

## 5 Years of Saving Babies' Lives

This year, R Baby Foundation has reached an important milestone as we celebrate 5 years of saving babies! As we enter the next exciting chapter of our organization, we look to expand beyond the more than 100 hospitals nationally and internationally we work with to make sure that even more doctors have the additional training they seek, that families have access to the latest information on pediatric emergencies and that more babies will celebrate birthdays in the coming years!

### MEET OUR NEW EXECUTIVE DIRECTOR

R Baby is excited to announce our new **Executive Director, Katie O'Malley McCulloch**. Katie comes to R Baby with almost 20 years in the non-profit world. "I can't tell you how excited I am to be a part of R Baby Foundation," she tells us. "In all the years I have spent working with wonderful organizations, R Baby stands out as one of the most important organizations I have ever worked with. Joining during our 5<sup>th</sup> year anniversary is especially exciting because the opportunities for the organization to grow and expand are bountiful. I am touched by the stories of the families who have been impacted, and impressed by the medical community's tireless efforts to help R Baby save as many babies' lives as possible. There are no limits to what we will do as we move forward."



### R BABY FOUNDATION CELEBRATES 5 YEARS OF SAVING BABIES AT OUR 5TH ANNIVERSARY GALA!

Join us as we celebrate five years of saving babies at the R Baby Foundation's Fifth Anniversary Event, *The R Baby Five Star Food & Gala* on **Wednesday, May 9, 2012 from 6:00 PM – 10:00 PM at The Plaza in Manhattan.**

Featuring an elite group of restaurants and vineyards, 1,000 guests will gather to celebrate 5 years of successful work by the R Baby Foundation and share the exciting vision for the next five years! An outstanding group of individuals who have made saving babies a priority will be honored including:

- ★ Keynote Speaker: **Edward M. Kennedy, Jr.**
- ★ R Baby Philanthropic Leadership Award recipients: **Lou Hanover & Bruce Richards**, Founders and Co-Presidents of Marathon Asset Management
- ★ R Baby Pediatric Health Pioneer Award recipient: **Dr. Vinay Nadkarni**, Endowed Chair, Pediatric Critical Care Medicine, The Children's Hospital of Philadelphia
- ★ R Baby Champion Award recipient: **Julia Beck**, Founder & CEO, Forty Weeks
- ★ R Baby Courage Award recipients: **Angela & Thomas Torrillo**
- ★ R Baby Compassion Speaker: **Sandie O'Connor**, Treasurer, JP Morgan Chase



#### On the menu:

**AUREOLE**  
Marcus Gleadow-Ware  
Executive Chef

**BAKED BY MELISSA**

**DAVID BURKE TOWNHOUSE**  
Carmine DiGiovanni  
Executive Chef

**EPICERIE BOULUD**  
Mymi Eberhardt  
Pastry Chef

**THE FOUR SEASONS RESTAURANT**  
Chris Jaeckle  
*formerly of Ai Fiori*

**GRAMERCY TAVERN**  
Michael Anthony  
Executive Chef

**PER SE**  
Anani Lawson  
Master Sommelier

**THE PLAZA: CPS EVENTS**  
Jack Kiggins  
Executive Chef

**OCEANA**  
Ben Pollinger  
Executive Chef

See more about the gala on page 4!

# R BABY GRANTS SHOW SIGNIFICANT RESULTS AT 5 YEAR MARK

**YALE SCHOOL OF MEDICINE'S POISE** (Patient Outcomes In Simulation Education) continues to develop novel educational training modules that result in measurable improvements in the health outcomes of acutely ill infants and children. Led by Dr. Marc Auerbach of Yale and Dr. David Kessler of Columbia, this collaborative medical education research network, sponsored by R Baby since its inception, has trained over 550 pediatric interns which accounts for approximately 20% of all pediatric interns in the country and approximately 200 educators at 30 leading academic medical centers. In addition, over 100 teaching physicians are actively involved in the POISE community through a website, faculty train-the-trainer curricula, and monthly "expert" webinars. POISE research projects have been published and presented at international research conferences, and POISE was accepted to present four papers at the 2011 International Meeting of Simulation in Healthcare.

