

Kaleidoscope

www.childrenshospitalofil.org



ADVOCACY REVIEW 2007

2007 Highlights

- In 2007, 2,241 helmets have been distributed at 11 schools through UNDERCOVER Bike Safety education
- 36 child passenger safety check events
- 310 Special Needs car seats have been loaned and parents educated
- *Be A Buckle Buddy* hotline received its 1000th call and expanded into 8 more IL counties
- 43 Mobile Safety Van visits
- 8 community bike rodeos, including two toddler tricycle rodeos
- \$300,000 of funding for new programs
- 200 Webster Head Start children educated on Summer Safety Practices
- 498 calls to the Safety Information line
- 75 bike safety and injury prevention community presentations
- \$2,030 raised at the Miracle Mile event

Community Hotlines and Information Resources

Safety Information Line

1-877-277-6543

Be a Buckle Buddy! Hotline

1-888-800-2642

Verizon Wireless shortcut #333

Advocacy Staff

Kristan Creek
Program Coordinator

Chris Franciskovich
Regional Communications
Coordinator

Yvette Whitehurst
Program Coordinator

Safety on Wheels



Exterior of Mobile Safety Van.

Through a grant from Kohl's and the generosity of the OSF Healthcare System employees, Children's Hospital of Illinois added a Mobile Safety Van to the ever-expanding list of safety education and injury prevention services offered to the community.

The Mobile Safety Van is 26 feet long, 10 feet wide, 11 feet tall, including colorful artwork with children's photos on 3 sides and logos of Children's Hospital of Illinois, OSF Healthcare System and Kohl's.

The van is equipped with a generator to power all of the electronic equipment on-board including the two external televisions, and the wireless sound system, and two power awnings which provide shade for small audiences when the van is used during the hot summer months.

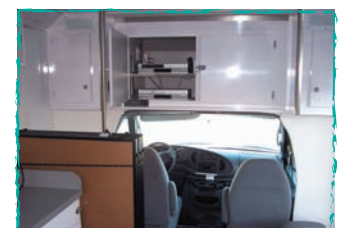
Children's Hospital of Illinois's Mobile Safety Van's interior has ample storage space for the bike helmets, car seats, and contains presentation essentials such as the fold-out stage, a video library of child appropriate safety videos, safety cones, and much more. While the interior of the van is not directly utilized during presentations, it remains an integral part of the overall performance of the unit.

The Mobile Safety Van made more than 43 visits in six counties during its first 10 months on duty. This allows the Advocacy team to bring much needed safety education and injury prevention messages to the many communities served by Children's Hospital of Illinois.

To request a Mobile Safety Van appearance, please visit the Children's Hospital of Illinois's Advocacy Department website at www.childrenshospitalofil.org/top/families/advocacy_programs.htm, fill out the event request form, and fax it back to (309) 671-4832. The request will be reviewed, and you will be contacted promptly.



Workstation inside van.



View of interior from the back.

Safety in School

🍏 UNDERCOVER Bike Helmet Program

Students from eleven schools will be safer on their bikes this summer. This spring, 2,241 students in Fulton, McLean, Peoria, Tazewell, and Woodford counties received free bicycle helmets and bicycle safety education. Joe Russell from Russell's Cycling and Fitness educated students on bike safety and maintenance while Advocacy members and staff showed them how to correctly wear their new helmets. Since 2002, 13,054 students from 56 elementary schools have participated in the UNDERCOVER Bicycle Helmet Program, funded by Children's Miracle Network. To apply for 2008, contact Yvette Whitehurst at (309) 671-4825 or visit us at childrenshospitalofil.org.

🍏 Risk Watch

Irving Primary students got the chance to become "Risk Watchers" this year. Children's Hospital of Illinois and Irving Primary School in Peoria paired up to bring Risk Watch, an injury prevention curriculum developed by the National Fire Protection Association, to students in Kindergarten through 5th grade. Students learned how to watch for risks at home and at play. **According to evaluations, Irving students increased their safety knowledge by 12%, soaring past the state average of 9%. Great Work!**



UNDERCOVER class in Tremont in front of the Mobile Safety Van

Advocacy Goes to Summer Camp

Early this summer, members of the Children's Hospital of Illinois Advocacy Staff presented bike and car safety information to campers at the Hult Summer Camp hosted by the Hult Health Education Center in Peoria. The campers were children ages 5-9. The Hult Center holds this event annually and children come to learn more about health, safety and nutrition while participating in games, crafts and presentations. Advocacy staff instructed campers on proper helmet fit, general bike safety information, recognizing street signs and what they mean to bikers and how to ride safely in the car. They also played a buckle-up game to teach proper seat belt wearing technique.



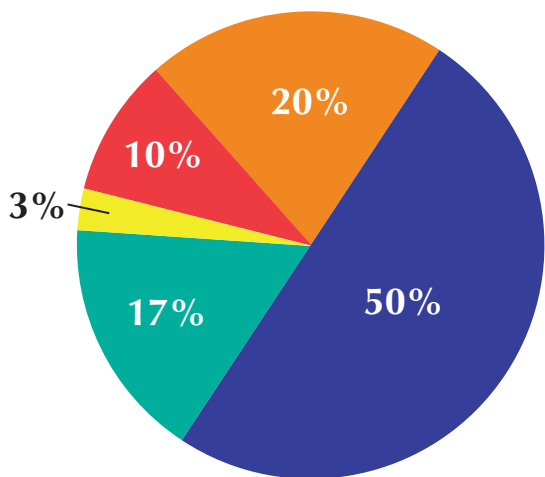
Bike Rodeos

Over 1,000 area children can tell you how to stay safe while riding their bikes, thanks to Children's Hospital Advocacy staff. 217 children received free bike helmets, learned about traffic signs, and practiced bike riding skills at the three bicycle rodeos and one toddler tricycle rodeo held in June. Advocacy staff also visited 5 area schools and



Kids practiced skills in the free ride area at the bike rodeo.

taught 815 students how to correctly wear helmets, use hand signals when biking, and recognize traffic safety signs.



