

IT'S ABOUT CHILDREN

Fall 2012



East Tennessee
Children's Hospital

“Dear Children’s”

Posted on the Children’s Hospital website

June 4, 2012

My son, Briar Baker, had a minor surgery this morning at your facility, and I just wanted to take a moment to tell you how pleased I was with the whole experience. The staff was so kind from registration to discharge and very efficient. There was no waiting, we were taken back on arrival and everything seemed to flow from there. I am so grateful to everyone for being so kind and attentive to my family. The Baker family thanks ALL of you for a WONDERFUL experience. God Bless.

Shannon Baker

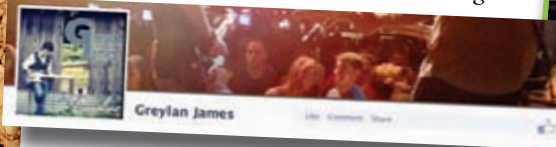


June 7, 2012

Hey folks,

We brought my 15 yr. old son to the ER on the morning of 6/5. He awoke with neck and throat pain, high fever and convulsions. Upon arrival, he was scared until he met the “ETCH Angles.” Please let Dr. Mary Palmer and Cynthia Norroid, RN, know they are just awesome! They are special and they really do make a difference in people’s lives...including the parents. Below is what he posted on his band’s Facebook (see Greylan James)—they touched his heart. Thanks to you all and God Bless.

Donna Egan



After a day at Children’s Hospital, I’m finally in my own bed and not a stiff hospital bed. I woke up this morning shaking like crazy and punching and kicking things, freezing like crazy. My mom and dad took me to the hospital and I was so scared. When the nurses told me that they would be checking for in my CT scan, I was terrified. They told me they would check for many things included an abscess in my neck. But mono was still a possibility. While laying in that CT scan, I had time to just think about how bad this could actually be. It put my whole life in perspective. After waiting nervously in my room, my results came in and thankfully, I just have a serious case of mono and a inflamed liver. But I should be in full swing in 3-4 weeks. I will be performing at all of my upcoming shows, and I will try my best to overcome all the medication in me. But I will give it my all. A special thanks goes out to Children’s Hospital and Dr. Palmer for everything they did for me and what those doctors do for everyone.

Thanks so much and God Bless – Greylan James

On The Cover:

Andrew Spadaro of Cosby, TN. Read his story on pages 4-6.

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Neil Crosby, *Contributing Photographer*

“Because Children are Special...”

...they deserve the best possible health care given in a positive, family-centered atmosphere of friendliness, cooperation and support -- regardless of race, religion or ability to pay.”

...their medical needs are closely related to their emotional and informational needs; therefore, the total child must be considered in treating any illness or injury.”

...their health care requires family involvement, special understanding, special equipment and specially trained personnel who recognize that children are not miniature adults.”

...their health care can best be provided by a facility with a well-trained medical and hospital staff whose only interests and concerns are with the total health and well-being of infants, children and adolescents.

Statement of Philosophy
East Tennessee Children’s Hospital



www.etch.com

Leading the Way to Healthy Children



Children's Hospital NOTES

CHECK THIS OUT!

Now there are more ways to connect with Children's Hospital. Scan us, like us or follow us to receive the latest updates on your smartphone or computer.



Volunteers Donate \$60,000 to Children's Hospital

Children's Hospital depends on more than 250 volunteers who give their time and energy to make the hospital a special, inviting place for patients and their families. These volunteers not only brighten patients' days with their care and attention but also assist hospital departments with various tasks.

In addition to the services they provide daily, volunteers also give generous gifts to the hospital every year. On May 15, the Children's Hospital Volunteers presented Children's Hospital Administration with a donation of \$60,000. The money was raised from Gift Shop sales and was allocated as follows:

- \$15,000 for the Star 102.1 Radiothon
- \$15,000 for the Children's Miracle Network Hospitals Telethon
- \$15,000 for *Fantasy of Trees*
- \$11,000 to the Haslam Family Neonatal Intensive Care Unit (NICU) for a Giraffe Phototherapy System
- \$4,000 towards the NICU expansion

Children's Hospital would like to extend a special thank you to the many dedicated volunteers who donate their valuable time to the hospital and their financial donations that support Children's Hospital's numerous projects, programs and departments.

SHoney's to Sponsor KidCare ID Program

According to the National Center for Missing and Exploited Children (NCMEC), 800,000 children ages 18 and younger go missing each year. One of the most important tools for law enforcement to use in the case of a missing child is an up-to-date, good quality photograph. For the 18th year, Shoney's Restaurants is sponsoring three KidCare ID events at area malls to offer parents official photo identification of their child.

A KidCare ID includes a child's color photograph, fingerprints, height, weight, date of birth and medical profile, as well as a 24-hour NCMEC hotline number. A KidCare ID can expedite the process of finding a missing child, and all parents are encouraged to have photo identification for each of their children.

Each participant will also receive a child's "goody bag" filled with fun safety items for the family.

Over the last 17 years, the program has provided more than 36,000 children with IDs. Other community

organizations involved in the program are the Knoxville Police Department, Safety City, Children's Hospital, Safe Kids of the Greater Knoxville area, the Knoxville News Sentinel, Walgreens, WVLT-TV 8/Volunteer TV, Star 102.1 radio and The Optimist Club of Knoxville.


KidCare event times and locations are as follows:

- Friday, August 17, 1-7 p.m. at Knoxville Center Mall
- Saturday, August 18, 11 a.m.-5 p.m. at West Town Mall
- Sunday, August 19, noon-6 p.m. at Foothills Mall

For more information, contact Annie LaLonde at Shoney's at (865) 690-6331.



Articles by Andrew Denton, student intern



Not many children include a trip to the hospital on their birthday wish list, but two years in a row, that's exactly how Sevier County resident Andrew Spadaro spent his big day.



In 2009, three days after a bowling-themed 10th birthday party, Andrew started experiencing stomach pain. His mother, Lynn, explained, "He's a very tough young man who never complains, so when he put his right hand down near his hip and said, 'It hurts,' I knew he needed help."