There are now nearly 100 children's hospitals in our network from around the world - US, Europe, Canada and Australia who share a common goal of leveraging simulation based training and research to provide the best possible care whenever and wherever an infant or child is in need. This is through both improved pediatric emergency training within our children's hospitals AND improved pediatric emergency care outside of the doors of the children's hospitals in community and rural hospitals.

**GORYEB'S CHILDREN'S HOSPITAL** in Morristown Medical Center expanded its R Baby-sponsored Patient-and Family-Centered Care Program (PFCCP), led by Dr. Walter Rosenfeld, to its Inpatient Unit, Pediatric and Neonatal Intensive Care Units, and Pediatric Emergency Departments. There is now 24/7 communication that informs families of their ability to call for a rapid-response team should they become concerned with their child's condition or care and the Pediatric staff reports a positive response rate from parents of 94%. In addition, the 'R You Being Heard?' program has helped ensure families that their child's unique needs and circumstances were being taken into account and that their questions and concerns were being addressed during their ER visits. To expand their success they continue to train other hospitals nationwide through conferences and their Top Ten Best Practices.

Top Ten Ways to Improve Hospital Communication:

1. "R You Being Heard" parent survey
2. Staff assessment of PFCCP beliefs and practices
3. Use of technology (iPad/iPod to explain procedures to children)
4. Care plans for chronically ill children
5. Bedside registration/open bedding
6. Humanizing hospital signage
7. Family participation during medical rounds/nursing change of shift
8. Parental presence during procedures, medical emergencies
9. Role of Family Advisory Council
10. Evolution of PFCCP from Emergency Department and PICU to NICU, all pediatric units, same-day surgery, and adult departments

Remember the top reason for thousands of deaths a year is due to medical error or miscommunication. Parents must speak up and advocate for their children especially if they can't articulate their symptoms and at home issues themselves. R Baby encourages all families to record medical issues and don't hesitate to reach out to your physicians and ask for specialists as needed.

**JOHNS HOPKINS CHILDREN'S CENTER** continues to expand its program: Early Identification and Management of Viral Infections in Hospitalized Neonates and Infants led by Dr. Aaron M. Milestone. This new rapid test program screens children with

symptoms such as fever and cough, as well as children without these common symptoms to determine if a new rapid test will improve our ability to diagnose children with contagious viruses; to identify uncommon symptoms of viral infection in neonates and infants, and to determine whether a new rapid diagnostic test will improve outcomes in hospitalized children.

Initial results have shown that 18% of babies/children admitted to the hospital for any reason were infected with a respiratory virus. Of these infected children, 17% were admitted for reasons other than flu-like illnesses and 8% had no symptoms. These infections can be life threatening in babies and early diagnosis can be life-saving.

The results of this study, including the recommendations of protocols to follow for infected hospitalized children, will impact children nationwide, including the most vulnerable hospitalized children as well as those in the community.

**MOUNT SINAI HOSPITAL** conducted its second annual pediatric emergency medicine infectious disease symposium on April 27<sup>th</sup>, 2011, led by Dr. Adam Vella. The symposium attracted over 250 emergency physicians, top pediatric speakers from across the country, doctors from top children's hospitals and doctors both in training and post residency training. The day provided the current state of the art evidence, opinions, and practice in pediatric emergency medicine related to specific infectious emergencies through a combination of didactics and simulation training. A webcast of the event, available to doctors nationwide, increases the number of doctors who will benefit from this expertise. The symposium received high ratings from attendees. (<http://www.veomed.com/rbaby>)

**ST. GEORGE'S HOSPITAL, LONDON** in January 2011, St. Georges began its neonatal simulation program running weekly simulation sessions on the neonatal unit with collaboration with the departments of Pediatrics, Obstetrics and Emergency Medicine. A highlight of this successful simulation based training was a scenario simulation based on the planned delivery of an infant with a Congenital Diaphragmatic Hernia (CDH). The same team scheduled to attend the actual delivery first participated in a simulated delivery 2 hours before. The junior doctor assigned to the case had never attended the birth of a baby with CDH prior to the training and was able to proceed with confidence and a clear expectation of required duties in the delivery room.

