

Children matter.

Quarterly Report, October - December 2008

Produced by

Community Education and Child Advocacy

Riley Hospital *for* Children

Indianapolis, Indiana

Dear Fellow Advocates for Children and Families:

Clarian Health has anchored its commitment to helping adults alter behaviors and make positive choices by putting forth to all a Call To Change. Clarian Health's Call to Change is everywhere: on billboards, television, in newspaper ads, on the radio.

A Call to Change is a Clarian call, a trumpeting to take action to be heard by all. For Riley Hospital, that Call to Change has been sounded with the successful ***Kids Dart Drive Smart*** campaign. Communities across the Hoosier State have embraced this campaign at the level where it matters most – where you live. Drive through many neighborhoods in the summer and fall months and you see Riley Hospital at her very best – our name associated with an important reminder to drivers to slow down to avoid hitting children, to take action to “calm traffic” in their neighborhoods, and to take time to teach children to be safe pedestrians.

But Riley Hospital also has promoted another campaign, which ran at a different level not as visible to reach people *inside* their homes. The campaign? ***Kids Scald Fast. Cool It First.*** We're equally proud of Riley Hospital for standing up to sound the call for this message. Scald burns are the leading recurring reason why children are admitted to Riley Hospital's Burn Care Unit, the Hoosier State's only pediatric burn care center. It's a step all of us to take – stop, think, cool anything (food or liquid) before you give either to a child. No matter where you are at -- home, school, preschool, church, or in the car—this is also an important Riley message to remember and put into everyday practice.

In the 2009 General Assembly, pay attention to a bill that proposes that the sale of novelty lighters be banned. Much like the ***Kids Dart Drive Smart*** message, this proposed bill speaks to a public policy that, if enacted, will help prevent needless loss of young lives and millions of dollars in property damage annually. Keeping lighters out of the hands of children is a message that Riley Hospital long has advocated. Banning the sale of novelty lighters is an example of the potential power and good that public policy can do to also sound a call to change.

Sincerely,

Karen Bruner Stroup, PhD, Director

Safe Children Programs

Riley Safety Store

Tasks and activities carried out this quarter included the following:

1. Riley Safety Store Team continued communications and work with the Riley IT Team to develop a SharePoint site for the network of Riley Safety Stores.
2. Karen Stroup presented information about Riley Safety Stores at two Clarian Health team meetings for staff involved in outreach (statewide consortium meeting on October 14 at Fairbanks Hall) and for affiliate hospitals (statewide affiliate meeting on November 18 at Clarian North).
3. Karen Stroup and Cara Fast developed draft of quality control guidelines to assist in providing direction to Riley Safety Store Team members during on-site visits to Riley Safety Stores.
4. Karen Stroup and Cara Fast started to assemble components for a Riley Safety Store press packet.

The Riley Safety Store continues to expand into more Clarian Affiliates. Cara Fast and Christina Rogers presented the core Riley Safety Store training for Clarian Affiliates on December 3, 2008. Participants included individuals from Morgan, Schneck, Clarian West, and Howard. We are very excited about the expansion of the Riley Safety Store into more Clarian Affiliates, and will keep you updated on all of their progress.

This quarter we introduced the Halo Swaddle Sleep sacks into the Riley Safety Store on recommendation from the Riley Neonatal Intensive Care Unit. They currently use the Halo Sleep Sacks in the NICU to promote safe sleep. The Halo Sleep sacks have been an extremely popular item in the Safety Store. Many families have come to purchase them at low-cost, and are extremely grateful for the price and the comfort that they provide for their babies. The Riley Safety Store is an advocate for safe sleep, and the Halo swaddle sleep sacks help us to promote the safe sleep message.

The Safety Store displays and education this quarter primarily centered around fire safety and holiday safety. October was Fire Prevention Month, and we showcased a variety of fire products available for purchase through the Riley Safety Store as well as products being distributed at no cost for through the Safe Escape Program. Our December window and education focused on holiday safety and toy safety. Cara Fast, Safe Children Programs Manager, was interviewed by an Indianapolis Star reporter for an article on toy safety. The toy safety information was then featured in a column in the Indianapolis Star for the holiday season.