Funding in 2007

Thanks to all our funders for making 2007 a great year for Advocacy at Children's Hospital of Illinois!

- Corporate Support
- Government Support
- National Foundations
- Individuals
- Children's Miracle Network (CMN)



"Serving children with the greatest care and love"

'Be a Buckle Buddy' Expands!

In September, the Illinois Department of Transportation-Division of Traffic Safety awarded Children's Hospital of Illinois a grant to fund the expansion of Be A Buckle Buddy! These funds provided support for 8 additional regions throughout Illinois. Each region includes a Law Enforcement partner and a child advocate partner. Recent expansions partners include:

DeWitt County Sheriff's Department
DeWitt-Piatt Bi-County Health Department
DuPage County Safe Kids Chapter
Fulton County Sheriff's Department
Livingston County Sheriff's Police

Livingston County Safe Kids Chapter
Macon County Sheriff's Department
Peoria Area Safe Kids Coalition
Safe Kids Macon County
Wheaton Police Department

Be A Buckle Buddy! will expand into three additional regions before the end of the 2007 fiscal year. Be A Buckle Buddy! has been featured on multiple radio stations, television stations, and newspapers and picked up by the Associated Press. This program has served 134 cities and 45 counties in Illinois and received its 1000th call this April.

Should you see an unbuckled child, be sure to call the Be A Buckle Buddy! toll-free hotline at 1-888-800-2642, or #333 on a Verizon Wireless cell phone. Travel Safely!



1-888-800-2642



Making Peoria Area Kids... "Safe Kids"

The Peoria Area Safe Kids (PASK) Coalition was a leading force in injury prevention this year. With over 20 active volunteer members and 16 partners, the coalition educated over 1000 students and families through local child passenger safety (CPS), injury prevention and pedestrian safety events. Each event received multiple media hits, resulting in even more agencies and businesses interested in partnering with our coalition.

Safe Kids World Wide restructured its Buckle Up Program in 2007. Now, an annual grant application outlines strategic plans and goals. PASK was awarded \$4500, representing a 60% increase.

In addition to CPS, the coalition is pleased to announce its 2007 Walk This Way partner – Davenport Elementary School in Eureka, Illinois. The school is on board to create a school safety committee, hold a Walk This Way Event, and apply for an Environmental Change Grant, adding a much needed flashing light in front of the school. Be on the look out for a Safe Kids Event coming your way!

Special Needs CPS Resource Center

Children's Hospital manages the Illinois Special Needs Child Passenger Safety (CPS) Resource Center. Four trained technicians work with hospitals, organizations, and families who have children with special medical or health needs to provide safe transportation options. Trained staff provide presentations and in-services to outside hospitals and organizations on special needs child passenger safety and offer a short-term loan program for special needs car seats.

In September, a special needs training was held in Mt. Vernon, instructing 10 technicians in special needs child passenger safety. Special Needs CPS technicians have responded to 256 calls related to special needs child passenger safety. 2,310 specialized car seats were loaned to families of children with special healthcare needs throughout Illinois. If you have any questions about special needs child passenger safety, contact the Special Needs CPS Resource Center at 1-877-277-6543.



Board member and volunteer Bob Woolsey starts the Pre-K kids.

Miracle Mile 2007

Kids Running for Kids was once again a huge success. The event held at the RiverPlex in conjunction with the Children's Miracle Network Telethon brought 91 participants and their families to the Peoria riverfront. Behind the RiverPlex stood the Children's Hospital Safety Van with music jamming and kids and families preparing to run down the trail! The weather was merciful with rain showers shortly before the run and the sun peeking out just in time for the race. Miracle Mile raised over \$2000 for the Children's Miracle Network, with an additional \$5000 of in kind donations from area businesses. Of course, it couldn't have happened without our 25 fantastic volunteers. Many thanks to all who made the 2007 Miracle Mile the best yet!



2007 Community Advocacy Awards

The 2007 Community Advocacy Awards proved once again that Central Illinois is home to many outstanding individuals. The awards, in its 16th year, took on a new name and look, making for a more community based theme. After receiving numerous nominations of qualified individuals, the selection committee chose four recipients who have worked tirelessly to improve the lives of children.



Christine Zak-Edmonds Volunteer Award

Who: Dawn Kocher
(pictured with Sister Judith Ann, OSF)

What: Founder of St. Jude Benefit Gymnastics Meet
Why: The St. Jude Benefit Meet has raised over \$750,000 for children. Dawn is working with Easter Seals to make gymnastics and movement education available to children with special needs.



Joey Stowell Youth Award

Who: Kelsey Clemson
(pictured with Paul Kramer, Exec. Director)

What: Founder of Teens Teaching Tots
Why: This summer reading program helps students with different needs improve their reading skills with free bi-weekly tutoring sessions.



Bill Houlihan Professional Award

Who: Lynn Goffinet
(pictured with Paul Kramer, Exec. Director)

What: Retired Associate Executive Director of Lutheran Social Services
Why: Throughout her career, Lynn championed funding for services to reunify children with their birth families and develop therapeutic interventions in Central Illinois.



Group Award

Who: The Junior League of Peoria, Inc.
(President Emily Cahill pictured with Sister Judith Ann, OSF)

What: Community Advocates
Why: 450 active and sustaining women committed to promoting voluntarism and to improving the community through the effective action and leadership of trained volunteers contributing thousands of volunteer hours and dollars.

To nominate someone, visit www.childrenshospitalofil.org in January 2008 for entry forms.