**UNIVERSITY OF MARYLAND CHILDREN'S HOSPITAL** Led by Dr. Steven Czinn, the Rebecca Rabinowitz Laboratory adheres to R Baby's long-term goal of detecting viral infections in infants more quickly, leading to life saving care in a timely manner. Babies show symptoms of infections differently than adults, they have a lower immune system and the viruses can take over their bodies faster, leading to death. A high-tech Luminex equipment is now available for all viral testing at the University of Maryland Medical Center. The Laboratory provides for more rapid detection and expedited care for their most vulnerable patients providing more aggressive and appropriate treatments. Currently, the Laboratory is running an average of 60 tests a week and more than 3000 tests annually. They identify up to 100 infections in a single sample and have reduced a 2 week turnaround to under 12 hours for most lab results. The continuation of this lab program will expand to add an educational component to train more doctors when and how to use the equipment as well as creating a library of protocols of how to treat viruses as additional hospitals begin to use this important technology.

**MARIA FARERI CHILDREN'S HOSPITAL AT WESTCHESTER MEDICAL CENTER**, continues to advance the guidelines for Emergency Department Approved for Pediatrics (EDAP) certification in the Hudson Valley and have successfully updated and finalized the guidelines. They continue to work toward their next goals of enhancing existing training programs to include simulation training for infant care; developing a toolkit and guide for how hospitals can meet the EDAP certification requirements; creating a pediatrician's guide regarding selecting appropriate emergency departments and developing a parent's guide on choosing the right emergency department, all projects led by Dr. David Markenson.

**CHILDREN'S HOSPITAL OF COLORADO**, is committed to improving airway skills techniques for Emergency Medical Service providers, often the first providers to reach an ill or injured infant. This is a critical component of emergency pediatric care. Children's Hospital holds an Annual two-day pediatric EMS Conference, the largest in the region, providing top-notch education to EMS providers. Expanding their current program through a grant from R Baby, training will also be provided via a web-based program to reach additional EMS providers. In the area immediately surrounding the hospital, this training is now mandatory for more than 400 EMS providers to reduce the high number of missed or failed intubation rates for pediatric patients.

**BRISTOL-MYERS SQUIBB CHILDREN'S HOSPITAL AT ROBERT WOOD JOHNSON** led by Dr. Ernest Leva, is conducting studies to determine adherence to pediatric guidelines in diverse emergency care settings to help address and improve pediatric emergency care. Currently, pediatric emergency departments reside in various clinical settings within institutions and are staffed with varying levels of providers. Some are staffed totally by pediatric emergency medicine trained physicians; others are staffed by general pediatricians or adult emergentologist, while others have a combination of staff. Projects to study the impact of these settings on pediatric emergency care being supported through R Baby include:

- 1) Necessity of Pediatric Emergency Medicine Training for Emergency Department Physicians Who Provide Care of the Pediatric Population - A population based survey of New Jersey pediatricians and parents.
- 2) Adherence to Clinical Practice Guidelines in Evaluation of Simple Febrile Seizures in the Emergency Department.
- 3) Evaluation of the Management of Minor Closed Head Injuries in Children – Compare and Contrast of a Pediatric Emergency Department and a General Emergency Department.

**For more information on additional programs that R Baby supports, please visit [rbabyfoundation.org](http://rbabyfoundation.org)**



**HERO**  
award 2012

**AVIS RICHARDS**

R Baby Board Member for FIVE years

“Nothing is more important than training doctors to deliver quality emergency pediatric care, and educating parents in how to find them.” — Avis Richards

When thinking of this year's R Baby HERO award, during our 5th birthday, there was no question of who it would go to since this person has worked tirelessly by our side for the past five years. Avis Richards, CEO of BirdsNest Foundation, has been a vital part of the R Baby team since our inception and her devotion has never wavered. Year after year she continues to be there for us in many capacities.

It all started in 2006 right after Rebecca passed away. I remember the Richards being at our home consoling us and also committing to us to help in any way if we wanted to improve the healthcare system that failed our daughter. The first year of R Baby's birth was the first year I was dealing with my daughter's death. So, you can imagine how emotional it was but at the same time how driven Andrew and I were to make sure that this didn't happen to any other family. Well, Avis was right there every day not only helping us start a new not-for-profit organization but being so passionate about our cause and also being there as a friend along the

way. That is the biggest thing about not for profits - they are personal - they are emotional - and Avis Richards understands this. She is sensitive and caring while also being driven to make change.