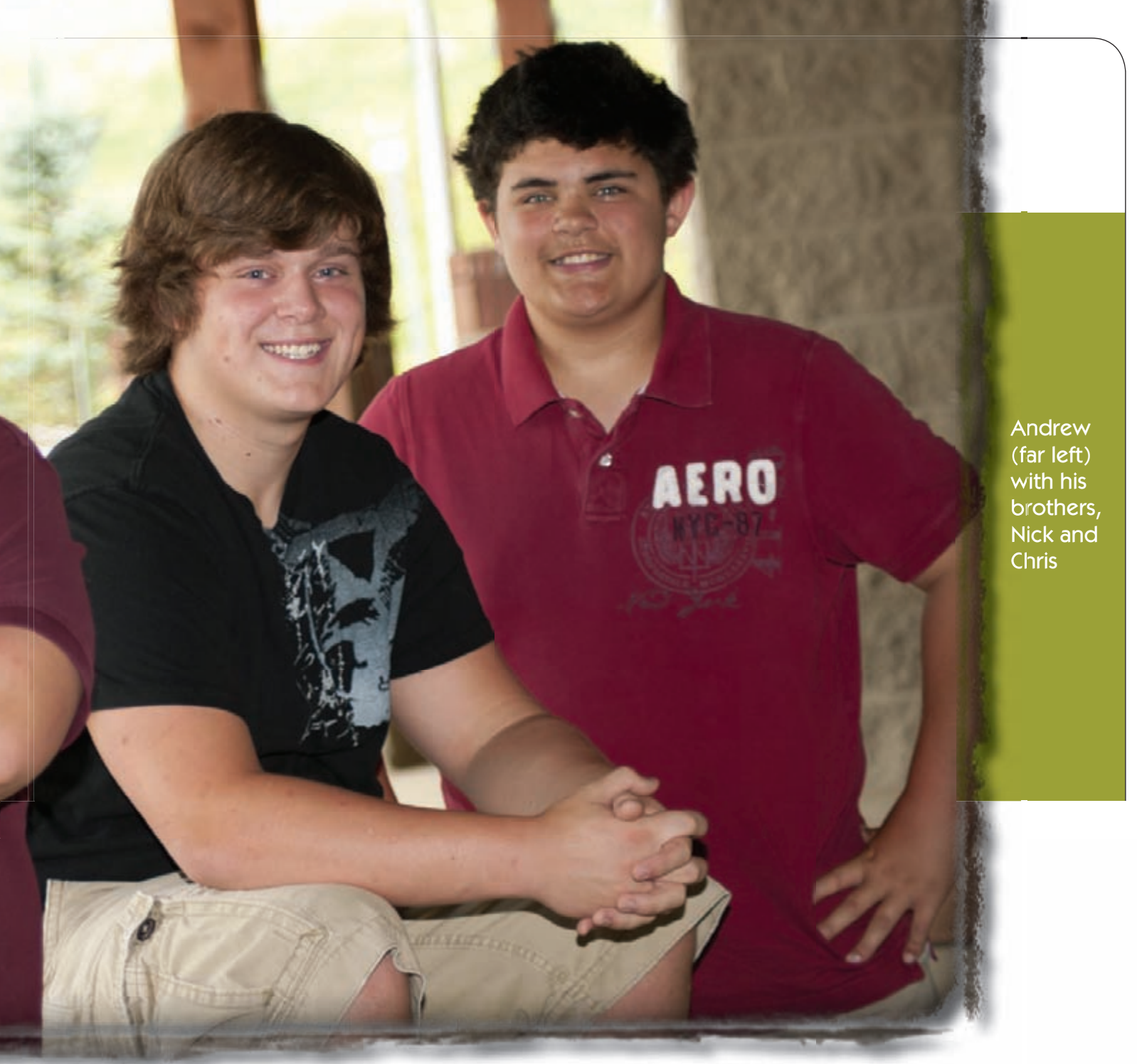
After an examination in the Emergency Department, Andrew was told that his appendix had ruptured. "His whole pelvic region looked like a cesspool inside, and his appendix had become encapsulated," his mom said. "The staff told Andrew that that's what used to happen when an appendix ruptured in a caveman. It doesn't happen overnight." He was rushed into surgery on April 1, one day after his birthday.

Andrew spent four days recovering in the Pediatric Intensive Care Unit (PICU), then six in an inpatient room.

"After I had my surgery, it was pretty much better than staying at my house," Andrew recalled with a chuckle.

The Spadaros returned home and Andrew returned to life as a student at Pittman Center Elementary. Their experience with Children's Hospital, Lynn recalled, was "wonderful. They let me stay with him in the PICU and sleep in the recliner next to him. It felt like a second home."

What the family didn't realize at the time is that they would be returning to Children's Hospital only a year later for an entirely new problem. "Andrew has never had a headache but kept complaining of one," Lynn said.



Andrew (far left) with his brothers, Nick and Chris

“Then he told me his face was numb. I immediately brought him to Children’s.”

It was Andrew’s 11th birthday, his second spent in the Children’s Hospital Emergency Department. He was given a neurological exam and CT scan of his head. “He was diagnosed with a raging sinus infection, but the doctor also saw an arachnoid cyst on his scan,” Lynn said. Arachnoid cysts are fluid-filled sacs that are often present at birth. They can cause neurological damage when left untreated. “He told me three times to follow up with a pediatrician. When I did, the pediatrician already knew what was

happening, because Children’s Hospital had contacted him,” Lynn explained.

The Spadaros were scheduled for an appointment with neurosurgeon Dr. Lewis Harris. “I kept asking, ‘Are you sure you don’t mean neurologist?’” Lynn recalled. “It didn’t click in my brain how serious it was.”

After getting to know Andrew, Dr. Harris spent an hour explaining Andrew’s condition to Lynn and her husband, Rob, separately from their son. He drew the cyst on a piece of paper for them, explaining that it was not a tumor. It had grown to the size of a lemon.

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Andrew

“He talked to us about anything and everything that pertained to Andrew. I was wondering, ‘Does he not have any other patients?’ He wanted to make sure that we were comfortable with the situation and our options,” Lynn said. “The thought of having someone cut into your child’s skull so close to the brain is nerve wracking, but I felt confident he was in the best care possible. Dr. Harris is a wonderful doctor.”

The surgery to remove the cyst took place on May 25, 2010. This time, Andrew was in the PICU for only one day and in an inpatient room for six. Due to the risk of a brain bleed, Dr. Harris removed some branching veins that had become stretched out because of the cyst. Andrew had an MRI last summer, which showed the cyst had not returned.

Lynn explained, “Most surgeons would say we were good to go with just one follow-up MRI, but Dr. Harris is very cautious. We’ll have another MRI after this summer just to make sure, and we’ll feel totally confident that what Dr. Harris has done is going to stay.”

Age: 13

Grade: 7th

Siblings:

Younger brother Chris, age 11, and older brother Nick, age 15

Favorite Color: Green

Favorite Food: Pasta

Favorite Sport: Football

Favorite Movie:

War movies

Favorite School

subject: World History

What he wants to do when he grows up:

I don’t know yet, something that makes a lot of money

What he does for fun:

Play video games, play golf, play outside

Andrew, now 13, has recovered fully from both of his surgeries and is a talented football player and student. Last year, he earned all A’s for his entire sixth grade year. “Teachers love him, because he’s so easy to get along with. He cares about people and always has, even from a young age,” Lynn said.

Through their unexpected visits, the Spadaros have become familiar with the care the hospital provides. “I totally believe in Children’s Hospital and what you all do,” Lynn said. Based on Andrew’s positive experiences at the hospital, the family has brought his brothers, Chris and Nick, to the hospital for care as well. “I feel confident we’re getting excellent care and never worry.”

For Andrew, approaching 12-years-old was a little scary. Lynn recalled, “I told him that he wasn’t allowed to have birthdays anymore. We’d see what happens on his 12th birthday, and if he made it through it without a trip to the hospital, he’d be allowed to have birthday parties again,” she said with a laugh.

by Cassidy Duckett, student intern



Andrew at Children’s Hospital following his surgery in May 2010





Gale Huneycutt



John Lansing

Huneycutt, Lansing join hospital board of directors

For new board member Gale Huneycutt, joining the board of directors at Children’s Hospital brings his experience at the facility full circle.

Huneycutt is a lifelong resident of Knoxville and received services from Children’s Hospital when he was a child. “I was treated for spinal meningitis as an infant,” he said. As a parent, Huneycutt relied on Children’s Hospital to provide medical services when one of his daughters was in need of care.

