

HELPING R BABY

R Baby is fortunate to have a devoted community. Athletes, businesses and even children organize ways to donate, volunteer and share our message.

See how people are helping R Baby and how you can get involved. Pages 8-9.



#isupportrbaby social media campaign by Alex Millman

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R BABY LAUNCHES NEW WEBSITE

www.rbabyfoundation.org

2015 marked some exciting changes for R Baby! We invite you to see our newly updated website at **rbabyfoundation.org**. These changes will make it easier for you to read about our grants and programs and find information that will help you and your family prepare before an emergency occurs.

- Visit our new resources section to help you prepare for pediatric emergencies.
- Read the latest news about pediatric healthcare.
- Find out what R Baby events are coming up.
- See how you can help save babies' lives.
- Check out the impact our grants are making.
- And much more!

As we enter 2016, we face a special year for R Baby. It will mark our tenth year of saving babies' lives, a milestone we have met because of your support and commitment. We have several important initiatives in the coming year.

More information to come soon... check rbabyfoundation.org or email Katie@rbabyfoundation.org to make sure you are receiving our email blasts. 📧



R BABY GRANT PROGRAM UPDATES



HIGHLIGHTS FROM 2015 GRANTS

Led by Dr. David Kessler of New York Presbyterian Morgan Stanley Children's Hospital, the INSPIRE Network is built around novice and expert researchers, educators, and clinicians who are interested in collaborating across the globe to improve the care delivered to all neonates, infants, and children, using simulation. Membership continues to grow and INSPIRE has grown to almost 600 members, 250 institutions and represents 6 of the 7 continents.

INSPIRE network training for Pediatric Emergency Care has successfully helped INSPIRE to grow to include even more medical professionals and institutions around the country and the world, and has created additional training projects that promote the safe care for ill and injured children.

In 2015-16, INSPIRE will have added ten new life-saving training modules to continue to reduce mistakes and improve care.

Highlights of INSPIRE projects in 2015 include:

Pediatric Simulation Curriculum: Development initiative to form a pediatric simulation curriculum

collaborative to establish a core group of educators and simulationists to build a credentialed, centralized pediatric simulation scenario platform and database that utilizes the ABP Board Content Specifications, ACGME Core Competencies and Developmental Milestones as the core principles of the curriculum.

Virtual Pediatric Simulator: Developed for Emergency Scenario Training of Military Medical Personnel. The project is funded by the ONR to develop a game-based virtual reality simulator for training on high stakes pediatric emergency medicine scenarios. Scenarios testing and validation study began in the summer of 2015.

Acute Event Debriefing: Resuscitating teamwork and safety using nurse-led, acute event debriefing for patients suffering cardiac arrest in the ICU.

PedSRI Study-Pediatric Simulation in Rural India: Developing a structured simulation training program to address recognition, stabilization and transfer to a higher center and study the impact on pediatric patient outcomes.

Led by Dr. Adam Vella of Mount Sinai Hospital, The Bi-Annual R Baby Pediatric Infectious Disease Symposium

On Wednesday, April 29, 2015 at the Icahn School Of Medicine at Mount Sinai in New York, Dr. Adam Vella hosted the 3rd Bi-Annual R Baby Pediatric Infectious Disease Symposium. This important event was a one-day symposium dedicated to pediatric infectious disease emergencies. Led by experts in

pediatric emergency medicine and infectious diseases, the most current information in the field was presented. It offered valuable learning opportunities for Emergency Medicine residents, doctors, nurses and other medical personnel to improve the care of pediatric patients throughout the country. This year, experts presented the latest on enterovirus, ebola virus, pneumonia and sepsis to an audience of several hundred. In addition, the symposium was filmed and is available online at rbabyfoundation.org for doctors to access from across the nation.

www.rbabyfoundation.org/mtsinaisymposium2015

Led by Dr. Marc Auerbach of Yale University School of Medicine, the ImPACTS Sim-Mobile

R Baby's ImPACTS Mobile Simulation training is led by Yale Medical School collaborating with Columbia University, Children's Hospital of New York Presbyterian, University Hospital of Philadelphia (CHOP), Children's Hospital of Pittsburgh, Hasbro Children's Hospital, Brown University, LIJ's Cohen Children's Medical Center of New York, Johns Hopkins Pediatrics and UMass Children's Medical Center.

In this second year of a multi-year grant, ImPacts continues its on-site simulation training bringing experts from Children's Hospitals to Community ERs where most children are seen. In addition to training, ImPACTS continues to:

- develop explicit standards or benchmarks for the provision of pediatric emergency care and
- improve pediatric training for all emergency providers.