Our first event at the Mandarin Oriental was an incredible success. Avis was a large part of that given her constant advice and "can do" attitude. She took on many projects including our first video production as well as auction items with a hands on approach. Given how philanthropic Avis is, she was able to advise R Baby on many elements of the night to help make it as successful as possible. She was literally willing to help with anything and taught me from the beginning how to never spend the charity's money unless absolutely necessary as more can go to saving babies' lives. This may seem obvious, but most charities only give 60-70% ([charitynavigator.org](http://charitynavigator.org)) directly to the cause where R Baby gives over 90%. Avis makes sure her bargaining skills are R Baby's gain! Her values on frugality, authenticity and a hands on approach were and are invaluable to us and R Baby.

After our first event, Avis continued to support us year after year through her wonderful video productions, her talented team of photographers at every event we have and her extremely valuable board and marketing input. When we did our Run/Walk in Central Park, Avis even led a family photo booth to make the experience even that much more special of a day. She is always there when we need her. She never hesitates. Her commitment to R Baby and other charities should be recognized and appreciated as she continues to inspire me and others to be passionate, giving and selfless - as she is.

**Andrew and I are forever grateful for Avis' contributions, devotion and friendship. Thank you for all that you do and most importantly, all that you are.**

Sincerely,

*Phyllis Labowitz*  
*Andrew*



# EVENTS

## NEW YORK CITY GALA

### COLORADO

Join the Colorado Chapter of R Baby for our Annual Links for Life Golf Classic on **May 11, 2012 at the Broadlands Golf Course in Broomfield, CO.**

R Baby Foundation's Colorado chapter will use the proceeds from this event to save babies' lives by working with The Children's Hospital of CO and our community of Emergency Medical Technicians to dramatically improve pediatric emergency care.

Contact Colorado Chapter Leader Corinne McMurray at [corinnemcmurray@msn.com](mailto:corinnemcmurray@msn.com) or visit [rbabyfoundation.org/colorado-chapter](http://rbabyfoundation.org/colorado-chapter) for more information.

On Friday, February 17<sup>th</sup> 2012, 10 volunteers from R Baby Foundation Colorado answered phones for the Alice 105.9 36 Hours for Kids radiothon. Proceeds from the teddy bear featured will benefit The Ronald McDonald House and R Baby.



Join us **Wednesday, May 9, 2012** at six o'clock in the evening to celebrate our fifth birthday. Relax and mingle at this spectacular culinary cocktail party experience. Sip premiere fine wines and cocktails as you explore stations of 5 star cuisine from a blockbuster team of world-renowned chefs.

The R Baby Giving Tree will feature special access to exclusive reserve tastings and bottles to share (or take home). Bid on one-of-a-kind experiences and items at the night's live and silent auctions, including a Napa Valley Wine Tour, a Five Star African Safari for Four, a Fender electric guitar signed by Axl Rose of Guns 'n Roses, a luxury crib from Bellini, deluxe nursery baskets from Skip Hop and more!

**Our 5<sup>th</sup> Anniversary Gala ensures that we can continue to provide:**

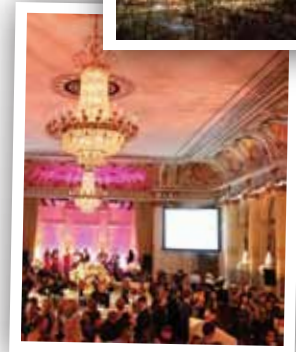
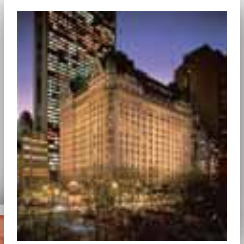
» Funds for critical equipment and training, such as state of the art simulation and infant mannequin technology, educating hundreds of doctors and impacting thousands of babies.

» Funds for training of emergency room attendants in local New York & New Jersey area hospitals impacting dozens of care givers and hundreds of families in each location.

» Funds for a program at a local hospital to ensure better communication between doctors and parents, allowing hundreds of families to be empowered and engaged in their infant's care.

