

# Care, Comfort and Hope

## Wisconsin Hospitals Community Benefits

### Intentional and Unintentional Injuries & Violence

A teen arrives in the emergency department by ambulance following a terrible car accident. A child receives head injuries while bicycling without a helmet. A woman walks into the emergency department with injuries inflicted by an abusive spouse. These are stories of pain and tragedy that hospital personnel see all too often. Injury is the most under recognized major public health problem facing the country and it is the leading cause of death in people ages 1 to 44 in Wisconsin. Wisconsin hospitals devote significant resources to reduce the number of intentional and unintentional injuries that occur in the communities they serve.



#### **Keeping children safe with effective training and equipment**

Unintentional injuries are the leading cause of death and disability in children in Wisconsin and the nation. As a leader in child advocacy and injury prevention, the American Family Children's Hospital (AFCH) offers a number of safety programs to help Wisconsin families keep their children safe, everywhere from the highways to their homes.

"Through programs offered by AFCH, parents and caregivers are better able to have the education, technical expertise and safety devices to protect their children," said Nan Peterson, AFCH's SAFE Kids Coalition coordinator.

The AAA Child Passenger Safety Inspection Station gives families hands-on training in the correct installation and use of child restraints. Certified child passenger safety technicians also advise parents and caregivers on what restraint is age- and size-appropriate for their child to make sure their most precious cargo is protected. In 2008, 125 families received car seat inspections and the AFCH donated \$10,000 worth of car seats to low-income families.

"When used correctly, child safety seats can prevent injuries and save lives," Peterson said. "Because four out of five child safety seats are used incorrectly, we work with families to improve the safe transport of their children in motor vehicles."

The Kohl's Safety Center in the AFCH serves as a resource for all Wisconsin families to purchase child safety products at a low cost and learn about injury prevention. The statistics speak for themselves—prevention works! Wearing a bicycle helmet will reduce the risk of head injury by 85 percent in the event of a crash. At the Safety Center, helmets and other life-saving merchandise are available to give families the tools they need to keep their children safe.

To ensure the effectiveness of these products, Safety Center staff is trained to answer any questions about proper installation and use of the products, whether it is a smoke detector, outlet plug, cabinet lock or anything in between.

AFCH's Kohl's Safety Center is made possible in part through the support of Kohl's Department Stores.

**UW Hospitals and Clinics, Madison**

#### **Certified Aurora caregivers provide car seat safety checks**

According to the Wisconsin Department of Transportation, more than 80 percent of children's car seats are used incorrectly. A booster seat law went into effect the summer of 2006. As a result, new parents leaving the hospital with their newborn for the first time need to know the rules of car seat safety.

Aurora Medical Center in Two Rivers has four caregivers trained in car-seat safety who have completed the National Highway Traffic Safety Administration's standardized child passenger safety technician training program, which certifies them as AAA entry-level technicians.

The hospital's certified technicians conduct car seat safety checks for parents in infant-care classes six times a year for approximately 10 couples in each class, in addition to safety checks provided every other month at the Two Rivers Fire Department. On their own, Aurora's certified technicians provide safety checks at other scheduled public events throughout the year. Safety checks are also completed in connection with the Manitowoc Health Department and Safe Kids of Wisconsin.

**Aurora Medical Center in Two Rivers**  
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## Wisconsin Hospitals Community Benefits (continued)



### Upland Hills Health Hosts Car Seat Training

In March, Upland Hills Health hosted a car seat safety training, aimed at teaching staff and local law enforcement officers some basic skills in using a car seat and recognizing when a car seat is not being used properly.

More than a dozen people attended the sessions, learning which size child should be in which car seat, how to correctly buckle a child into a car seat, and even how to correctly secure a car seat into a car.

“It was great to be a part of this opportunity” said Jodi Cecil, community relations specialist, “We were able to provide the space for a skill to be taught that can make a great impact on our communities.”

Certified car seat inspectors Amy Hugill, Kim Trumm and Jackie Trumm

teamed up to provide the training.

Although participants did not leave the training with car seat inspector certifications, some plan to follow through with the full certification process in the future.

They did leave with additional knowledge to help identify car seat safety issues, and educate some families about the proper use of a child car seat—knowledge that will certainly impact the safety of the children in our communities.

**Upland Hills Health, Dodgeville**

### Memorial Health Center promotes health and safety in children

Parents want their children to be safe, healthy, and happy. But, when it comes to keeping their children that way, parents sometimes need a little help. On Saturday, August 23, 2008, Memorial Health Center sponsored a free Child Health & Safety Fair to arm children ages 11 and younger, and their parents with the know-how to be healthy and safe in today’s world. Approximately 125 children and parents attended this first time event.

