

HOW CAN I GET INVOLVED?

1 Plan a run or walk in your area to help us save babies' lives! Our Create Footprints Program allows volunteers from all over the country to raise funds for improving infant healthcare. Everybody is invited to plan an event, whether you have lost a baby, had a trying experience or want to make a difference for your future family. Funds raised in your area can be directed towards a grant program in a local hospital in your neighborhood. Contact ken@poweredbyprofessionals.com to get started today.

2 Help us spread the word about infant mortality and pediatric emergency care on the web. Join us at:
causes.com/rbaby twitter.com/rbabyfoundation youtube.com/user/rbabyfndtn

3 Plan your own fundraiser for life-saving grants, like a car wash, a bake sale or a school event, with proceeds going to R Baby. Email info@rbabyfoundation.org to get started today.

4 Email info@rbabyfoundation.org for other volunteer opportunities including getting involved in the May Run/Walk event.

Can I Still Make a Donation?

Donate online at rbabyfoundation.org or fill out the form below. Please make checks payable to "R Baby Foundation."

First Name: _____ Last Name: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____

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, 3rd Floor, New York, NY 10018.

SIMULATION ROBOTIC TRAINING PROGRAM – PROVING TO IMPROVE INFANT HEALTHCARE

A network of hospitals collaborate together to ultimately change the standard of care for all babies.



A critically ill baby has the best opportunity for survival when pediatric providers rapidly perform life saving interventions with minimal errors. Physician performance can be improved through effective education and training. However, most pediatric interns develop their skills through a traditional trial and error

process on real babies– where mistakes will happen.

R Baby and Yale Medical School Join To Train Interns Using Simulation Technology – Building Knowledge, Experience and Confidence

For decades, pilots have used flight simulators to practice before jumping into the cockpit of a real plane and it has reduced the # of accidents. The pilot must demonstrate skill mastery in the flight simulator before they are allowed to perform in real life. Repetition and practice is an integral part of becoming a proficient expert. Today, thanks to an R Baby Grant supported by your donations, interns in medical schools will have access to state-of-the-art simulation training programs enabling them to practice actual procedures on life-like, software controlled neo-natal manikins.

These computer-controlled artificial babies look, feel and act like infants who are in distress. Through the R Baby supported POISE (Patient Outcomes in Simulation Education) Network, interns are taken through real-time emergency room scenarios often without prior warning and then they review the video tapes and data to learn from their mistakes.

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

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

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



"Interns currently are taught by 'see one, and do one' where these new doctors are performing procedures on real babies prior to demonstrating expert skills without real hands on training. They have also admitted to a low level of confidence when working with babies." said Dr. Marc Auerbach, Assistant Professor at Yale Medical, who created the R Baby grant funded test program while at NYU Medical Center, "Without simulation training, the equivalent would be someone who has not graduated flight school flying your plane. I think every parent would want the physician handling their baby to have effective proven training skills and not to be practicing their skills on their newborn."

"For healthcare providers, having simulation programs in place can dramatically reduce mistakes, including those that could lead to a baby dying"

said Dr. Kessler who leads the initiative at NYU, "Costs may seem like a barrier – but in the case of an infant's life, we are seeing outcomes that will prove this effective training is well worth the expense. Simulators are already proven and being used in adult medicine, but pediatrics is always lagging. We are trying to make the case that a baby's life deserves the same level of care. We don't feel it is worth the risk of an inexperienced new physician practicing on a newborn." The POISE Network is launching programs in 10 hospitals this Fall and hopes to expand across the US, ultimately globally.

For more information, please visit www.rbabyfoundation.org/medxchange.com and consider sponsoring a Sim Baby program in your community! You can email info@rbabyfoundation.org today and direct your donation to support this simulation program that will improve infant healthcare and in many cases save babies' lives.



NEWS

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OUR MISSION: R Baby Foundation is the first and only not-for-profit foundation uniquely focused on saving babies' lives through improving pediatric emergency care.

R Baby Foundation is dedicated to ensuring that babies, including those in the first month of life suffering from viral infections and other infectious diseases, receive the highest quality of care and service through supporting life-saving pediatric training, education, research, treatment, and equipment.

Thanks to everyone who supported R Baby for Mother's Day! The funds you donated will go toward saving babies' lives.

We are thrilled that so many of you came out to support us for the Mother's Day Run/Walk in Central Park. Over 9,000 people participated and, together, we raised over \$650,000. It was an amazing day, especially seeing all the families who came out to support R Baby on their holiday for a worthwhile cause. A 6-year old racer said it best: "We want to help the babies grow old."