“I have always been an admirer of the wonderful medical resources that Children’s Hospital provides for the East Tennessee region,” Huneycutt said.

In his professional life, Huneycutt is President/CEO of VolCue, LLC and Chairman of the American Trust Bank of East Tennessee. He received a bachelor of science degree in business administration and a master of accountancy from the University of Tennessee and is a certified public accountant. He brings a wealth of knowledge and experience in business and community involvement to the board and aims to make Children’s Hospital an even stronger organization for future generations of children.

In addition to the Children’s Hospital Board, Huneycutt is involved with many other local organizations. He is a member of the Downtown Rotary, the University of Tennessee Alumni Association Faculty Awards Committee, President of the Sigma Alpha Epsilon Fraternity House Corporation, a Leadership Knoxville graduate, volunteers with Habitat for Humanity and is a deacon at Sequoyah Hills Presbyterian Church. He is married to Julie Huneycutt, and they have three daughters.

When John Lansing moved to Knoxville in 2004 as President of Scripps Networks, he and his wife, Jean, quickly became familiar with East Tennessee Children’s Hospital.

“Right after we moved here, one of our twins, Alex, who was nine years old at the time, suffered a dislocation around

his knee joint from a playground accident at school,” Lansing said. His son was rushed to the Children’s Hospital Emergency Department, where Lansing said that he and his wife were pleasantly surprised by their experience. “Alex was taken in very promptly and was cared for in an extraordinary manner,” Lansing said. “The nurses and doctors were exceptionally professional and just plain nice.”

Lansing believes Children’s Hospital is a critical institution for the entire region and is looking forward to helping support the hospital in its on-going mission. “I am honored to be invited to become involved,” Lansing said. He brings expertise in many areas to the Children’s Hospital Board of Directors, including building organizational excellence and brand management. “My immediate goal is to get up to speed with the business side of the hospital, to understand the critical issues that the Board will be working though,” Lansing said.

Professionally, Lansing is president of Scripps Networks, responsible for the company’s cable networks – HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel and Great American Country. Prior to coming to Knoxville in his current role, he was executive vice president of both Scripps Networks and Scripps Networks Interactive.

An active community leader, Lansing is a member of the Knoxville Urban League’s President Advisory Council and past Chair of the United Way of Knoxville. He currently serves on the Bellarmine University Board of Trustees and was named to Bellarmine’s Gallery of Distinguished Graduates in 2010. Lansing also serves as vice chair of the CTAM Educational Foundation Board of Directors and is a visiting faculty member of the Poynter Institute for Media Studies in St. Petersburg, Florida. He and his wife Jean have four children: Alex, Jackson, Nicholas and Jennifer.

by Amy Goodrich, community relations intern

Children's Hospital honors two retiring board members

Laurens Tullock



Cornerstone Foundation President Laurens Tullock completed his term on the Children's Hospital Board of Directors in June after serving for 12 years. Upon joining the Board in 2000, Tullock brought expertise on the Knoxville community, as the Cornerstone Foundation focuses on helping the Greater Knoxville area. Tullock has been encouraged to see Children's Hospital broaden its community perspective over the past decade. "Now that I am rolling off the board, one of the things I am very proud of at this point is the robust discussion going on about not only patient care, but also community health and preventative health," Tullock said.

Tullock joined the Children's Hospital Board of Directors at the request of former Chairman of the Board Don Parnell. "Don told me at the time that Children's Hospital was the best run non-profit organization that he had ever been associated with and that proved itself over the years I was on the Board," Tullock said. He also had a son receive care at Children's Hospital prior to joining the board. "The care my son received and the love our family received during that time was in my mind when I was asked to join the Board of Directors."

Though he served on numerous committees while on the Board, Tullock is most proud of chairing the search committee that brought Keith Goodwin to Knoxville as Children's Hospital's new president. "That was a particularly important time because Bob Koppel had been such a great president for so long," Tullock said.

Tullock earned his bachelor's degree from Belmont University and then earned a law degree from the University of Tennessee Law School and a Master of Law from Georgetown University Law Center. He is the immediate past chair of the Project GRAD USA Board of Directors and was the original champion of Project Grad Knoxville. Tullock was also an organizer of the Great Schools Partnership in Knox County and the Public School Forum of East Tennessee. He is a member of the steering committee of the Tennessee State Collaborative on Reforming Education (SCORE) and serves on the Police Advisory Review Committee, Technology 20/20, Introduction Knoxville and the Leadership Knoxville Board of Directors. He is married to Polly Ailor, and they have two children, Chyna Brackeen and Will Tullock, and a grandchild, Hayden Brackeen.

Dawn Ford



For retiring Board member Dawn Ford, Children's Hospital is one of Knoxville's most valuable resources. Not only was her son in need of the hospital's services on two occasions, her granddaughter has been a patient at Children's Hospital since she joined the Board. Ford has also worked with the hospital professionally, conducting customer service training for hospital employees. Through these experiences, Ford said she became aware of how fortunate Knoxville is to have a freestanding children's hospital in the community. "It was an honor to be asked to serve on the Board," Ford said.

June 2012 ended a 12-year term for Ford, which included serving as chairman of the community relations committee and chairman of the strategic marketing task force. Her time on the Board was highlighted by serving on the governance committee and serving on the selection committee to find a successor for former Children's Hospital president Bob Koppel. "Through the governance committee's work to select nominees for the Board, it became apparent we needed a vehicle to acquaint more young professionals with the hospital. I helped organize the Leadership Children's program, which is now a part of the development department," Ford said.

Her best memories of serving on the Board of Directors are of the physicians, nurses and management staff she has come to know. "They have taught me a lot about the many issues faced as they try to provide the best possible care to the children of our community," Ford said. "Walking the floor with nurses during Nurses Week gave me a new perspective of the critical work they do for our families and patients."

Ford holds a bachelor's degree in business from the University of Maryland. She has owned a full service consulting and training practice for 25 years that specializes in helping organizations communicate more effectively with internal and external audiences. Throughout her career, Ford has been active in the Knoxville community. She is past Chairman of the Board of Friends of Literacy, the Arrowmont School of Arts and Crafts, Overlook Mental Health Corporation and the Cancer Support Center Board of Directors. In addition to Children's Hospital, she has served on the Board of Leadership Knoxville, the American Red Cross, Knoxville Rotary and the Chamber of Commerce. She is married to Richard Ford and they have a son, daughter-in-law and two grandchildren.

Leading The Way

Children's Hospital's vision statement is "Leading the Way to Healthy Children." In this series in *It's About Children*, we are sharing with our readers some of the many ways we are "Leading the Way." Outstanding practices by Children's Hospital departments are highlighted—things that are, although quite commonplace at our pediatric medical center, actually rather unique. This series showcases the exceptional work done at Children's Hospital and demonstrates how the hospital is a great place to work.

Ideal Patient Care initiative improves staff, patient experience

As part of Children's Hospital's vision for the future, Ideal Patient Care focuses on achieving the best outcome and experience for every patient, every single time. This goal ensures care is customized to each individual patient and family, is immediately responsive to problems or changes, and is safe physically, emotionally and professionally.