Among the highlights of the fair were interactive hand washing and stretching demonstrations, farm safety and first aid presentations, a teddy bear clinic where injured teddy bears could come for stitches and mending, and a build-your-own fruit kabob nutrition station where visitors built their own healthy snacks.

Personnel from the local police and fire departments and from the local ambulance service handed out safety information and gave tours of their emergency vehicles and equipment, while the county health department provided free fluoride varnish applications for children’s teeth.

Free car seat safety checks provided by Memorial Health Center and Safe Kids Wausau Area proved the most popular feature of the fair. Certified car seat safety checkers inspected child car seats for proper size, placement, and installation, as well as for possible recall. The car seat checkers fixed any placement and installation problems while giving instructions to parents on how to keep children safe in vehicles. In conjunction with the car seat safety checks, Memorial Health Center gave away free booster seats while Safe Kids sold reduced-price car seats and bike helmets, which they expertly fitted to each child.

While the fair accomplished Memorial Health Center’s goal of promoting children’s health and safety in its community, the fair resulted in another unintended, but important, achievement as well. Several parents commented that as they learned the best ways to keep their children healthy and safe, they also picked up some useful tips for their own health and safety.

“I’m sad to say it, but I learned a thing or two about hand washing myself,” said one parent. “We’ll be hanging this poster about the right way to wash hands next to the sink at home.”

**Memorial Health Center, Medford**

### For preschoolers, safety lessons are a snap (and click)

If your preschooler insists on hearing a “click” from everybody’s seatbelt before your car starts moving, he or she may have visited with Lynn Nelson, registered nurse and trauma coordinator at Hudson Hospital & Clinics. Each month, Nelson talks about safety with preschoolers at St. Croix Valley YMCA – Hudson. And she said she suspects the three and four-year-olds take the lessons to heart at home.

“They are pretty smart kids,” said Nelson, who makes the presentations as a participant in the national Risk Watch program. “They teach their parents.”

Nelson said the classroom visits are one of the highlights of her job. The kids love talking about safety and are intrigued by the talking stuffed animal she brings, “Buckle Bear.”

“It’s refreshing to work with kids,” she said. “And I see them wearing their bike helmets when I’m out and about. They are full of energy and they like to learn.”

Her lessons include topics like fire safety, choking, suffocation and strangulation prevention, and the importance of life

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## Wisconsin Hospitals Community Benefits (continued)

jackets, as well as why kids should stay away from water, such as the countless local lakes and marshes, unless a trusted adult says it's safe.

She said she likes to make sure kids are clear on the importance of buckling up those life jackets, bike helmets and car seat straps. These are simple safety steps, but they are absolutely critical in case of an accident. Properly installed and strapped car seats, for example, can save a child's life.

"In this day and age, we stress 'don't talk to strangers,' which is important," said Nelson. "But we forget about some of the other things within our control that we can prevent."

**Hudson Hospital & Clinics, Hudson**

### Babysitting classes

Luther Midelfort Chippewa Valley held two babysitting classes in 2008 at the Bloomer facility. The class is designed to prepare 11, 12 and 13-year-olds to take care of children safely while having fun.

Alice Zinsmaster, LPN of Luther Midelfort Chippewa Valley teaches and coordinates speakers for the class. The Bloomer Police Department talks to the students about safety in the home and what to do in case of emergencies. The Bloomer Fire Department talked about fire safety and led the class in a demonstration on how to use a fire extinguisher. CPR training is conducted by employees of Luther Midelfort Chippewa Valley. The students in the class also learned about basic first aid, poison control, SIDS and how to perform the Heimlich if necessary.

After taking a test on what they had learned during the day, each participant received a certificate for completing the babysitting class. In 2008, 35 students completed the class which is free and open to interested future babysitters.

**Luther Midelfort Chippewa Valley-Mayo Health System, Bloomer**



### Forty-two students learn to be responsible babysitters

The Annual Baby-sitting Clinic, which is sponsored by Black River Memorial Hospital and its Partners, was held the afternoons of June 16 - 18 at the Black River Falls Middle School. There were 42 students who participated this year. The clinic trains students to be responsible, creative and safety-conscious babysitters. The eight-hour clinic was open to any student who had completed the 6th grade and it drew students from Black River Falls, Hixton, Alma Center, Merrilan, Melrose, Taylor and Sparta. There was no cost to attend.

Professionals from the hospital, community, Partners, and fire and sheriff's departments donated their time and expertise to teach these classes. Topics included Guidelines for Sitters, Fire Safety, Bathing, Dressing, Feeding, First Aid, Responding to Emergencies, Rescue Breathing and Choking Interventions, Safety and Legal Responsibilities, and Babysitting Kits.

On the last day, the students were given a test. While the tests were being graded, students had the opportunity to direct questions to a panel of parents. The clinic concluded with awarding certificates of course completion to each student and group photos.