Sales in the Safety Store increased this quarter, even with the down turn in the economy. The halo sleep sacks have provided a boost to our product sales.

During the three month period of October-December 2008, the statistics for the Safety Store are as follows:

Top 10 Selling Products for the Period, October-December 2008
Halo Swaddle Sleep Sacks
Sport Strap Id Bracelet
Engraveable Face Plates for Medical Bracelets
Riley Backpacks
ID On ME Medical ID Band
Safety 1 st Bath Buddy Thermometer
Safety 1 st Multi-Purpose Appliance Latch
Safety 1 st Window Blind Cord Wind-up
Mini Window and Door Alarm
Safety 1 st Fridge Latch

Month	# Purchasing	#Products Sold	Income
October	145	404	\$2248
November	147	332	\$2328
December	173	383	\$2946
Totals	465	1119	\$7522

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

- Marion County Fatality Review Team
- Safe Kids Indiana
- Riley Child Advocacy, Injury Section

During this quarter, Cara Fast presented at the following conference:

- 2008 Indiana Lead-Safe and Healthy Homes Conference

Healthy Children

Girl Power 2008

Riley Community Education and Child Advocacy contributed to the success of Girl Power 2008 through these support activities:

1. Secured Dr. Ora Pescovitz as the Honorary Chair and featured speaker for Girl Power 2008. Provided support as requested by Dr. Pescovitz with regard to logistics for her participation in this role.
2. Karen Stroup participated in the program planning committee for Girl Power and assisted in the creation of the organizing template for this event's five pods of activities: the Power of Knowledge, the Power of the Arts, the Power of Self Esteem, the Power of Service, and the Power of Health. Through this template, a total of 36 organizations were identified and secured by the Girl Power 2008 planning team to participate as exhibitors.
3. Karen Stroup concentrated recruiting efforts for several exhibitors and gained the participation of those noted below:
 - Community Art Project –Riley Hospital
 - The Children's Museum of Indianapolis
 - North Wayne Elementary/Children's Folk Dance Festival
 - Center on Congress at Indiana University
 - IU School of Dentistry Dental Assisting Program
 - Indiana State Department of Health, Office of Women's Health
 - Kids Are Great exhibit – Riley Hospital
 - Women and Hi Tech
 - Young Chef's Academy
 - Riley Kids Caring and Sharing
4. Karen Stroup worked with Lisa Cole and Carmel, Indiana artist, Julie "Satch" Kern to create the idea of a Community Art Display presented by Riley Community Education and Child Advocacy in the Power of the Arts area. Girls were invited to create original foam core art and then to contribute their art, if so desired, to a collective Girl Power Community Art display. Nearly 500 girls elected to do so. Currently, work is underway through generous assistance from Clarian Health Promotions and Community Relations to complete the Girl Power 2008 Community Art Display to be showcased in Indianapolis area locations in the next year.
5. Karen Stroup worked with Pam Bauer to create and launch the Riley Poetry Jam at Girl Power 2008. Indianapolis poet, Tasha Jones, and Jon Kindred (who lovingly presents James Whitcomb Riley poetry) joined together to perform poetry at the performing arts area of Girl Power 2008. Girls were then invited to write (and perform) their original poetry at the Riley Poetry Jam exhibit presented by Riley Community Education and Child Advocacy.
6. Karen Stroup worked with Emily McQuade to create the Girl Power 2008 evaluation tools for Children, Teens, and Adults. Emily set up the Survey Monkey template for entering of the surveys and guided Pam Bauer and a teen volunteer on how to do the data entry. Pam Bauer and the department's teen volunteer completed data entry. Pam Bauer

also entered all original poems and the list of heroes identified by girls at Girl Power as future content for a Girl Power website.