To implement Ideal Patient Care hospital-wide, Isaac Mitchell, Lean Process Coordinator, has been working with staff to turn their ideas into realities. He meets with the Pediatric Intensive Care Unit (PICU) and Learner Leader Teacher (LLT) staff every Friday morning to discuss the ideas pinned on the Continuous Improvement Board in the PICU.

brainstorming ideas about improving patient stays, they thought of Aaliyah.

Through streamlining the admitting process for this frequent patient, the PICU staff has been able to make Aaliyah's stay shorter and more efficient. "By the time I park my car, Aaliyah has already been admitted and is waiting on me. We only stay about 10 hours now," Sherry said. "It's a big change that's been very good."

In addition to improvements customized for an individual patient, Ideal Patient Care extends to all families and visitors to Children's Hospital. Mitchell is working closely with the Service Excellence Department to ensure the high



PICU staff members and LLTs discuss a problem during a weekly meeting in front of the Continuous Improvement Board.



Aaliyah Dortch with nurse Kelly Baird.

"Because they're working on the floors every day, the nurses understand where improvements could be made and the most important issues to focus on," Mitchell explained. When these ideas are moved to the "To Do" column on the board, Mitchell and the staff create a solution that will determine the root of the problem and work for all of the departments involved.

For example, a nurse voiced her concerns about the time it takes to access Ativan, a medicine used for seizures. By working with PICU nursing staff, Mitchell created a process to cut down the time from about four minutes to just one. This change has been implemented across the hospital.

For patients, these fixes can mean a more comfortable experience at Children's Hospital. Fourteen-year-old Aaliyah Dortch comes to the hospital every month for exchange transfusions for sickle cell disease; she and her mother, Sherry, had to arrive at 7:30 a.m. and were not able to leave until around 1 a.m. the next morning. When nurses were

quality of family-centered care in the midst of these changes. This collaboration has produced new guidelines for PICU visitors that are easy-to-read and understand.

"We can solve simple things by putting ourselves in the role of the patient and asking: what do you value in your experience here? What you don't value, we'll try to eliminate or make better," Mitchell explained. "Through giving the nurses a chance to choose what to work on, we can empower them to make changes in their work areas."

The movement from the "Idea" to the "Completed" column on the Continuous Improvement board means one step closer to Ideal Patient Care across Children's Hospital. "We can teach nurses the tools to address issues every day," Mitchell said. "These small improvements will make a better environment for the patients and staff."

by Cassidy Duckett, student intern

Subspecialist Profile:

M. Samer Ammar, MD, FAAP, FAGA

Dr. Samer Ammar knew early in life that he wanted to be a physician, but he discovered in medical school that his talent and passion was for working with children.

“My day is usually made when I see a child I have encountered before, and they come back and feel good. That is essential and what keeps me going,” Dr. Ammar said. His work centers on his philosophy to treat the children he sees as if they are his own kids, and he is grateful for the opportunity to put smiles on the faces of children in East Tennessee.



In June, Dr. Ammar joined the pediatric gastroenterology practice of Youhanna Al-Tawil, M.D. and Clarisa Cuevas, M.D. at Children’s Hospital. Having lived in Michigan and the Midwest, Dr. Ammar and his family looked for a place to settle and call home in the Southern climate and found an opportunity at Children’s Hospital. “Dr. Al-Tawil is a great person to work with, and East Tennessee Children’s Hospital has a very good reputation. On my first arrival (to Knoxville), I met a lady sitting next to me on the airplane, and I told her I was a physician interviewing at Children’s Hospital. She said, “That is an awesome place!”” Dr. Ammar said.

The field of pediatric gastroenterology appealed to Dr. Ammar, because he is able to see the impact of the decision-making and treatment on a patient. He says the majority of pediatric GI patients are treated for abdominal pain or irregular bowel movement, but the specialty does present a unique set of challenges. “When you have a young child and all they say is ‘my tummy hurts.’ It could be anywhere in the distribution of what is classified as an abdominal area,” Dr. Ammar explains. “We try to be very accurate and obtain the history that serves our next stage in patient evaluation.”

Some patients with abdominal pain require a little more attention, and Dr. Ammar has noticed a trend of children swallowing items other than food, referred to as foreign object ingestion. The most startling case, according to Dr. Ammar, was at his previous position where a five-year-old boy swallowed 17 magnetic beads that hold paper to refrigerators; the objects had to be surgically removed.

The constant advancements and improvements in his field give Dr. Ammar opportunities to continue learning. “I still keep up with educators who helped me be who I am.

I have never been hesitant to go back and check references or check with my previous educators. In the medical field (no one) would say ‘I know everything.’ I am still learning.” He credits his mother as being his greatest influence becoming a physician. “She worked so hard for me to be in (the medical field).”

Dr. Ammar studied at the Damascus University School of Medicine in Damascus, Syria and completed his residency at the Department of Pediatrics in Shreveport, Louisiana and the Louisiana State University Medical Center. Following his residency, Dr. Ammar completed a pediatric gastroenterology, hepatology and nutrition fellowship at James Whitcomb Riley Hospital for Children in Indianapolis. Prior to joining Children’s Hospital, Dr. Ammar worked as a clinical assistant professor in the Department of Pediatric Division of Gastroenterology, Hepatology & Nutrition at Southern Illinois University School of Medicine.

Outside of work, Dr. Ammar enjoys biking, listening to country music and building friendships with people from different backgrounds and cultures. Children’s Hospital is pleased to welcome Dr. Ammar and his family to East Tennessee as he works to change the state of children to a healthy state with a smile.

About Dr. Ammar

Education

B.S. – Damascus University, Damascus, Syria, 1985
M.D. – Damascus University, 1991

Internship and Residency (general surgery) – Louisiana State University Medical Center, Shreveport, Louisiana, 1996-99

Fellowship (pediatric gastroenterology, hepatology and nutrition) – James Whitcomb Riley Hospital for Children, Indiana University School of Medicine, Indianapolis, Indiana, 1999-2002

Other – DeVos Children’s Hospital Clinical Assistant Professor in the Department of Pediatric & Human Development, Michigan State University, 2003-06; Clinical Assistant Professor in the Department of Pediatric Division of Gastroenterology, Hepatology & Nutrition, full-time faculty, Southern Illinois School of Medicine, 2006-2012

Personal interests – enjoys biking, listening to country music and building relationships with people of different background and cultures. Married to Manal Ramadan, four children

Pediatrician Profile: Lauren Nicole Speckner, M.D.

Age: 32

Family:

Husband, Eric Speckner; son, Eli, age 1

Name of Pediatric Practice:

Knoxville Pediatric Associates

**Academic Background/
Prior Experience:**

B.S.: Furman University, Greenville, S.C., 2002

M.D.: University of Tennessee College of
Medicine, Memphis, 2007

Internship and Residency: Cincinnati Children's,
Cincinnati, Ohio

Additional Experience: Nine months of Developmental
Pediatrics in Vancouver, British Columbia, Canada

Philosophy: To educate families to the best of my ability
regarding medical issues in their children.



Why Pediatrics?: I greatly enjoy participating in the care of children. I like primary care and the opportunity to care for and get to know children and their families.

Greatest Influence: Manny Dayne, M.D. He is a wonderful pediatrician in Cincinnati who values educating health professionals and families. He also has an interest in mental health in children. He has been in practice for over 30 years at Pediatric Associates of Mt. Carmel in Cincinnati, Ohio.