**Black River Memorial Hospital, Black River Falls**

### Preventing injuries in children is top priority for partnership

Gundersen Lutheran and Gundersen Lutheran Medical Foundation are committed to keeping kids in the Coulee Region safe. Gundersen Lutheran is now the lead organization of La Crosse Coulee Region Safe Kids. The chapter is being funded through a grant by Children's Miracle Network® (CMN), a service of Gundersen Lutheran Medical Foundation.

Safe Kids is led by a trauma and injury prevention coordinator, who coordinates and manages injury prevention programs within Gundersen Lutheran. The mission of Safe Kids is to prevent accidental childhood injury—a leading killer of children 14 and under—by stimulating changes in attitudes, behavior and the environment. Safe Kids relies on developing injury prevention strategies that work in the real world. All of the injury prevention strategies are data driven, based on death and injury rates, and the availability of effective preventive interventions. That research is then translated into community-based strategies, which are tailored to meet the needs of our region. Some of the many safety programs promoted by Gundersen Lutheran include:

#### **Slide into Safety with the Loggers**

Annually, Safe Kids teams up with the La Crosse Loggers baseball team and the La Crosse Area Sports Commission to

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## **Wisconsin Hospitals Community Benefits (continued)**

offer this program. Area youth can participate in fun activities focused on risks associated with summer hazards. The goal is to help children make good choices and to encourage personal responsibility for staying safe. The free program is open to children of all ages and their parents. It included 10 fun challenges focused on safety for outdoor activities such as boating, ATV riding, biking, sports, hiking and camping. After completing all events, kids are recognized as Slide into Safety Champions, receive a medal for their hard work and are registered to win prizes.

### ***Too Hot for Tots***

There are 4,000 to 5,000 children burned annually by scalds from tap water. This makes scalds the number one burn injury for children under the age of four and the number one cause for accidental death in that age group. Gundersen Lutheran and Tri-State Ambulance partnered with the La Crosse Fire Department to promote fire safety, burn prevention and carbon monoxide detection. The “Too Hot for Tots” program focuses on the prevention of scald burns from tap water for children. Information and a free bath thermometer are given to new parents when they are discharged from the hospital.

### ***Bike helmet giveaways***

More than 80 children participated in the 2008 Bike Safety Program at the Gundersen Lutheran—Prairie du Chien Clinic which included a bike safety inspection by Gundersen Lutheran and the Prairie du Chien Police Department and free helmets for all participants. Also in 2008, La Crosse Coulee Region Safe Kids, led by Gundersen Lutheran, gave away dozens of bike helmets to children who didn’t have them.

### ***Teen Car Control Clinic***

To help keep teens safe, Gundersen Lutheran Health System offers a free Teen Car Control Clinic for licensed drivers twice a year. During the Saturday clinic, teens, accompanied by a parent and driving their own vehicles, learn about handling limits and how to safely control a vehicle in real-life situations. Instructors from the Audi Association of North America teach the event.

**Gundersen Lutheran Health System, La Crosse**

## **Over 350 kindergarten students learn about poisons**

Black River Memorial Hospital and its Partners volunteers reached approximately 350 kindergarten students in the county in October with their health education program on poison prevention. The program is a puppet show called “Remember Little Jill” and presentations were given to students in Melrose, Mindoro, Blair-Taylor, Merrillan, and Black River Falls. The students watched the puppet show which was followed by a discussion on knowing what things are poisonous, particularly household products. Materials, including Mr. Yuk stickers were also provided to teachers and given to the students to take home to their parents.

**Black River Memorial Hospital, Black River Falls**

## **Kids, parents score tips at Superbowl of Safety**

Electricity, fire and many household chemicals can be dangerous, even fatal, to children. That’s why, on Saturday, Jan. 24, Bellin Health and Safe Kids hosted the 10th Annual Superbowl of Safety event.

The free, five-hour long family event at the Green Bay Packers Lambeau Field Atrium, offered children and parents educational tips on a broad range of safety topics, including car seat, poison, sun and water safety, proper 9-1-1 dialing and crime prevention safety.

“Superbowl of Safety gave parents expert advice on how best to keep kids safe,” said Debbie Leoni, Bellin Health community outreach coordinator. “There were serious messages shared, like water safety and the correct 9-1-1 emergency dialing, but the messages were delivered in a way that made them fun and memorable for kids.”

Highlights included a drive through Safety Town and an opportunity to see the EAGLE III helicopter land. Children’s entertainer Randy Peterson performed. Safety mascots interacted with children, including Sparky the Fire Pup, Buckle Bear, Crash Test Dummies Vince and Larry, Clicket the Cricket and Louie the Lightning Bug.

The Superbowl of Safety typically draws more than 2,000 people annually.