Jump Kids Jump Movement

These tasks were carried out during this quarter to help support this initiative, a shared leadership effort with Clarian Health Promotions and Community Relations:

1. Capacity building steps were taken this quarter to start dedicated work on the following:
 - a. Review of Jump Kids Jump (Jr.) curriculum draft by Pam Bauer and Emily McQuade to serve preschoolers and child care providers with information resources to encourage jumping skills by preschoolers
 - b. Connecting by Karen Stroup with the American Occupational Therapy Association to set up an interview with Dr. Janet Stout Everly and Laura McCammack for an AOTA publication.
 - c. Connecting by Karen Stroup with two graduate students who previously have done project-related research for Jump Kids Jump to secure their work to be posted on the Jump Kids Jump Movement web site as a reference to others.
2. Jingle Bell Jump – This event was held at the Indiana State Museum on Saturday, December 27th. The Indy Air Bears put on a fantastic program displaying their jump roping skills. This was followed by a 1 hour and 30 minute workshop where over 130 children were given the opportunity to improve existing skills or learn new skills. Free Jump Kids Jump jump ropes were handed out to all of the children.

P.A.S.S. program

1. Karen Stroup provided Emily McQuade with recommendations on contacts in nutrition and athletic trainers to review/update P.A.S.S. curriculum content.
2. Karen Stroup cleared approval from University Counsel on revisions for a copyright release form (initially drafted by Emily McQuade) that was then sent on to Jennifer Taylor, a former graduate student involved with this project, to sign off on and return (which she did).
3. Provided Emily McQuade with a suggested timetable for completion of the P.A.S.S. program for official roll-out in the fall of 2009.

Safe Escape Program

P.O.W.E.R. (Pediatric OverWEight and Research)

1. Emily McQuade met with Anne Graves, Exercise Physiologist for the P.O.W.E.R. Program at Riley Hospital, to discuss the possibility of conducting a research study and piloting the “Walk With Me” Family Challenge at Riley Hospital.
 - a. Literature Review is underway
 - b. 10 Pedometers with record keeping software were purchased by CECA
 - c. Research proposal and IRB application is being formulated

Strong Families

Pedal Power

Karen Stroup, Christina Rogers, and Donna Suttles began working together to develop an information flyer on helmets for children with disabilities or health care needs.

Sibshops and Young Sibshops

October 25th Sibshop, Emily Enockson Child Life Specialist of Lutherwood Hospital shadows program to incorporate the program in their hospital. Fourteen children from Marion, Hendricks, Madison and Hamilton Counties participated.

Young Sibshop November 1st seven children and seven parents from Marion and Hancock Counties participated.

Special Care Sitter

As of December 2008, 53 Crispus Attucks students received completion cards for their program participation in the Special Care Sitter Program. All students were CPR certified and received Special Care Sitter Training.

Marketing

Dream Power book

Major tasks completed this quarter for this project, a shared effort between Riley Community Education and Child Advocacy and the Indiana University School of Medicine Office of Media and Public Relations are listed below:

1. Developed adult and child/teen evaluations in partnership with Pam Perry, IUSM Office of Media and Public Relations.
2. Identified possible partners to assist in review and feedback on draft of the Dream Power book. Pam Perry then served as point man for dissemination of evaluation requests to partners.
3. Emily McQuade oversaw completion of all entry of Girl Power adult, child/teen evaluations by Pam Bauer and our teen volunteer. Portions of the evaluations provide feedback on the speech by Dr. Pescovitz at Girl Power that reflected the core messages of the Dream Power book.
4. The announcement of a Dream Power work team meeting was drafted by Karen Stroup and Pam Perry and sent out by Pam Perry to proposed work team members.

Other Marketing Activities

1. A Healthy Holidays article was provided to Indy's Child Magazine submitted by Donna Suttles BSW Intern with guidance from Christina Rogers, BSW Field Instructor.