Proudest Moment as a Pediatrician: There are so many! Generally, I greatly enjoy explaining something to a parent or child in a way that he or she truly understands. I feel the proudest when he or she understands something he or she hasn't truly grasped before and then feels empowered or reassured by that knowledge.

New Community Initiative to provide increased outreach in service area

East Tennessee Children's Hospital has been a part of the East Tennessee community for 75 years. It is not just Knox County's hospital – it is here for children throughout the 16-county service area of Anderson, Blount, Campbell, Claiborne, Cocke, Grainger, Hamblen, Jefferson, Knox, Loudon, Monroe, Morgan, Roane, Scott, Sevier and Union counties.

In 2012, a new community outreach initiative has begun that will involve Children's Hospital in events, health fairs and projects throughout the East Tennessee region that will highlight the hospital's services, provide information and education on pediatric health topics and support the counties surrounding Knoxville by attending and being involved in events in those communities.

The Community Outreach team is currently working with area chambers of commerce and community organizations on outreach programs and events, including the Anderson County Chamber of Commerce, Blount County Chamber of Commerce, Farragut Chamber of Commerce, Gatlinburg Chamber of Commerce, Knoxville Chamber of Commerce, Loudon County Chamber of Commerce, Pigeon Forge Hospitality Association and Sevierville Chamber of Commerce.

As the Comprehensive Regional Pediatric Center (CRPC) for East Tennessee, Children's Hospital is responsible for

the Emergency Medical Services for Children (EMSC) Program under the direction of Angie Bowen, BSN, RN, CPEN, NREMT-P. EMSC outreach provides consultation and education to emergency care providers, both in-hospital and pre-hospital, throughout 26 counties in East and Upper East Tennessee. EMSC is part of a national initiative with goals including:

- Reduce childhood death and disability
- Ensure that state-of-the-art emergency medical care is available for all children
- Ensure that pediatric services are integrated into the existing emergency medical system

Additionally, Children's Hospital serves as the lead organization for several groups that provide outreach on a variety of health, wellness and safety areas. Each of these are available for outreach programs and events throughout the 16-county region served by the hospital. The coalition groups include:

- Knoxville Area Coalition on Childhood Obesity -- Headquartered at Children's Hospital, this coalition works to improve the health of children through a community-wide coalition focused on reducing the incidence of childhood obesity.

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30th Annual Children's Miracle Network Telethon A Success



WBIR-TV anchors Robin Wilhoit and John Becker raised money by building a bear as viewers called in pledges.

All money raised during the 2012 telethon stays at Children's Hospital to help this region's children. The emphasis this year was on raising funds for a new radiology suite, cribs throughout the hospital, microscopes for the Laboratory and to ensure that all Children's Hospital patients will continue to receive the best medical care available. Since this year also marks Children's Hospital's 75th birthday, many viewers made a pledge of \$75, which was matched by long-time Children's Hospital supporter Bob Goodfriend.

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The phones lit up with calls from throughout East Tennessee and beyond during the 30th annual Children's Miracle Network Hospitals telethon for East Tennessee Children's Hospital on Sunday, June 3, 2012. More than \$138,000 was raised during the live broadcast, and money raised throughout the past year from local businesses, organizations and individuals totaled \$750,167.

The telethon is a Knoxville tradition that raises funds through individual pledges and corporate donations. For the past 30 years, individuals have donated time and money to support Children's Hospital in its mission: "Leading the Way to Healthy Children." This year was no exception.

WBIR-TV Channel 10 aired the telethon live from 4 - 11:30 p.m. and featured check presentations from donors and inspiring stories from families of children who have been or are currently patients at Children's Hospital. The telethon also highlighted activities throughout Children's Hospital and showed WBIR viewers how donated funds will be used.



Babies in the Neonatal Intensive Care Unit were a focus of many telethon stories.



28th annual Fantasy of Trees set for November 21-25



Fantasy of Trees

The *Fantasy of Trees* has been a holiday tradition in East Tennessee since 1985. In 2012, the 28th annual event will showcase a theme of “*The 12 Days of Christmas*,” highlighted with whimsical decorations and designs that celebrate the lyrics of the famous holiday song, from the seven swans a-swimming to the five golden rings, and yes, even a partridge in a pear tree.

If you're looking for ways to contribute to the *Fantasy of Trees*, donations of three-foot table top trees, door designs, centerpieces and gingerbread houses are still needed. Information and contracts for donations are available by clicking on the “Designers” tab at www.fantasyoftrees.org.

This year, appointments can be made for Tuesday, November 20 from 9 a.m. to 2 p.m. to purchase designer trees

before *Fantasy of Trees* opens to the public. This is an opportunity to avoid the crowds and purchase a tree or holiday decoration available only at the event, and those making purchases during this time will receive a 10% discount. Shops and attractions are not open during this pre-sale. Appointments are required; contact Pat Scott in the Development Department at (865) 541-8244.

Last year, *Fantasy of Trees* raised \$342,988, with a total of more than \$6 million raised from the event to benefit East Tennessee Children's Hospital over the past 27 years.

For more information on the 2012 *Fantasy of Trees*, visit www.fantasyoftrees.org, contact the Children's Hospital Volunteer Services Department at (865) 541-8385 or email fot@etch.com.

by Taylor Crosby, student intern



6th Annual Water Safety Day Helps Set a Guinness World Record!



It's not often that someone can claim to have helped set a Guinness world record. For 317 participants at the 6th annual Water Safety Day sponsored by East Tennessee Children's Hospital, Safe Kids of the Greater Knoxville Area and Dollywood's Splash Country, they helped do just that by taking part in this summer's "World's Largest Swimming Lesson" and becoming part of a world record.

The World's Largest Swimming Lesson was an addition to this year's Water Safety Day; Splash Country had taken part in the record-setting event each of the past two years but wanted to reach more people in 2012 so the swimming lesson was incorporated as part of the annual water safety effort with Children's Hospital. Safe Kids of the Greater Knoxville Area helped recruit and pre-register several hundred children and adults from throughout East Tennessee to take part in the massive swimming lesson, and dozens of participants registered at the event.

Also featured at the 2012 Water Safety Day on June 14 at Dollywood's Splash Country was the fun opportunity for children to win great prizes with a "splash pass" by learning important water safety information. Nearly 300 children took part in this activity, presenting their "splash pass" at each of four stations; volunteers with Children's Hospital, Safe Kids, the American Red Cross and Pigeon Forge Fire and Police Departments asked children to answer water safety questions. After visiting each site, participants redeemed the passes for prizes.

Look for details in spring 2013 on www.etch.com about the 7th annual Water Safety Day.





Keeping Brains Safe: Kohl's Grant Funds Important Bike Safety Program

For tens of thousands of children in East Tennessee, important information about bike safety started in the form of a stuffed animal.

Plush animals, children's books and other items sold for just \$5 each at this region's four Kohl's stores added up to a gift to Children's Hospital of more than \$100,000, and an estimated 300 local children and their families have learned the importance of staying safe on bikes and wearing a helmet every month throughout the year from the Safe Kids program headquartered at Children's Hospital. More than 4,000 bike helmets have been distributed over the past year to children in 12 East Tennessee counties and an informational campaign reaching millions have all been made possible by the generous Kohl's Care's for Kids grant.