Our Foundation is not only funding important medical grants, but advocating for a legally mandated higher standard of care for the babies that can't speak for themselves.

READ THIS NEWSLETTER TO:

- >> learn what is new at R Baby Foundation.
- >> know how your donations are impacting infant healthcare.
- >> help spread the word about the Denver Walk.
- >> hear what the R Baby MedExchange is.
- >> read helpful emergency tips for your family.
- >> find out how you can become involved with R Baby.



We are humbled by the outpouring of support for R Baby Foundation. The Mother's Day event would not be possible without our corporate sponsors, media partners, family and friends. We hope we kick started your Mother's Day in a fun and worthwhile way.

ANDREW RABINOWITZ,
CO-FOUNDER AND CO-PRESIDENT OF
R BABY FOUNDATION

Losing a baby is a devastating thing for a family, but it's even more upsetting knowing it could have been prevented with better available healthcare. Thanks for those who contributed or joined us on your Mother's Day to make a difference for all our future families.

PHYLLIS RABINOWITZ,
CO-FOUNDER AND CO-PRESIDENT OF
R BABY FOUNDATION

We are grateful for the work the R Baby Foundation is doing to help children and their families in our community and beyond. I am honored to support their work and mission."

STEPHEN R. DANIELS, MD, PHD
THE CHILDREN'S HOSPITAL
(IN DENVER)
PEDIATRICIAN-IN-CHIEF

VIEW VIDEO, BUY PHOTOS, AND READ MORE ABOUT THE MOTHER'S DAY RUN/WALK AT RBABYFOUNDATION.ORG.

Net proceeds raised from the Run/Walk supported life-saving programs at Mt. Sinai Hospital as well as the continuation of successful R Baby grants at various hospitals and medical schools. The money raised in Central Park will go toward ensuring babies in emergency situations in New York, New Jersey and around the country will have access to the specialized care these tiny infants need. Babies have different immune systems and physiological needs - they require the expertise of pediatric emergency medicine in urgent situations. R Baby supports this specific pediatric training in many of its grants.

SAVE THE DATE

FOR THE 2010 MOTHER'S DAY
RACE TO SAVE BABIES' LIVES!

We look forward to another successful
Run/Walk in Central Park on
Sunday, May 9, 2010.
We hope you can join us!

R BABY FOUNDATION IS GROWING – NEW COLORADO CHAPTER AND WALK



Rhiannon
5.3.06 to 5.12.06



The McMurrays

"We are so excited to be starting a Colorado Chapter of R Baby Foundation! We will kick off with a Walk in City Park in Denver on September 26, 2009. Like R Baby Founders Phyllis and Andrew, my husband Dan and I lost our baby Rhiannon in 2006 to an undetected viral infection. We are committed to saving as many babies' lives as possible and hope you will join us if you live in the Denver area." CORINNE MCMURRAY, FOUNDER OF COLORADO CHAPTER - R BABY FOUNDATION

Help make our next Walk to Save Babies' Lives a success!

JOIN us in City Park, Denver, CO on September 26, 2009

REGISTER or donate at rbabywalkcolorado.org and spread the word to your friends and family in the Denver area

FOLLOW the Colorado Chapter's Twitter at twitter.com/rbabycom

www.facebook.com/Rbabycolorado



Connecting the R Baby Medical Community

R BABY FOUNDATION MEDEXCHANGE LAUNCHES TO SHARE LATEST GRANT FINDINGS

R Baby Foundation MedExchange

This informative medical community site will enable our grantees to share their results with hospitals and universities across the country. The web-based platform has been designed to enable broad and efficient global dissemination of findings from our grant programs, and to bring together medical professionals so they can communicate, collaborate and create increasingly effective programs that save babies' lives. R Baby MedExchange will enable collaboration among a growing community of professionals who are committed to dramatically improving pediatric emergency care, helping grantees rapidly scale programs that are already making an enormous impact.

Medical Professionals and the General Public can:

Search by Grant Program and
Hospital Listing.

Learn about R Baby Grant Findings.

Contact R Baby Medical Leaders.

all at

www.rbabyfoundation.org/medexchange



WHAT HAS R BABY ACCOMPLISHED SO FAR?

After just one year, R Baby Foundation's grants – thanks to your generous donations...

... are ensuring emergency departments, one by one, are equipped to provide the best care for babies and children through a certification program that promotes the AAP-agreed guidelines, training and supplies.

...are improving communications between parents and hospital staff when it matters most — new programs mean immediate access to information and resources during even the most chaotic moments and rapid response teams are being made available to those families who want a backup opinion within a hospital.