ImPACTS' use of simulators and parent actors provides for the robust evaluation of interprofessional ED teams as they care for an identical series of critically ill patients (ie. respiratory, septic shock, seizure and cardiac arrest). This work has provided the first ever direct comparison of a spectrum of U.S. emergency departments caring for critically ill children. They have identified substantial variability in the treatment of sepsis/pneumonia and cardiac arrest noting:

- 93.3% of Pediatric Emergency Departments (PEDs) and 13.6% of General Emergency Departments (GEDs) were compliant with guidelines in the treatment of septic shock.
- GEDs had deficiencies in delivering sufficient amounts of lifesaving fluids and starting lifesaving blood pressure medications.
- PEDs were more likely to deliver sufficient amounts of fluids and the right doses of medications.
- PEDs complied with 60% of the American Heart Association guidelines for cardiac arrest while only 48% of GEDs complied.

In this second year, ImPACTS has expanded its training to additional GEDs as well as increasing the number of GED providers trained and the frequency of training with monthly follow-up meetings for ongoing pediatric support. In addition, papers on this cutting edge training have been accepted into two top tier medical journals with three additional papers in review.

Led by Dr. Ethan Wiener Goryeb Children's Hospital at Morristown Medical Center

Over 80 percent of children cared for in Emergency Departments in the United States are not seen by a pediatric emergency medicine specialist. When a pediatric patient, especially one with a complicated medical condition, presents to an Emergency Department with no pediatric emergency physicians, there is an urgent need for access to physicians with subspecialty training. Morristown Medical Center is fortunate to have a cadre of board-certified pediatric emergency medicine physicians, its own ACGME-approved fellowship program in pediatric emergency medicine, and a state-designated Emergency Department that sees over 20,000 children annually. To raise the level of emergency care for children in their region, they are piloting a pediatric telemedicine consultation program.

Through this tele-medicine program, infants and children who are seriously ill can be immediately evaluated by an expert at their own locations and expeditiously transferred when necessary to Goryeb Children's Hospital, Morristown Medical Center (GCH). Having access to a pediatric emergency medicine specialist via tele-medicine 24/7 will also prevent unnecessary transfers, which will result in reduced stress and cost savings for the families and the health care system.

The pilot uses a freestanding "robot" videoconferencing unit that features two-way video/audio communications and vital sign assessment capability. The robot



is stationed at Newton Medical Center's Emergency Department. It connects to "the hub" at GCH through tablets or computers that are portable and available to the user on a moment's notice. The consulting specialist can pan, zoom and tilt the robot's camera remotely to visually assess the patient's clinical state. This technology also enables the physician to listen to the patient's heart and lungs via a stethoscope on the robot. The two-way video/audio monitor allows the referring physician, patient and his or her family to see and converse directly with a GCH specialist.

Goryeb has chosen to be early adopters of this technology because of tele-medicine's potential to create an entirely new paradigm in care—one that we believe can transform and increase the ability to save babies' lives.

Program goals include:

- ensuring fast and accurate diagnoses;
- proving direct, live-time 24-hour access to a pediatric specialist;
- facilitating interventions for stabilizing patients;
- maximizing early treatment;
- deducing the number of unnecessary transfers to GCH resulting in reduced health care utilization

R BABY GRANT PROGRAM UPDATES



- costs, improved patient satisfaction and continuity of care;
- determining when an immediate transfer is essential;
- reducing stress experienced by patients and families during a medical emergency;
- building on a culture of patient- and family-centered care and
- improving patient outcomes.

Led by Dr. Joel Berezow of New York Presbyterian Morgan Stanley Children's Hospital, Pediatrics for Emergency Physicians Network (PEPN)

Over the course of R Baby's support of The PEP Network (PEPN), PEPN has produced a practical, easy-to-learn emergency pediatric curriculum that community ER doctors and ER residents-in-training find extremely beneficial and useful for their practice. The focus for the current PEPN grant includes:

- the "Emergency Pediatrics Crash Course"—A condensed 4-module curriculum that ER doctors can complete and master in 5-6 hours. These modules are based on a reorganization of materials already created by PEPN. These modules will be rolled out for immediate use by PEP member institutions, one module at a time;

- state-of-the-art educational materials: A professional educational designer is creating state-of-the-art presentations on-line that will optimize learning efficiency and better appeal to our tech-savvy and mostly millennial audience of physicians, nurses, and medical students and
- tracking the progress among ERs and the recruitment of new member institutions and alliances.