The premiere bike safety events took place at the Tennessee Smokies ballpark with Safe Kids Health and Awareness Days on April 11, May 2 and May 15. Through this continuing partnership with the Tennessee Smokies baseball team, a total of approximately 4,500 4th, 5th and 6th graders from 12 area counties learned the importance of helmet safety and healthy choices, and teachers in attendance received a variety of safety information to use upon returning to the classroom. Each day at the ballpark included students participating in a safety relay on the field, which included instruction on properly putting on a bike helmet, properly putting on a life jacket, activation of a smoke alarm and performing "Stop, Drop and Roll" for fire safety.



Three fun days at the Tennessee Smokies ballpark in Sevier County this spring included a pre-game bike safety program.



Thousands of area children benefit from the Kohl's grant, including these third graders at Rural Vale Elementary in Monroe County.

HEALTHY Kidz Q&A

Immunizations



**Lori Patterson,
M.D.**
*Director of
Pediatric
Infectious
Disease Service*

When it comes to their children's immunizations, some parents are choosing to listen to more than their doctor for information. Parents, guardians and other caregivers are getting medical advice from message boards, blogs and other online sources. As a result, concerns and rumors have spread regarding the safety and purpose of vaccines given to children. *It's About Children* asked Dr. Lori Patterson about these common questions and misconceptions of immunizations.

Q: *How do immunizations work?*

A: A vaccine contains pieces of a dead or weakened disease-producing germ. When those pieces are injected (or swallowed for a few vaccines), the body recognizes them as "not self" and makes antibodies (protective proteins) against them. This gives the person immunity against that specific infection, so the next time the individual "runs into" that live germ, his or her body can fight it off before it has a chance to make the person sick.

Q: *Will vaccines weaken my child's immune system?*

A: No. They actually strengthen the immune system by making it able to respond more quickly to the germs the person has been vaccinated against.

Q: *Can immunizations cause the disease it is supposed to prevent?*

A: It is impossible to develop a disease from vaccines made with dead bacteria or viruses. Only vaccines made with weakened live viruses – like the measles-mumps-rubella vaccine (MMR) – could make a child develop a mild case of the disease, but it is usually less severe than the illness itself. The risk of significant disease from vaccination is extremely small.

Q: *Can immunizations cause a bad reaction in my child?*

A: Common, minor reactions to vaccines might include:

- Soreness and tenderness where the shot was given
- Swelling where the shot was given
- Fever

Of the millions of children vaccinated every year, very few experience severe side effects. In rare cases, a child may have an allergic reaction or a seizure. Before vaccines are given, notify the doctor of your child's history of allergies caused by food or medications. The risk of a significant reaction is much, much less than the risks posed by the diseases themselves.

Q: *Do immunizations or thimerosal cause autism?*

A: Numerous studies have found absolutely no link between vaccines and autism. Still, to reduce exposure to the tiny amount of mercury contained in thimerosal (a mercury-containing preservative used in some vaccines), vaccine manufacturers started removing the chemical from vaccines in 1999. Most vaccines for children now contain no thimerosal.

The autism claim was made in a 1998 paper concerning a possible link to the MMR vaccine; the paper was retracted in 2004, and its lead author was found guilty of fraud. The Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), the American Academy of Pediatrics (AAP) and the National Institutes of Health (NIH)

have all rejected any link between autism and any vaccine. The real tragedy is that we have spent so much time and money barking up this wrong tree, resources that could have been used to find the real cause of autism.

Q: *Why should I vaccinate my child against diseases that are rare or close to elimination?*

A: While a disease may be rare or nonexistent in the United States, they can still cause problems elsewhere in the world. Vaccines are necessary to protect against contracting these diseases through travel. This includes Americans traveling overseas and those who bring in a disease with them while visiting the United States. When a disease becomes completely eradicated worldwide, it is then safe to stop vaccinations for that disease, but so far the only infection we've been able to do that for is smallpox.

Q: *How long does a vaccine's immunity work?*

A: Some vaccines, such as the series for measles, can last for an entire lifetime. Others can last for years but require follow-up shots (boosters) periodically. These boosters allow for continuing immunity against a disease. The tetanus, diphtheria and pertussis booster (Tdap) keeps children and adults from losing their immunity to these diseases. Be sure to keep a good record of your child's immunizations to help your doctor know when it's time to give a booster.

Q: *Should I give my child the HPV vaccine?*

A: Human papillomavirus (HPV) vaccines protect against strains of the virus which cause most cases of cervical cancer. Girls aged 11 or 12 should receive the vaccine, and it is also recommended for those aged 13 through 26 who have not been vaccinated or completed the vaccine series. For each licensed vaccine, experts have found that the benefits of preventing the disease far outweigh any risk from the vaccine. Boys and men can also get vaccinated with the HPV vaccine to prevent transmitting cancer-causing types of HPV to women. The vaccine also helps prevent genital warts, one of the most common sexually-transmitted diseases.

Q: *Why are new flu shots required every year?*

A: Influenza is a virus that constantly changes every year, and the vaccine must change with it. A new flu shot is required each year to protect against the newest strain. A flu shot can reduce a person's chances of getting the flu by up to 80% during flu season. The vaccine doesn't protect against all strains of the flu, and it's still possible to contract the virus. However, symptoms are usually milder and easier to get over if a person has been vaccinated. Also, immunity from a flu vaccine only lasts for a year or so.

Upcoming community education classes

CPR Certification Course

Dates: September 10, October 8, November 5, December 3

Time: 6-10 p.m.

This certification course teaches the American Heart Association chain of survival -- from when to call 911 to how to effectively administer CPR to an infant, child or adult. This course is designed for anyone who may be expected to respond to emergencies at home or in the workplace. Participants must be at least 14 years old. Following the course, participants will receive an American Heart Association Heartsaver certification card. This course is \$25 per person.

Safe Sitter

Dates: August 25, September 29, October 27, November 10, December 9

Time: 9 a.m. to 3 p.m. (lunch is provided)

Safe Sitter is a national organization that teaches young adolescents safe and nurturing babysitting techniques and the rescue skills needed to respond appropriately to medical emergencies. Instructors are certified through Safe Sitter

nationally. Participants must be ages 11-14. This course is \$25 per person.

Class size is limited, so preregistration is required. All classes are offered in the Koppel Plaza at Children's Hospital unless otherwise noted. For more information, to register for any of these classes or to receive our free Healthy Kids parenting newsletter, call (865) 541-8262.

Announcements about upcoming classes can be seen on WBIR-TV 10 and heard on area radio stations. Or visit our web site at www.etch.com and click on "Healthy Information" and then "Healthy Kids Calendar."

Children's Hospital's Healthy Kids Campaign, sponsored by WBIR-TV Channel 10 and Chick-Fil-A, is a community education initiative of the hospital's Community Relations Department to help parents keep their children healthy.

HEALTHY
Kidz



Left: Children's Hospital President/CEO Keith Goodwin says thanks to Jenna McMillan, who was chosen to author the new book for the hospital. Above: Art coordinator Ellie Kotsianis assists a young artist with his book illustration.

East Tennessee From A to Z Book Taking Shape

Special Book to benefit Children's Hospital will be available in November

A young writer's work has been chosen to tell the story of *East Tennessee from A to Z*, a special book to be published this fall featuring fun facts and trivia about the East Tennessee area that will benefit East Tennessee Children's Hospital.

