

1998 HAVE Recipients

COMMUNITY SERVICE PROGRAM

Ready, Set, Read Program

Hughes Spalding Children's Hospital of Grady Health System, Atlanta, GA

Waiting for the doctor is never easy or fun, especially for preschoolers. But at Grady Health System's Hughes Spalding Children's Hospital, not only does the time pass more quickly, but children and their parents also develop a love of reading. As the first project of its kind in Georgia, the hospital's Ready, Set, Read Program was created in 1994 by two pediatricians and two child psychologists at the Emory University School of Medicine to impact literacy in the state. Ready, Set, Read encourages parents to introduce books at an early age, and teaches them that reading aloud to children, and even infants, will improve their later school performance. The program is targeted for children ages six months to five years and their parents.

Trained volunteers read to children waiting to see their pediatrician in the hospital's outpatient clinic. The program also recognizes that parents may need assistance with their own reading skills. Regional statistics show that 35 percent of adults in Georgia cannot read at a fifth-grade level. So, in addition to modeling reading skills, the clinic provides brochures describing how to read to children, as well as how to get a library card and use local libraries. Information is also available on adult literacy programs.

Pediatric physicians reinforce the importance of reading to parents through children's story boards hanging in each exam room. And they assess children's reading development.

Data collection and research on the program's impact are ongoing. Six months into the program, 28 parents who worked with Ready, Set, Read activities were compared to 19 parents who had not been exposed to the program. Results demonstrated that Ready, Set, Read-aware parents were more likely to read with their children at home. The program has since been expanded to additional pediatric patient areas in the hospital and a Grady Health System neighborhood clinic.

Runner-up for Community Service:

Children's Hospital Auxiliary Lactation Center at Children's Hospital, Birmingham, AL

The Universal Infant Hearing Screen program identifies potential hearing loss in all babies born at or transferred to the Spectrum Health - Downtown Campus. The hospital is one of the few in the country that trains volunteers to perform the necessary tests for babies. Most hospitals only provide hearing screening to high-risk infants in the neonatal intensive care and neonatal intermediate care units. Volunteers make the difference at Spectrum. Early identification and intervention can prevent a hearing problem from being a handicap.

To prepare, volunteers complete an extensive training program. After volunteers administer the screening, audiologists review the test results to identify infants with potential problems. Those with abnormal results are referred for re-screening or diagnostic testing. Without the service of

volunteers, it would be impossible to provide this service to the thousands of babies at Spectrum Health every year.

Runner Up:

Pets Offering Ongoing Care and Health (POOCH)

Cedars-Sinai Medical Center, Los Angeles, CA

volunteers offer the affection of pets to provide comfort and companionship to hospitalized patients.

IN-SERVICE HOSPITAL VOLUNTEER PROGRAM

Radio Lollipop

Miami Children's Hospital

On any Tuesday, Wednesday or Thursday evening at Miami Children's Hospital, nearly every patient's room and the hospital's main playroom is tuned into "Radio Lollipop," an in-hospital radio show created for and featuring the hospital's patients as on-air personalities. Radio Lollipop has the same format as most pop radio stations: phone-in requests, Top 40 hits, contests and the news. The interactive nonprofit network transmits through in-room televisions from a radio broadcast studio built in the hospital for \$150,000 -- collected from a year-long fundraiser targeting the corporate community. The Miami station is the first of its kind in the United States, but a nonprofit network, which originated in 1979 at Queen Mary's Hospital in Surrey, Great Britain, has stations in 15 hospitals in Australia and New Zealand, and reaches more than a quarter of a million children annually. Some 36 specially trained volunteers staff Radio Lollipop, devoting a minimum of two hours per week. Volunteers work one-on-one with the young people, helping them broadcast to their fellow patients, conduct trivia contests, award prizes and play requests. Radio staff also work with the children at bedside, playing games, doing crafts and encouraging children to call in and participate.

Radio Lollipop went live on air in August 1996 after a special media campaign featuring radio and television public service announcements helped recruit volunteers. The only paid staff member is Radio Lollipop's project manager, who oversees the station's staff and operations, as well as volunteer recruitment.

Hospital volunteers and staff say the program makes the often long and boring hours before bedtime upbeat and engaging, lifting children's spirits and helping to lessen their pain. Radio Lollipop is such a success that discharged patients have been known to hang around to hear the evening's broadcast.

Runner-up for In-Service Hospital Volunteer Program:

Mother to Mother Support at Evergreen Community Health Care
Kirkland, WA.

FUND-RAISING PROGRAM

The Children's Classic

Union Hospital, Inc., Terre Haute, IN

The Children's Classic is an annual one-mile run for and by children, sponsored and hosted by Union Hospital, to encourage children to become involved with those less fortunate. Children in grades K-8 are eligible to enter the race running, walking or wheeling on their own, or assisting those unable to do so. All participants receive a T-shirt, and an Olympic-style medal for finishing.

A \$5 entry fee and all other donations go to benefit Union Hospital's pediatric therapy program. Last year, 1,000 children participated, grossing \$24,800 for local children in need. Proceeds are used to help Union Hospital pediatric patients living with cerebral palsy, muscular dystrophy, spina bifida, hearing impairments, neurological problems and other developmental disorders to receive physical, occupational and other types of therapy. Most children need more treatments than are provided under their private insurance, government programs or Medicaid.

The race has been conducted in collaboration with the Vigo County School District since 1993. Awards are given to the schools with the highest levels of participation and contributions. Approximately 200 volunteers help with the program, which involves many activities beyond the race itself. A kid's carnival featuring face painting, balloon sculpting and games add to the fun, while clowns, dance and cheerleading squads, singers and local sports and media celebrities entertain and sign autographs.

Runner-up for Fund-Raising Programs:

Children's Heart Program Volunteer Council

Medical College of Georgia Children's Medical Center, Augusta, GA

COMMUNITY OUTREACH AND/OR COLLABORATION PROGRAM

Clinica Santa Maria Volunteer Physicians and Dentists

Saint Mary's Health Services, Grand Rapids, MI

While conducting its 1990 community needs assessment, Saint Mary's Health Services found that affordable health care was not accessible to the Spanish-speaking community of Grand Rapids. Language and transportation barriers kept most residents from seeking any care other than the local emergency room. St. Mary's turned to its doctors and dentists to address the problem. About 30 physicians, primarily family practitioners and obstetric-gynecologists, and ten dentists regularly staff a special clinic as volunteers. Within the past year, this rotating volunteer physician staff has donated more than 1,500 hours of volunteer services to the clinic. Support staff is paid by St. Mary's Health Services to assist the physicians, both as clinical assistants and interpreters.

In its seven years of operation, the clinic has increased its patient numbers from 200 to 2,000 per month and provides primary dental care to approximately 110 patients monthly. Hispanic infant mortality rates have dropped from 14 per 1,000 to 4 per 1,000. The clinic has developed a well-baby program for the more than 30 infants born monthly. This past July, the clinic moved from

its first home in a former fire station to a new \$1.4 million facility. The clinic continually works with the Kent County Health Department and Catholic Social Services and is located in the same building as the area's Hispanic Center.

Virginia Moralez, R.N., supervisor of the clinic, says "...these doctors and dentists contradict the current notion of physicians as greedy and interested only in the growth of their own businesses. They are role models, examples of volunteerism at its best. Their payment to the community is immeasurable. They have given dignity to those who otherwise would seek care only when it is too late in hospital emergency rooms."

Runner-up for Community Outreach/Collaboration Programs:

Emergency Nurses Cancel Alcohol-Related Emergencies (ENCARE)
Mercy Hospital Medical Center, Des Moines, IA