Current participants and alliances in PEPN include 6 academic training programs that train emergency medicine residents and pediatric residents that will enter careers at community hospital emergency departments across the nation. In addition, PEPN works with ImPACTS (11 ERs and growing), South Georgia Medical Center Health Network (9 ERs), a group of critical access hospitals in rural North Carolina (8 ERs), the Hudson Valley Health Alliance (2 ERs) and 22 additional emergency rooms that will begin participation in PEPN with the roll-out of PEPN's Emergency Pediatrics Crash Course. When the four modules of the crash course are completed, it is anticipated that 10-15 new emergency departments will join PEPN each year.

R Baby Maryland Chapter Sponsors Two Local Community ERs

R Baby's Maryland Chapter is sponsoring two community ERs in Maryland. This mobile simulation training will provide critical skills and information to medical staff at the two hospitals. Training will occur at the sites multiple times during the year. We have learned from the impactful ImPACTS program that repeated simulations allows for ongoing practice with caring for acutely ill or injured infants and for testing changes in a safe setting. 🚑

SAVING BABIES' LIVES THROUGH IMPROVING PEDIATRIC EMERGENCY CARE

R BABY'S GRANTS TRAIN

- Primary Care Physicians
- Family Medicine Doctors
- General and Pediatric Attending ER Physicians
- Fellow and Resident Doctors
- Nurse Practitioners
- Physician Assistants
- Nurses
- Medics and EMTs
- Technicians
- Respiratory Therapists
- Pharmacists
- Military Medical Personnel

We continue to invest in educational programs for parents to help them advocate for their child in an emergency situation and to understand the differences between community and pediatric ERs.



LOBBYING FOR R BABY

In the spring of 2015, R Baby shared information with more than two dozen congressional and senatorial offices in Washington, D.C. regarding our goal of the establishment of national standards for pediatric emergency care. We shared information and materials with members from Iowa, Maryland, California, New Jersey, New York, Georgia, Florida, California and Pennsylvania.

We asked for their help in crafting and supporting legislation to provide clarity to parents and caregivers on the readiness of every Emergency Room in the nation. Specifically:

- A new, clear definition of a pediatric emergency room for the best specialized care;
- Increased training for general ER doctors in pediatrics;
- Mandatory pediatric supplies and equipment in all ERs and
- Improved pediatric emergency care across the U.S.

R Baby works collaboratively with a network of national and local organizations who are concerned with the health and welfare of children including: New Jersey Council of Children's Hospitals, the American Academy of Pediatrics, EMSC and the National Association of Children's Hospitals and Related Institutions.

Join us in contacting your Congressman and Senator. Please visit our website for sample letters and sign our petition here www.rbabyfoundation.org/advocacy/

Despite the efforts of R Baby and like minded organizations, we have yet to find a long-term dedicated partner to take on this cause. We need your help. Also, please visit our website to download letters that can be sent to your Congressman and Senator. 📄



NINE YEARS OF R BABY: R BABY'S FUTURE

In 2006, when R Baby was founded, its initial focus was making sure that babies, especially those in the first month with viral infections and other infectious diseases, received the highest standard of care. In the nine years since our founding, we have expanded beyond that initial focus to ensure that any baby or child in an emergency situation gets the highest standard of care. Our grants impact hospitals throughout the United States and beyond its borders and improve the care of over one million babies and children each year.

As R Baby continues to grow and expand, we are funding programs that are proven to be successful and can be disseminated widely as well as continuing to seek the latest advances in improving pediatric emergency care.

THE NEXT TEN YEARS: R BABY GOALS

- Expand the network of Children's Hospitals that collaborate with Community Hospitals and Rural ERs to not only assess and train, but to improve the quality and safety of care with open lines of continued communication through the expansion of tele-medicine.
- Make sure every ER and hospital is the best prepared to stabilize and transport or diagnose and treat a child in an emergency.
- Facilitate dissemination of the latest pediatric infectious disease knowledge to every medical professional that cares for children.
- Provide parents with additional education and tools to advocate for their child in an emergency situation.

HERO ^{★ ★ ★} award 2016

KIMBERLY ALDARELLI

When I first connected with Kim Aldarelli, it was because we were part of a club that no one ever hopes to join, mothers who have lost a child. Kim lost her son Michael at 11 days old in 2005. (See her Real Story on page 14.) We have shared the pain of loss, the need to help others who share our sorrow and a deep, burning desire to make sure no other parent faces what we have experienced.