Presented by the Books by Kids Foundation and Children's Hospital, the Young Authors Contest was open to middle school students in Anderson, Blount, Campbell, Claiborne, Cocke, Grainger, Hamblen, Jefferson, Knox, Loudon, Monroe, Morgan, Roane, Scott, Sevier and Union counties. Students were required to write about East Tennessee using each letter of the alphabet while focusing on rhyme scheme, tempo and rhythm. Each letter required its own four line stanza and needed to include historical figures and characteristics of the 16 East Tennessee counties.

Students participating in the writing contest also were required to have an adult facilitator help with the writing. The contest encouraged students to brainstorm, write, proofread and revise their stories multiple times so they would better understand the steps of the writing process. More than 20 children submitted entries to be considered to write this special book.

Judges to select the author were Tennessee's First Lady Crissy Haslam, former Knoxville Mayor and City Council member Daniel Brown, University of Tennessee's Director of Children's and Young Adult Literature Miranda Clark, Oak Ridge National Laboratory scientist Dr. Jaime Fernandez-Baca and the voice of *Sleeping Beauty*, renowned actress and opera singer Mary Costa. Their choice to author the book after reviewing all the submissions was 12-year-old Jenna McMillan, a home-schooled student from Lenoir City.

Jenna decided to submit a story for the contest after reading a flyer at her local library. "I'm not really a writer," she said, "but I thought I'd give it a try for this." Jenna and her mother spent over a month doing online research of the East Tennessee area to gather information for her story. In June, she was told that the judges had selected her as the winner. "We were actually in the car leaving the library when we got a call saying we won," Jenna said, "and we were all really excited." Jenna and her mother, Kim, were invited to Children's Hospital where they were congratulated by President/CEO Keith Goodwin and presented with iPads for winning the contest.

Jenna's writing is only half of the *East Tennessee From A to Z* story. Her work will be placed alongside illustrations done by current and former Children's Hospital patients. Each patient was given a specific letter to illustrate for the new book. The young artists began by drawing out their ideas with pencil and then filled in their work with paint.

East Tennessee From A to Z will be published this fall and go on sale in November. Only 5,000 copies will be printed and will be available for purchase around the East Tennessee area; cost for the book is \$20. All proceeds from the book will benefit the children's art program at East Tennessee Children's Hospital.

by Taylor Crosby, student intern



Calendar of Events

Mark your calendars NOW for several upcoming events to entertain families and benefit Children's Hospital. Thanks to the generous people of East Tennessee who host and participate in these events, Children's Hospital can continue to provide the best pediatric health care to the children of this region.

Butterfly Fund 5K

The 3rd annual Butterfly Fund 5K Run/Walk is set for Saturday, August 18 at Cherokee Boulevard in Sequoyah Hills at 9 a.m. Proceeds benefit the Children's Hospital Hematology/Oncology Clinic to assist with services for families and children dealing with childhood cancer. The Butterfly Fund was established after two young Children's Hospital patients, Emily Barger and Maddie Harrill, were diagnosed with a rare form of pediatric cancer in 2007 and died within three weeks of each other during the summer of 2008. The fund raises support and awareness for pediatric cancer research, treatment and services. Title Sponsor for the event is Brogan Financial Inc. For more information, contact the Development Department at (865) 541-8441.



financial champion for Children's Hospital will also be unveiled at the dinner. The September 19 dinner is by invitation only to donors giving a \$1,500 or greater annual gift to the hospital. For more information on donating to Children's Hospital, contact the Development Department at (865) 541-8441.

Color Me Rad event coming to Knoxville

Over 5,000 runners are prepping to be hit with a kaleidoscope of color on Saturday, October 6 in Knoxville's Color Me Rad event. White-clad participants will wind through Chilhowee Park, where they'll be bombarded with color throughout the course until faces, shirts and bodies crossing the finish line will resemble silkscreened tie-dyed hippies. Finishers will then toss individual bags of color in the air to create a final burst of color in celebration of their accomplishment.



Phonathon

Children's Hospital's 21st annual Phonathon will take place beginning in mid-September and continuing through October. Previous donors will be asked to consider renewing their pledges for 2013. Last year, the Phonathon raised nearly \$63,000 with the help of businesses, professional organizations and University of Tennessee student groups who volunteered their time to call donors. To volunteer to make calls, call the Development Department at (865) 541-8441.

Donor Appreciation Dinner

Children's Hospital will host a special Donor Appreciation Dinner on Wednesday, September 19 at Knoxville Museum of Art. The dinner will celebrate the hospital's 75th anniversary and recognize donors who have given \$1,500 and above to Children's Hospital in any of the past three years. Two new donor societies will be unveiled at the dinner. The Legacy Society will recognize those who will donate through planned giving, and the 1937 Society will recognize cumulative gifts from donors. A new annual award recognizing an individual or family that has been a

Waves of 500 people will take off every five minutes beginning at 9 a.m. during the event. Participants of all ages are encouraged to sign up and either run or walk the course, as Color Me Rad is not a timed event.

A portion of the proceeds from the race goes to East Tennessee Children's Hospital. Participants should use promo code CHILDREN10 when signing up to save 10% and help support Children's Hospital.

For more information, visit www.colormerad.com, like on Facebook at www.facebook.com/colormerad5k or contact Pat Scott at Children's Hospital at pmscott@etch.com.

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New incubator for blankets donated to Hematology/Oncology Clinic

As the mother of a hematology/oncology clinic patient, Kristen Whitaker understands that simple things can make a huge difference. After her daughter, Brooklynn, recalled a warm blanket given to her five years ago in the clinic, Kristen decided to do something. "The blanket stood out as a memory of something comforting and secure in the middle of a scary situation," she explained.

Whitaker, who is the Vice President of the Hematology/Oncology Patients and Parents (HOPP) board, worked with her professional contacts to secure an incubator that would store blankets at a discounted price. She decided to honor the life of one of Brooklynn's fellow patients, Sydney Dudley. After a long battle with neuroblastoma, Sydney died in March 2010. "I never saw her when she didn't have a smile on her face," Whitaker said. "The Dudley's spirit is infectious and whenever you were in the clinic with them, you always left in a good mood."

After securing funding from a close friend who wishes to remain anonymous, Whitaker organized the dedication of the incubator. She recruited the HOPP board for help. "Supporting patients and their families is what we do. The Dudley family was very special to all of us," Whitaker said.

At the dedication, Dr. Shahid Malik, Sydney's oncologist, former chaplain Sandy Foster and chaplain Marty Koontz spoke in remembering Sydney. The incubator is now located in the back hall of the clinic with a plaque that reads, "In loving memory of Sydney Marie Dudley whose sweet smile warmed our hearts."

by Cassidy Duckett, student intern



Sydney's family and Kristen Whitaker at the dedication of the incubator. (From left to right): Bailey, Rhonda, Kristen and Mike.

New Community Initiative to provide increased outreach in service area

continued from page 11

- Project ADAM Tennessee -- Project ADAM (Automated Defibrillators in Adam's Memory), brought to Tennessee by Children's Hospital, is a not-for-profit national program that serves children and adolescents through education and deployment of life saving programs to help prevent sudden cardiac arrest.
- Safe Kids of the Greater Knoxville Area -- Children's Hospital is the lead organization for Safe Kids of the Greater Knoxville Area, a local chapter of this

international non-profit dedicated to preventing unintentional injury in children ages 14 and under.