» Funds for an educational seminar, aimed at diagnosing illnesses in newborns, to be attended by more than 250 physicians. This seminar will also be broadcast to hundreds via a webcast, effectively bringing our message to dozens of hospitals in the New York area and nationwide.

» Funds for innovative healthcare programs that raise the standard of care given in ERs to babies and young children in both children's hospitals and non-children's hospitals.



### CAYMAN ISLANDS

More than 200 people attended the 2<sup>nd</sup> Annual GAIM Ops Cayman Charity Night on May 1, 2011. Guests enjoyed cocktails and hors d'oeuvres amidst the beautiful Cayman setting. The successful event raised over \$40,000 in support of R Baby and Hedge Fund Cares!

GAIM Ops Cayman is the largest hedge fund operational due diligence, compliance, and risk management event.

Save the date for the 3<sup>rd</sup> Annual GAIM Ops Cayman Charity Night being held **April 22, 2012**. The event, being held at Luca, will kick-off GAIM's weekend.

Net proceeds will support the work of R Baby Foundation and Michael's Mission.

For more information visit: [www.iirusa.com/gaim-cayman/charity-night](http://www.iirusa.com/gaim-cayman/charity-night)



**Visit [rbabyfoundation.org/fivestargala](http://rbabyfoundation.org/fivestargala) to purchase tickets or become a valued sponsor** joining our early sponsors including Guardian Sponsors Avis and Bruce Richards and Marathon Asset Management; Parent Sponsors, Brifor, Capital One, CITI, Citco, Houlihan Lokey, North Point Solutions, Sidley Austin, Sandton Partners, LLC, Meisel, Tutuer & Lewis and Seward & Kissel who join our Caretakers, Nurturees and Community Partners and our partnership with the American Committee for the Weizmann Institute of Science.

*Thank you for your continued support in our efforts to improve healthcare outcomes for babies and children.*  
Co-Founders and Co-Presidents, Phyllis & Andrew

# SERVING TO SAVE BABIES' LIVES:

## NEW YORK

On June 25, 2011, R Baby held the 1<sup>st</sup> Annual R Baby Foundation Tennis Tournament: Serving to Save Babies' Lives at Sportime in Randall's Island, NY. Twenty teams of highly competitive and ranked players participated in an exciting tournament which raised close to \$60,000! Congratulations to our winners: Ron Marks and Todd Paul, and the runners up: Jeff Appel and Darrin Cohen!! Our winners received part of the \$11,360 pot raised during the exciting live Calcutta Auction, and the remainder of the money raised supports R Baby's mission. Thank you to Event Chair Jason Pinsky for his hard work and dedication to the cause and to our sponsor Bloomberg TV!

The second annual New York Tennis Tournament will be held on **Sunday, April 22, 2012 at the USTA National Tennis Center**, Home of the US Open, 9:00am-3:00pm. Come play in this fun and challenging round-robin tournament and enjoy a beautiful day of tennis, lunch, beverages and a live Calcutta Auction! All players and levels are invited to participate!

**There is limited availability for this terrific event so register now!**

## MARYLAND

R Baby's Maryland Chapter has helped fund over \$200,000 for the Rebecca Ava Rabinowitz Diagnostic Laboratory at the University of Maryland Children's Hospital. This facility has made important strides in the detection of multiple viruses which allows identification of a virus to be shortened from an average of 12 days to less than 48 hours. Proceeds from this tennis event will help continue this important work of rapid detection and treatment of viral infections.

Building on the success of the New York Tennis event, R Baby's Maryland Chapter is hosting an event on **Sunday, April 15<sup>th</sup> 2012** at Bare Hills Racquet & Fitness Club, Baltimore, MD. Come play in this fun event featuring top local tennis pros offering instruction and tournament play. Players of all levels are invited to participate!

**For ticket or sponsor information, contact Event Chair Lisa Asher at lisamarc3@comcast.net. To participate in the event as a Tennis Pro, contact Matt Bilger at tennismatt4@yahoo.com. Join Maryland Chapter Leaders Henry and Brenda Belsky and Event Chair Joanna Lewis by contacting Joanna at 410-292-0491.**

## 5 HEALTH INSURANCE TIPS TO MAXIMIZE BENEFITS FOR THE ABOUT-TO-DELIVER EXPECTANT MOM

1. Understand the coverage for your hospital stay.
2. Review your pre-admission packet.
3. Request an anesthesiologist in advance.
4. Enroll your baby in your plan.
5. Pick your pediatrician!