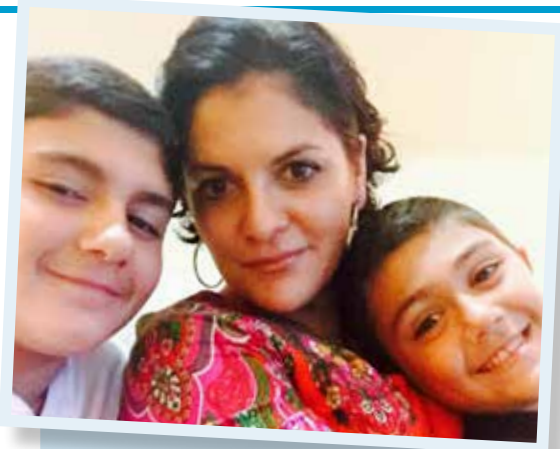
R Baby has grown over the years because of people like Kim. She has turned her grief into a passion to help others. Very frequently, she is reaching out to friends, family and strangers to share the importance of improving pediatric emergency care by generously opening her heart and sharing her painful story. She raises money through Rodan & Fields promotions, powerful social media donor drives and other ways to help improve care for all of our children. She has even inspired her own son, Eddie, and his friends to create custom car-coasters to raise funds for R Baby.

Kim has volunteered her time to both honor Michael's memory and to make a difference in the world to a cause that is close to her heart. She is a true inspiration and hero for others to find the strength and time to help others. There is so much to do and sometimes volunteers wonder if they are making an impact. They are. Every last dollar helps R Baby to impact the care of more than one million babies and children each year. We are making an impact because of the passion, energy and generosity of people like Kim.

R Baby is so grateful to Kim Aldarelli and her family for their support of R Baby and their passion for all our children. 🧸

Phyllis Rabinowitz

Phyllis Rabinowitz



“There are no words to describe the feelings I have for receiving the R Baby hero award for 2016! I believe a force greater than us has brought the Rabinowitzs and I together. I find peace knowing my son Michael is not alone. He has a friend to be with for eternity, and that friend is Rebecca. I will continue to support R Baby until the day I die. Thank you Andrew and Phyllis for everything you have done.”

~ Kimberly Aldarelli

R BABY FACTS “DID YOU KNOW?”

- 1 in 4 families is affected by infant loss due to miscarriage, stillbirth or infant death.
- Babies and young children have much weaker immune systems than older children and adults, and show symptoms differently.
- Rapid diagnosis of illnesses and detection of viruses are crucial to better healthcare outcomes in babies and young children.
- Last year, 20 million pediatric patients were cared for in one of the 5000 General EDs (GED) and yet most GED providers report minimal exposure to critical pediatric patients during their training.
- Babies are not mini-adults: Pediatrics is a separate field of medicine.



2016 MEDICAL HERO★award

DR. JOEL BEREZOW

Assistant Professor of Pediatrics, Columbia University Medical Center and Director of Emergency Medicine Resident Pediatric Education, New York Presbyterian Morgan Stanley Children's Hospital

One of the most important things we do at R Baby is to support training programs that measurably improve pediatric emergency care. We are pleased to introduce Dr. Joel Berezow as our 2016 R Baby Medical Hero.

Joel's passion for improving healthcare for children has encompassed his entire career and no better example can be seen than his R Baby funded program, Pediatrics for Emergency Physicians (PEP) Network. R Baby has supported this program from the beginning and Joel has gone above and beyond to make sure this grant is as successful as possible. Joel has worked tirelessly to insure that The PEP Network succeeds, along with his mission to insure that all ill and injured children have the opportunity to receive the best, safest, and highest quality emergency care at whatever emergency department they go to.

The PEP Network's "Vital Signs Save Babies' Lives" initiative marks the first collaborative use and uniform acceptance of standardized vital signs for children in emergency rooms in the U.S. The initiative is tailored specifically to identify serious illness in babies and children seen in emergency rooms who appear otherwise well.

If not solely for the recognition of these dangerous abnormal vital signs, such well-appearing children have frequently been inappropriately discharged, with disastrous consequences, including death.

Beyond R Baby grants, Joel is a leader in his field and has a selfless passion for improving care. His work has focused on the belief that better and more effective educational resources, geared specifically to the needs of emergency physicians and nurses, is the key to improving pediatric care in our community hospital emergency rooms.