...are driving up the success rates for physicians learning to treat babies who cannot breathe properly through simulation exercises that are DOUBLING success rates among those who go through the training programs.

...are decreasing the time to diagnose viral infections from one to two weeks to less than three hours — when every minute matters.

...are helping physicians understand how babies contract viral infections for clearer identification of babies at risk. Even babies without typical symptoms can have life-threatening viruses! Our research is providing important clues to less obvious symptoms and will enable proper diagnosis and treatment.

...are paving the way for higher standards of care nationally through development and mandating of guidelines and protocols that will ensure babies in every hospital, ER, ambulance and clinic — whether in big cities, small towns and even rural locations — have access to pediatric specialists and treatments that SAVE LIVES.

Many more specific accomplishments have been
made with our incredible hospital partners.

We invite you to learn more at rbabyfoundation.org.



at RBABYFOUNDATION.ORG Useful and Educational Tips for Parents!

>> Avoid emergencies for your children.

>> When to call 911 for your baby;
how to tell if your infant is sick;
when to go to the ER; what to
expect when you get there.

>> Prepare for your child's healthcare
needs by learning about pediatric
subspecialties.

>> Read other articles about baby
and child safety and care.

YOUR FAMILY SHOULD KNOW THE CLOSEST PEDIATRIC EMERGENCY ROOM FOR THE BEST CARE FOR YOUR BABIES AND CHILDREN

In case of a life-threatening emergency, or if you are ever unsure, the best hospital to care for your child is the nearest one. Call 911 or head to your closest medical facility. However, when your child is sick or injured and you have time enough to choose the right ER for your kid, you should head to the nearest Pediatric Emergency Department. Pediatric ER's are the safest and best place for your child if you have the time to make a choice. Pediatric ER's have special experience and trained experts in caring for children because kids are not just little adults. Pediatric ERs use child size needles and hospital equipment and the doctors handle only kids. Children do not respond the way adults do to injuries or trauma. Even how they are medicated is different.

TAKING YOUR CHILD TO A PEDIATRIC EMERGENCY DEPARTMENT CAN MAKE ALL THE DIFFERENCE.

Did you know...

- Pediatric Emergency Departments are staffed by board certified Pediatric Emergency Department physicians?
- Pediatric Emergency Department physicians have had THREE additional years of training in pediatric emergencies?

- The American Academy of Pediatrics provides Pediatric Emergency Departments guidelines for a higher standard of care?
- Pediatric Emergency Departments are equipped to diagnose and treat babies and children of all ages?
- Pediatric Emergency Departments have the right supplies, equipment and medicine dosages made specifically for babies and children?
- Hospitals with Pediatric Emergency Departments are more likely to have the subspecialists you may need (Pediatric Cardiologist, Pediatric Plastic Surgeon, Pediatric General Surgeon, among many others) and the facilities you may need (Intensive Care Units and specialized equipment)?

If you aren't sure, you can always call your pediatrician first. If you can't get to an ER specifically for children, don't worry since once your child is stabilized, it may be possible to transfer your child to an appropriate pediatric center.

Read more about choosing a pediatric emergency room at rbabyfoundation.org.

R BABY PARTNERS WITH DR. ZIBNERS TO EDUCATE PARENTS ON PEDIATRIC EMERGENCIES Her (Dr. Zibners) book is an amazing resource for all parents to read.



"If your Kid Eats This Book is not a 'what to buy,' 'how to diaper,' or 'what to feed him' kind of childcare book. Instead, it focuses on the really important questions, like how to know if a child is truly sick or injured as well as how to keep her from electrocuting herself in the first place. Having dedicated over 14 years of my life to higher education, including 6 straight years studying pediatrics and pediatric emergency medicine, I obviously strongly believe that all children deserve quality care when sick or injured.

As someone who is hoping to become a mom herself this year, I am deeply grateful to R Baby Foundation for taking on the immense task of educating parents about pediatric emergency training and ensuring that all kids have access to the best care possible. I look forward to partnering with R Baby to continue educating parents on preparedness of emergencies."

Dr. Lara Zibners is board certified in both pediatrics and pediatric emergency medicine and is a former Assistant Professor of Pediatric Emergency Medicine at Mount Sinai Hospital in New York. This book can be found on Amazon and at Barnes and Noble.

DR. ZIBNERS' RULES
When it comes to deciding if a kid is truly ill or injured:

- a crying child has an airway and is conscious
- when "everything hurts," probably nothing is really broken
- babies and toddlers don't fake pain
- never trust a toddler (who knows what they ate/stuck in their nose/fed the baby?)
- always trust your gut

>> Look for continued emergency healthcare tips from Dr. Zibners through R Baby Foundation