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Q1: Staff person submitting this nomination.

Name:	Cindy Sadler
Title:	Volunteer Coordinator
Hospital/System:	Northw est Medical Center Bentonville
Address:	3000 Medical Center Parkw ay
City:	Bentonville
State:	AR
ZIP Code:	72712
Email Address:	csadler@nw -health.com
Telephone Number:	479-553-4301

Q2: Name of Volunteer Program.

Northw est Medical Center Bentonville Auxiliary

Q3: Program Category: Select one of the four program categories.

Community Outreach and/or Collaboration – programs that designed and implemented an innovative approach w ith external partners to address needs or challenges w ithin the health care organization or the community.

Q4: Provide the date the program was implemented.

03/15/2013

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Q5: Provide a brief description of the program, including its goals and outcomes. (600 words max)

Operation "SOCK-IT-TO-ME" was a New Sock Drive (we stress new socks not used) for needy children of Benton County, in the state of Arkansas. It was born out of the need to insure that our area children have warm feet in the winter. It may seem like a small thing not to have socks to warm your feet, unless you are the one without socks. One of our Auxiliary members, BJ Johannsen, was brought up in a children's home in Joplin, Missouri in the 1940's. She knew first-hand how important something as small as a pair of socks is to a child. Our Auxiliary wanted to implement a program that would reach out past our walls and touch our community in a tangible way. BJ remembered as a child they did not have their own socks, all socks were shared with others, so to her this sock drive represented a happiness that comes in the shape of a pair of socks!

We began planning our community outreach and came up with our catchy slogan "Operation SOCK-IT-TO-ME". Once we decided on the dates, we decorated the bulletin board with bright colored socks and our slogan. To motivate and bring excitement to our hospital employees, we placed a large baby crib in our cafeteria decorated with red, black and white ribbon. The crib was used as a collection point for all socks as they came in. Decorated boxes were placed in work areas throughout the hospital in order to make it easier for each department to participate. Each week, socks from the boxes were dumped in the crib. All the employees and visitors watched as the socks grew and grew.

We promoted our community outreach by placing posters throughout the hospital. We advertised several times during our sock campaign in our local newspapers and on the radio. Two Arvest Bank branches and The Christian Women's Club of Bella Vista also participated in the Sock-It-To-Me campaign. We placed posters and decorated boxes in their places of business and encouraged their members to join in and help with the collection of socks.

It was our goal to collect 1,000 pairs of socks in order to donate to five local charities. The 5 non-profit agencies we selected were: The Children's Shelter of Benton County; The Women's Shelter of Benton County; The Foster Care Program; and two local Elementary Schools. We not only met our goal, we exceeded our goal and collected 1,960 pairs of sock! That is a lot of little feet going from being cold to staying warm during the winter months!

The success of our program is a great tribute to our hospital employees; and of course the kindness of the people that live in Northwest Arkansas! But most of all, the awesome volunteers, all 120 of them that work at this hospital and live in this community!

PAGE 4: Details of Nominated Program

Q6: Describe the role of volunteers in planning, developing, implementing and maintaining the program. (400 words max)

This program was truly conceived from the heart of one of our auxiliary members; BJ Johannsen. She had a desire to reach past the walls of our hospital and touch our community in a positive way. She had a first-hand experience as a child, for several years she was placed in a children's home along with her siblings. She knew how important some of the small items in life were and what they represented. As we brain-stormed about a program, the "Operation Sock-It-To-Me" came alive. Our board voted, it was a unanimous vote and everyone began to work together towards the goal of collecting socks. Several breakout committees were formed: Design of posters and mailing materials, advertising, recruiting outside sources to work alongside of us, decorations in the hospital to bring attention to the program and encouraging all the hospital staff to join in the campaign. Multiple boxes were decorated with black and white polka-dotted paper and placed throughout the hospital and other collection locations in the community. The polka-dotted boxes brought great recognition; it was a symbol of the "Operation Sock-It-To-Me" program. Our volunteers ran the entire program from start to finish. Weekly someone would go throughout the hospital and pick up socks that had been donated in the different departments; they would then deliver the socks to the crib that was in our cafeteria. The crib was the hub of all the donations. This was placed in the cafeteria in order to bring attention to the program for staff as well as outsiders. The day before presenting each of the agencies their socks, volunteers and their spouses came in and separated, counted and recounted socks in order to give each charity a variety of sizes (infants through teens) and gender themed socks.

Q7: Describe how this program is unique and/or innovative.(400 words max)

As our board brain-stormed about sponsoring a community outreach, it was our objective to make a difference in an individual's life. So many times when planning an outreach we tend to forget about the little things, the small items that make a big difference. Forgetting about what it feels like to never have warm feet – as they say, "Warm Feet, Warm Heart" makes a difference in a child's life. So many of us take for granted the fact that when our feet are cold we get a pair fuzzy socks and warm ourselves up. Think about the children that do not have a pair of socks to warm their feet – that is what makes this program unique! It is so easy to overlook a basic comfort such as warm feet on a cold morning! Operation Sock-it-to-me changed that fact for many children in our area because of Northwest Medical Center Bentonville Auxiliary! "Warm face, warm hands, warm feet! Oh wouldn't it be lovely?" My Fair Lady – No truer words have been spoken!

As you look at this program, look past the socks and into the faces of the children that have been recipients' of "Sock-It-To-Me". They each have a unique story and every one of them deserve the comfort of warm feet. How is this program unique? It is as unique as each individual that received a pair of new socks this year!

HAVE AWARDS - 2014 NOMINATION FORM Responses due September 26, 2013

Q8: Describe how the program benefits the service recipients, the health care organization and/or the community. (400 words max)

This outreach was specifically designed to touch our community. This program was a way of saying "thank you" Northwest Arkansas for using our hospital, and saying "WE CARE." Northwest Medical Center Bentonville is here to serve you not only in times of sickness, but also help you by offering a small service that can enhance the lives of your children. When it is cold and there is snow on the ground it is so easy to see if someone is not wearing a coat or long pants, but how often do we look to see if a child has socks on their feet? Did you know that bare feet are susceptible to dry or cracked skin and that can lead to infection? When your feet are cold it is hard to think about anything else. Cold feet can hinder your sleep and for a child lack of sleep can affect the ability to learn. Cold feet can even affect blood circulation, which also can affect the entire body. It can take an otherwise happy child and turn them into a difficult child. Warm feet bring contentment and comfort to a body! Happiness is a pair of socks!!

PAGE 5: Contacts

Q9: Chief Executive Officer of the nominated hospital/system.

Name	Dan McKay
Title	CEO- Northwest Medical Center
Email Address	dmckay@nw-health.com
Telephone Number	479-553-4100

Q10: CEO Support.

Checked box confirms that your CEO supports the submission of the nominated program.

Q11: Administrative Assistant to the CEO.

Name	Tiffany McMillian
Title	Administrative Assistant
Email Address	tmcmillian@nw-health.com
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Q12: Name of the volunteer or auxiliary who will be representing the program at the AHA Annual Meeting, May 5, 2014.

Name	Rose Engelken
Title	NMCB Auxiliary President
Home Address	3 Kildonan Lane
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Q13: Volunteer Service Professional/Manager.

Name	Cindy Sadler
Title	Volunteer Coordinator
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