**Bellin Health, Green Bay**

## **Aurora fills need for what every parent wants**

Based on a growing number of requests from parents looking for well-trained babysitters, Nicole Hendrikse, patient education coordinator at Aurora Sheboygan Memorial Medical Center, set out to develop a babysitting training program to teach young people how to make good, responsible decisions while keeping children in their safe care.

Babysitting and Beyond has been offered eight times since April of 2008, and by popular demand will continue to be scheduled at community sites through the remainder of the year and beyond. Except for one class taught at the hospital, four of the five classes were provided at community schools to make it easy for young people to attend. At the most recent after-school program in Oostburg, a record 28 fifth graders participated in the training, some of whom were driven there by their parents from other schools.

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To develop the curriculum, Nicole met with 7th graders who went through other babysitting training programs to learn what they liked – and what they wanted to learn, but didn't. Seeing their need through their eyes helped her formulate an approach to teaching it on their level. In addition, she incorporated American Heart Association Family and Friends CPR instruction and basic first aid, in addition to concepts she would want babysitters to know if they were babysitting for her four children.

To launch the initiative, Nicole called some schools to poll their interest in hosting the training and she received an enthusiastic “yes” from each of them. She developed brochures to be included in students' folders so that parents would see them. Lastly, she listed the classes on the hospital's Web site and newsletter.

Nicole reports that the students range in age from 10 to 12 years old and there has always been a mixture of boys and girls. That the number of classes is increasing is evidence that Babysitting and Beyond is filling a need in the community for parents – as well as kids who babysit.

**Aurora Sheboygan Memorial Medical Center, Sheboygan**

### **Aurora School-Based Health Program in Milwaukee Public Schools**

Aurora Health Care's School-Based Health Program offers health care and preventive services at 15 low-income schools in the Milwaukee area. Services include acute and emergency care during school hours, referrals for primary, specialty and mental health services, and helping students to manage chronic health problems, such as diabetes or asthma. Aurora's School-Based Health Program also offers prevention and health education for students and parents, as well as blood pressure, hearing, vision and depression screenings.

#### ***Aurora School-Based Health: Empowering Youth to Make Positive Choices***

The role of an Aurora School Based Health nurse extends beyond first aid, immunizations, and caring for children with stomachaches. In fact, one of the greatest and most fulfilling roles school-based health nurses take on is empowering youth to make positive choices.

Over the course of the school year, Aurora's School-Based Health nurses help thousands of school-age children throughout the Milwaukee area. One of the shining examples relates to a young man named Zach.

Lynn, a registered nurse in Aurora's School-Based Health Program, developed a strong working relationship with Zach throughout his high school years. He often visited Lynn at school for treatment of his warts, sinus infections, and multiple upper respiratory illnesses. Zach developed a level of trust with Lynn and sought her counsel for several life challenges he faced.

Like many of his peers, Zach deals with a lot of stress. He has three jobs, a mother who is physically ill, and a rough crowd of friends. During the past school year, Zach visited Lynn at the health room overcome with grief and self-doubt over the death of one of his friends who had died from alcoholism.

Although he is a responsible young man for his age, Zach was unable to find healthy ways to deal with the pain caused by his friend's death. His homework was piling up, and he was not sure he would complete it before graduation. Lynn listened, knowing that Zach needed an outlet for his distress, as much as her support. Utilizing her nursing skills to assess his emotional needs, she helped Zach create a plan to alleviate his distress. Eventually, Zach left the health room feeling better and focused.

A month later, Zach revisited Lynn in the health room, carrying with him with his high school diploma. He was able to persevere and successfully catch up on his coursework.

“He was smiling from ear to ear,” Lynn reported. “He was beaming with pride, exuberance, and pure joy.”

When reflecting on his high school years, Zach compared Lynn's support to a lifeline. He said there were many times he came to school just to seek her mentorship. Lynn said she was grateful to see Zach succeed in achieving his goal to graduate from high school, “just one of many goals to come in his young life.”

#### ***Aurora School-Based Health: Back-to-School Exams***

Each August, Aurora Health Care's School-Based Health program helps children and families get ready for school by providing physical exams during the City of Milwaukee Health Department's Back to School Health Fair.

At the 2008 Health Fair, Aurora's School-Based health team provided 67 physicals to children so they could be ready for school on day one. Because of widespread health disparities in the Milwaukee area, these physicals often serve as the only interaction children will have with a health care professional all year, particularly those from under- or uninsured families.

Not only do these exams help children start their school year without delay, but they also increase accessibility to vaccinations, vision screenings, dental exams, and community resources for follow-up care and support services. Aurora School Based Health nurses serve as a resource for parents by providing answers to their questions and information to build healthier families throughout the year.

**Aurora Health Care, Milwaukee**



Read more about hospitals connecting with their communities at [www.WiServePoint.org](http://www.WiServePoint.org).