## NEW JERSEY

We enjoyed a high energy spinning workout to a packed house on March 24, 2012 at Flywheel in Millburn, N.J. to raise awareness and \$20,000 for R Baby!

Co-chairs Elit Kirschenbaum, Lisa Rosenbaum and Lori Rosenbaum put together an amazing event that featured exciting prizes for top spinners, random pick raffle prizes, shopping with Eye Candy and Haven for a cause, healthy snacks from The Salad House, generous gift bags and more! Spinners heard from Dr. Walter Rosenfeld of Goryeb's Children's Hospital at Morristown Medical Center and had a sneak peak at our new ad campaign. A Special thank you to our Fly event sponsor, Lowenstein Sandler, as well as all sponsors, donors, spinners, attendees, and volunteers.



MedClaims can help any family maximize their insurance reimbursement process so that you can focus on what is important, your family! Whether it is the birth of a child or an illness or injury or regular care for long-term needs, they manage the reimbursement process to maximize benefits and minimize stress.

To learn more visit [www.medclaimsliaison.com](http://www.medclaimsliaison.com)



## ADVOCATING FOR YOUR CHILD'S CARE: Healthcare Decisions Can be Life or Death

Hailey and Sami's Story, By Stefanie Diamond

We brought our second daughter, Hailey Paige, home from the hospital tiny but healthy at 5 pounds. Within a week she developed a tiny cough. We figured it was just a bug her big sister had brought home from nursery school, so we ignored it. At 3 weeks old her cough worsened. Our pediatrician said it was probably a common cold but to watch her closely. Over the next few days, Hailey's coughs turned into "coughing fits," and she struggled to breathe. Being a second-time parent I tried not to panic - after all she had already been seen by the doctor - but at the end of that week something was not right.

That Friday Hailey coughed so hard I thought she turned blue. Or was I imagining it? A friend, who is a nurse, looked at her and said she seemed to be fine. Hailey turned shades of blue again on Saturday, and I spent all of Saturday night holding her as she gasped for air. Was it asthma? Was it something worse?

We took her to the emergency room on Sunday morning. The first doctor who saw her assumed RSV, but admitted her right away because she clearly was quite sick. Once in ICU the pediatric intensive care doctor said that if we waited even another few hours, Hailey might not have made it. In fact, on the way to the hospital we had had to pull over because she had briefly stopped breathing. Hailey had pertussis - or whooping cough.

I had no idea people still got pertussis, nor did I know it was resurging due to people reluctant to immunize their children. Worldwide, pertussis causes 300,000 deaths per year. We were lucky. Children get their first pertussis vaccine at 2 months old; Hailey was only 4 weeks. After almost losing Hailey, you'd think I'd be wiser the next time around. But when my third bundle of pink was born, I was caught in between being overly cautious, and being the calm, cool, collected mom I wanted to be. By the third child you see magnets as toys to keep the big kids happy, not choking hazards. You bundle that baby up and shlep them to ballet, gymnastics, the grocery store because you have to, even though baby number one never left the bouncy seat. The 'What To Expect the First Year' books are a distant memory. You're a pro. Nothing ruffles your feathers. And you certainly don't call the doctor with every cough.

Sami Brooke was born when Hailey was 3 and a half years old, and my oldest was 7. My pregnancy was perfect, Sami was a perfect 6 pounds 7 oz, and I was worried about nothing. At 6 months old she got a small cough. I know coughs. I was nervous enough to videotape her coughing fits. But I didn't call the doctor right away. I could handle it. After a few days (and nightmares about our pertussis ordeal) I took her and my video footage to the pediatrician.

If I was concerned enough to tape it, why didn't I call sooner? (And I've watched that footage recently, this was no normal cough. Why couldn't I see it? Did I not want to see it?) I remember not wanting to bother the doctor. I didn't want to be that mom that rushes her baby in with dry skin, or a tiny cut, or 99.1 fever. When she was working so hard to breathe that she couldn't keep her eyes open, I took her to the pediatrician. She had RSV. They said I could go to the hospital or wait until tomorrow and see if she was better. The decision was mine, so I

assumed she was healthy enough to go home. We went home and I tried to sleep, while watching her body convulse with coughs.