A Speakers Bureau has been developed to provide community outreach, with Children's Hospital staff members available to attend community meetings, events and health fairs to speak about the hospital and its services. To schedule a Speakers Bureau guest at an organization's event, contact Ellen Liston, Director of Community Relations, at eliston@etch.com.

30th Annual Children's Network Telethon A Success

continued from page 12



Walmart and Sam's Club associates answered phone calls and took pledges during the 30th annual telethon and presented Children's Hospital with a combined check for \$246,810.

Also, as part of the hospital's 75th birthday celebration, Children's Hospital kicked off the telethon activities with a block party on 21st Street from 2 – 5 p.m. Families participated in fun activities and enjoyed complimentary food, and the children in attendance had fun bouncing on inflatables and having their faces painted.

As a charter member of the Children's Miracle Network, East Tennessee Children's Hospital was one of only 22 hospitals in the nation to participate in the first telethon in 1983 which raised more than \$95,000 locally.

Children's Hospital would like to thank everyone who was involved with this year's telethon, including corporate sponsors Carmike Cinemas, Children's Hospital Volunteers,



Evan Carnes and his family traveled from Pikeville, KY to make a donation during the 30th annual telethon held on June 3.



Families shared their stories live on WBIR-TV during the telethon.

Food Lion, Golden Corral, IHOP, Kiwanis, Kroger, Love's Travel Stops, Phi Mu, Sam's Club and Walmart. Special thanks to Bob Goodfriend and Bruce Pearl for their time on air during the telethon and to WBIR-TV Channel 10 and its entire staff for its 30 years of support and its dedication to improving the lives of East Tennessee's children.

by Amy Goodrich, community relations intern

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Sweet smiles and cute kids were the highlight of the 3rd annual "Cutest Little Baby Face Contest" at West Town Mall on May 12 to benefit East Tennessee Children's Hospital. The contest winner was chosen by "vote," with each \$1 donation to the event equaling 100 votes for a favorite baby photo.

The child with the most votes won: Anna Hackworth. Runners-up in each age group were Bentley Maxwell (in the birth to three years category) and Elizabeth Rogers (in the four to six years category).

This fun event raised more than \$10,000 for Children's Hospital. The contest was open to children age 6 and younger; age groups for the contest were birth to three years and four to six years, and each participating child received a 5x7 portrait taken by Thunderhead Photography. Special thanks to West Town Mall for hosting the event, to Thunderhead Photography for taking all the children's event photos and to the Tellico Village Kiwanis for coordinating all the event details.

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Knoxville's Largest Kids' Party was held on June 8 in Market Square, with \$500 raised at the event to benefit Children's Hospital. The first event of its kind in Knoxville was hosted by Premier Athletics to create an outlet for kid-friendly businesses to come together and give families more ways to have fun together.

The event included a giant gymnastics obstacle course, train rides, bounce houses, hockey by the Ice Bears, face painting, magic shows, princess manicures, dance, cheer & tumbling exhibitions, Krispy Kreme doughnuts, a giant Chick-fil-A inflated cow, and lots of food and fun for children and families to enjoy.

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The 10th annual Baseball for Babies tournament took place June 1-3 at various Knoxville-area baseball parks, with the event open to 8U through 16U teams. The Hayes family of New Market sponsors the yearly baseball tournament in memory of their daughter, Nancy Hayes, a former patient who passed away in the hospital's Haslam Family Neonatal Intensive Care Unit. The event raised more than \$10,000 for Children's Hospital.



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Elementary school hosts hat day for classmate

In memory of their classmate Emily Barger, the students at Adrian Burnett Elementary School have created "Hat Day." Originated by the student council, the event took place on the 100th day of the school year. If students donated \$1.00, they could wear a hat the entire school day.

Emily began kindergarten at the school in 2006. In January 2007, she was diagnosed with Rhabdomyosarcoma, a rare form of childhood cancer. The Children's Hospital patient was homebound for most of 2007, and when she returned to school in January 2008, it was the 100th day of the year. "The school organized a hat day in her honor," her mother, Misty, explained. "She wore a hat at the time, and the money raised went to Children's Hospital."

After Emily died in June 2008, the school decided to continue hat day in her memory. All proceeds benefit the Children's Hospital Hematology/Oncology Clinic.



The Student Council of Adrian Burnett Elementary poses with Emily's mother, Misty Barger (far right). The council includes students from the third to fifth grade.

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Children's Hospital
 Leading the Way to Healthy Children

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Thanks to our 2012 Sponsors!

Our sincere thanks to these sponsors, volunteers and supporters for making the Peyton Manning Golf Classic, benefiting East Tennessee Children's Hospital and the PeyBack Foundation, a success! Thousands of patients have benefited through services provided, reaching into virtually every community in East Tennessee.



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For more information please contact East Tennessee Children's Hospital Development Office at 865-541-8441 or e-mail pmscott@etch.com

PEYTON MANNING GOLF CLASSIC A SUCCESS

When you combine a favorite hometown athlete with a golf event that raises money for two worthwhile charities, it's a hole-in-one day for everyone involved.

More than \$151,000 was raised in the 2012 Peyton Manning Golf Classic on Monday, June 18, hosted by Fox Den Country Club. More than 200 golfers enjoyed a round of golf in either the morning or afternoon round. Participants also shared some time and a photo with the tournament's namesake, Denver Broncos quarterback Peyton Manning (pictured above). Format was a 4-player team swat (or best ball), and teams placing first, second or third in their flight received prizes.

The fundraising event benefitted both East Tennessee Children's Hospital and the PeyBack Foundation. Children's Hospital will use the proceeds to assist its nurses and other clinical and professional staff with continuing education, certification and specialized pediatric training as hospital personnel continually strive to be as up to date as possible in pediatric medicine. The PeyBack Foundation, established by Peyton Manning in 1999, promotes the future success of disadvantaged youth by assisting programs that provide leadership and growth opportunities for children at risk; all of this tournament's monies will help children in East Tennessee.

"We are so thankful to Peyton Manning for including East Tennessee Children's Hospital as a key recipient of his Golf Classic this year," said Keith Goodwin, President/CEO of Children's Hospital. "It was a great day to play a round and exciting to see golfers who have supported this tournament for many years continue to participate and support Children's Hospital."

Pilot Flying J served as the platinum sponsor for the 2012 tournament. Many thanks to the dozens of corporate sponsors and hospital volunteers who helped make this year's tournament such a success.



We always try to stay current with friends of the hospital. If for any reason you should receive a duplicate issue or need to update your address, please notify the hospital at (865) 541-8165 or dliston@etch.com

Children's Hospital
Leading the Way to Healthy Children

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The "Pink Ladies" have supported Peyton Manning's charity golf tournaments for the past 15 years, and this year's inaugural Peyton Manning Golf Classic was no exception. Pictured with Peyton are Trish Cowan, Della Marrow, Sandy Schwartz and Jenny Allen.

Steve South, Turner South, Nick South and Ryan Greer (pictured left to right) enjoy talking with Peyton Manning on June 18.

