conveys the importance of locking up your matches and lighters away from young children.
- 457 safe escape for children with special needs posters were distributed. These posters convey how to help a child with special needs escape a fire. The Lock, Drop, and Roll poster and the Move Low Under Smoke poster may be seen at <http://www.rileyhospital.com/parents-and-patients/wellness-center/commed/burn-poster.jsp>
- We continue to distribute the Check Detector stickers to partners across the state of Indiana. A total of 1079 of these stickers were distributed in both English and Spanish.
- 4701 of various Safety Smart sheets were distributed in both English and Spanish. 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 for special events and mass mailings. This quarter we received a total of 204 hours from our volunteers, Dorothy Burton and Megan Harrigan.