The next morning I paced the house with a sicker Sami, and called a pediatrician friend to see if we could measure her oxygen intake. My husband was yelling that if I didn't take her to the emergency room he was going to look up our pediatrician's address and knock on his door. If I was this worried, she should go to the emergency room.

The ER team confirmed she not only had RSV, but double pneumonia. They admitted her right away and she spent a week in the hospital.

As mothers we're torn with listening to that mommy-gut, and listening to our doctors. We don't want to over-react, yet we need to react enough. We don't want to bother our pediatricians, but we're worried enough to take out our video cameras to document the cough.

And when we take them to the doctor we listen to them over ourselves. I should not have gone home that night, my gut said to go to the hospital yet I chose to come home. When Hailey was gasping for air I called my mom, then my pediatrician, but waited to take her to the hospital. And even in the hospital I found myself just taking the lead from the doctors.



Sami, Bari and Hailey Diamond

As parents we need to listen to our inner voices. If you think something is terribly wrong, it probably is. And our doctors are there to help us, so make the call. But even when we're in the hands of those trained to help, we need to be advocates for our babies.

Too many viral infections and infectious diseases go undetected or misdiagnosed leading to death. By the time we got Hailey to the hospital she was in rough shape. Had Hailey's pertussis not been identified in a timely fashion, and treatment not started right away, one more gasp for air could have been her last.

The first doctor who saw her was testing for RSV and was surprised when it was negative. It was when the pediatric intensivist came in and said she is "textbook" pertussis. How she could be textbook, yet so many other people missed it, was crazy to me. Doctors are trained in so many areas, it's the specialists who catch things the ER doctors sometimes don't. Unfortunately in some cases a specialist is never called, or by the time they're called it's too late. Her hospital team saved her life. And had I waited to take Sami to the hospital, her pneumonia may have gotten worse.

I've learned many things from my kids - among them to listen to their signs, and listen to my inner voice.

R Baby's Real Stories are an important part of understanding the concerns in pediatric emergency care and are a vital way to educate parents. Please help us reach other parents by sharing your Real Story by visiting [rbabyrealstories.org](http://rbabyrealstories.org)

## Introducing our new ad campaign

Emergency rooms are  
not one size fits all.



### Babies are NOT mini-adults.

Babies require specialized medical care.

Did you know that your local ER may or may not be prepared to treat your child?

1 in 141 babies die each year. How accurately and quickly even routine illnesses and emergencies are treated can mean the difference between life and death for a baby or young child.

Joining the R Baby Foundation® funds life-saving hospital programs and educates and empowers parents. R Baby advocates for all ERs to be prepared for children and for a clearer definition of pediatric emergency rooms for the best specialized care.

Join us! Together we can make sure your hospital is ready for your child.



Donate. Share your story. Research your ER. Learn. Volunteer. Save babies at [rbabyfoundation.org](http://rbabyfoundation.org)  

## R BABY ADVOCATES FOR ALL EMERGENCY ROOMS TO BE READY FOR CHILDREN AND FOR A CLEAR DEFINITION OF A PEDIATRIC ER

Our advocacy efforts have been concentrated on creating a clear definition for Pediatric Emergency Room care in New Jersey, as well as the State of New York, the State of Maryland, the State of Delaware, and on the federal level in Washington, DC.

Currently, there is no uniform definition of a Pediatric Emergency Room. Each may have varying degrees of trained specialists and equipment readiness—and there is very little clarity for parents on how to tell the differences. While we encourage all families to research their local emergency room options, R Baby is advocating for a clear definition of Pediatric Emergency Rooms on a leveled system similar to Trauma Centers for the best specialized care. We also advocate that all ERs are prepared so that every baby seen in any ER can be diagnosed and treated or stabilized and transferred to the best hospital for that child's needs.