2. Christina Rogers has found a new adaptive safety product “Allergy Bibs.” She distributed the new flyers throughout Riley Hospital inpatient and outpatient clinics to market the safety of allergy awareness

Grantsmanship

1. Karen Stroup submitted two proposals and Christina Rogers submitted two proposals for federal earmarked funding for review and consideration by Hospital Administration and Clarian Health Government Relations. Stroup’s proposal focused on funding requests to support development of expanded Girl Power and preschool education initiatives to serve as umbrellas for all related programming, partnerships, and special events. The proposals submitted by Christina Rogers concentrated on requesting funding support for Sibshops and Special Care Sitter.
2. NACHRI Homeland Security grant:
 - a. Drafted template of agreement for six children’s hospital partners to sign off on for post-final reporting responsibilities to maintain on-going growth and development of national Safety Store/Safe Escape program network.
 - b. Drafted template of agreement for partner entities for permission to access Safety Store and Safe Escape program web sites.
3. Karen Stroup and Christina Rogers submitted a study in collaboration with the Outpatient Rehabilitation (Occupational Therapy) Clinic to the Indiana School of Medicine Institutional Review Board. This study is to review the availability, knowledge and information available to parents wanting to obtain a protective helmet for their child who may have seizures or self injury behaviors who need a protective helmet for safety. Fifty-eight helmets will be provided free to families in 2009 with a minimal charge from the Occupational Therapy Department for the fitting.

Partnerships

1. Community Education and Child Advocacy team has committed another year to helping Children... Our Best Investment, a program run by the Children’s Bureau of Indianapolis. Christina Rogers is on the Marketing committee for the event this year. This program commits to the advocacy effort to help teens learn about the legislative process in advocating for issues that pertain particularly to their interests.
2. Down Syndrome Buddy Walk, October 11. Donna Suttles, BSW intern under Christina Rogers attended this event and presented resources from Community Education and Child Advocacy
3. Christina Rogers attended the National Fire Protection Agency for People with Disabilities National Conference in Kansas City October 9th and October 10th.

4. Christina Rogers visits Morgan County Hospital on October 17th to help them get their Riley Safety Store started.
5. Christina Rogers continues to assist the Indiana University School of Social Work by taking a BSW student each semester. Donna Suttles finished her practicum experience with the Community Education and Child Advocacy Department in December. She was then hired in December as a part-time Safe Escape Program Associate for Community Education and Child Advocacy.

Resource Distribution

During the fourth quarter of 2008 we saw over 12,000 of our various resources go out to national and community partners. We had requests from as far away as Ontario, Canada and as close to home as Riley Hospital. Since we have had Pam Bauer, Community Outreach Educator, on staff we have been able to take resources to several events in the Indianapolis metro area we previously had not been able to attend.

The following community partners and national organizations have received Department resources:

- Women's Services Programs, Methodist/University Hosp/Clarian North
- Avon, IN Washington Township Fire Department
- Indiana State Department of Health
- IUPUI Health and Benefits Fair
- PTA - Brookview Elementary
- Volunteer Services, Riley
- Vaughan Fire and Rescue Service, Ontario, Canada
- The Children's Museum
- Assistant School Principal Conference, Indianapolis, IN
- School Principal Conference, Indianapolis, IN
- Bullying Conference, Indianapolis, IN

The Department website continues to serve its purpose in allowing the free and convenient downloading of many of our resources. Our numbers were down slightly at 8,389 downloads of the top 25 pages downloaded on the www.rileyhospital.org website. Of these our department accounted for 5 of the top 25 pages downloaded which is a slight decrease from the 3rd quarter of 2008. The pages/resources downloaded were:

- GOB Progress Report 2006
- Fire Safety for Children with Special Needs brochure
- Informed Choice PowerPoint
- Jump Kids Jump Manual
- Safety Store Brochure

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 62.5 hours from our volunteers; Social Work Intern Donna Suttles, teen volunteer Jade Goins of the Indianapolis Metropolitan High School.