We have been working collaboratively with a network of organizations in each state, as well as representatives from leading national organizations in concert with physicians, legislators, and state government officials who are concerned with the health and welfare of children including: NJ council of children's hospitals; American Academy of Pediatrics of NJ; Children's Healthcare Association formerly, the National Association of Children's Hospitals; Maryland Emergency Medical Services Administration; Delaware Emergency Medical Services Administration; Delaware Hospital Association; Delaware; CHOP – Pennsylvania; Greater New York Hospital Association, Emergency Medical Services for Children (EMSC) and many others.

Know any media contacts? Please help us share the ad in more places! To share contacts or to create your own awareness campaign, please email us at [Katie@rbabyfoundation.org](mailto:Katie@rbabyfoundation.org)

### Can I Still Make a Donation?

Donate online at [rbabyfoundation.org](http://rbabyfoundation.org) or fill out the form below. Please make checks payable to "R Baby Foundation."

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

This gift is in honor of/in memory of: \_\_\_\_\_

Donation: \$ \_\_\_\_\_ Choose a method:  Cash  Check  AmEx  Mastercard  Visa

Credit Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_

Security Code: \_\_\_\_\_ Signature: \_\_\_\_\_

My company has a matching charitable donations program.

R Baby Foundation is a not-for-profit public charity recognized by the IRS under 501(c)(3).

Please detach this form and mail (with check, if applicable) to: R Baby Foundation c/o Powered by Professionals, 1375 Broadway, 3<sup>rd</sup> Floor, New York, NY 10018.

R BABY FOUNDATION'S VISION:  
TO SAVE AS MANY BABIES,  
LIVES AS POSSIBLE

30,000 BABIES BORN IN THE  
UNITED STATES EACH YEAR WON'T  
MAKE IT TO THEIR FIRST BIRTHDAY

c/o Powered by Professionals  
1375 Broadway, 3rd Floor  
New York, NY 10018



## 5 EASY WAYS TO HELP R BABY HELP BABIES!!

1. Have a car wash or bake sale.
2. In lieu of baby shower gifts, wedding gifts or kids birthday gifts, ask people to make a donation to R Baby!
3. Hold a lemonade stand with your kids.
4. Create your own fundraiser!
5. Donate a percentage of your company's products or services to R Baby for a week.



These 2<sup>nd</sup> graders raised over \$200 at a lemonade stand! Thank you Sydney, Harrison, Molly & Rowan!

To share a new idea or for help with any of these ideas, please contact [info@rbabyfoundation.org](mailto:info@rbabyfoundation.org)

## 5 TOP REASONS TO SUPPORT R BABY!

1. **R BABY IS EFFICIENT** - To date, over 90% of your donations went directly to improving infant healthcare.
2. **R BABY GETS RESULTS** - R Baby Foundation has raised millions to fund grant programs that will dramatically improve the quality of care infants are given in Emergency Situations, the ER, and on the way to the ER.
3. **R BABY IS UNIQUE** - No other charitable organization is focusing on Pediatric Emergency Care. And our life-saving grants fund emergency pediatric training, guidelines and protocols, scientific research, equipment and treatments, rapid laboratory tests, and parent education.
4. **R BABY HAS INCREDIBLE PARTNERS** - We partner with pediatric specialists across the country, corporate America and advocates in the media to educate and inform.
5. **R BABY CARES** - We work directly with parents to educate them on pediatric emergency care.

## 5 WAYS TO RAISE AWARENESS FOR IMPROVED PEDIATRIC EMERGENCY CARE

1. Share our website with 5 friends to educate them about about the importance of improving pediatric emergency care! ([rbabyfoundation.org](http://rbabyfoundation.org))
2. Follow us on Facebook & Twitter.
  -  Facebook (R Baby Foundation)
  -  Twitter (RBabyFoundation)
3. Talk to your pediatrician about your local emergency room.
4. Ask 5 friends what their pediatric emergency experiences have been and share them at [rbabyrealstories.org](http://rbabyrealstories.org)
5. Print our new PSA and share it with 5 friends. Download it by visiting: [rbabyfoundation.org/ad](http://rbabyfoundation.org/ad)

**R Baby encourages all parents to talk to their pediatrician about their local ER choices and capabilities in preparation for any emergencies.**

For more tips, go to [rbabyfoundation.org](http://rbabyfoundation.org)