He began locally, by creating a curriculum and protocols in Emergency Pediatrics for the New York Presbyterian Emergency Medicine Residency Program. The graduates of this EM residency soon began standing out among their peers for their confidence and precision caring for children. It was his goal to take that education to the national level and it was this vision that led to his work with R Baby through The PEP Network initiative.

He has served as the Co-director for "The Steven Z. Miller Pediatrics for Emergency Medicine Course," a national on-site CME conference sponsored by The Morgan Stanley Children's Hospital Division of Pediatric Emergency Medicine, and he is a frequent guest lecturer promoting Emergency Pediatrics at both academic emergency medicine residency training programs and community hospital ED's throughout New York City and New York State. With the help of colleague and fellow R Baby grantee Dr. David Kessler, this year Joel had the opportunity to team up with Drs. Kessler, Mark Auerbach, and Robert Dudas of the ImPACTS Group, and together they have created "PEP-Talks" –a series of live webcasts on selected topics in Emergency Pediatrics hosted by ImPACTS and delivered to a national audience of emergency physicians and nurses. We are honored to have Dr. Berezow on R Baby's team. 🏆

Phyllis and Andrew Rabinowitz

Phyllis Rabinowitz *Andrew Rabinowitz*

"R Baby Foundation truly led the way in recognizing the need for improvements in emergency pediatric care, educating the public about it, and pushing for new innovative ways to address the issue through their grass roots efforts and fundraising. I attribute all of the growing success of The PEP Network to both the crucial funding R Baby provided to develop it, as well as the unique personal touch and bond that R Baby's board maintains with me. Their enthusiasm, support, and belief in what I am doing, infuses me with energy and makes it easy and extremely rewarding to push forward with my work."

~ Dr. Joel Berezow



KIDS HELP R BABY

Jordan Nesser created customized R Baby camp stationery for her Mitzvah project to both raise funds to help babies and to make more people aware of the need to improve pediatric emergency care for babies and children. Jordan raised \$1500.



Jordan Nesser

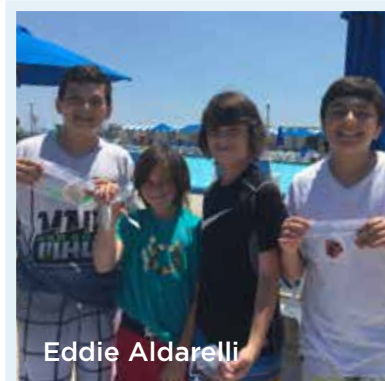
Alex Millman created a powerful social media Mitzvah project. Using her creativity, she encouraged people to share their own baby photos with an #isupportrbaby to share R Baby's message across social media. Alex had thousands of shares and likes across the Internet and raised more than \$5000.



Alex Millman

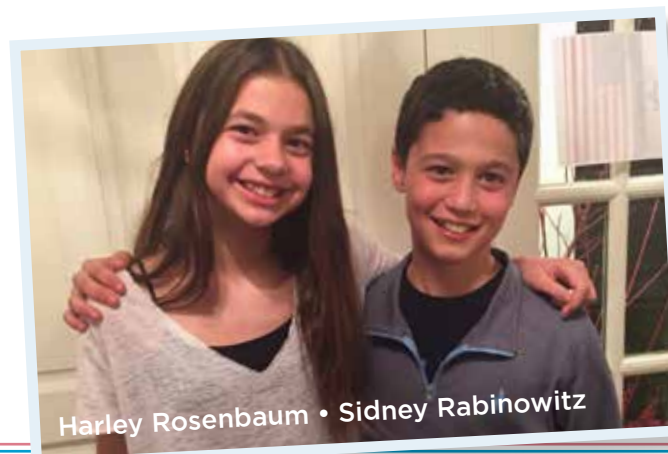
If your child would like to do a project, contact Katie McCulloch at Katie@rbabyfoundation.org.

Eddie Aldarelli and his friends created custom stamped car coasters and sold them to friends and family to benefit R Baby. Eddie helped raise awareness for R Baby's cause and raised \$50 to help save babies' lives.



Eddie Aldarelli

Mark your calendar now for **Harley Rosenbaum** and **Sidney Rabinowitz's** Mitzvah project. The roller skating event will take place at Florham Park Roller Rink on March 19, 2016 where they plan to raise funds and awareness as well as collect items to help children cope in emergencies.



Harley Rosenbaum • Sidney Rabinowitz

R BABY PARTNERSHIPS

R Baby continues to partner with Jessica's Seinfeld's non-profit **Baby Buggy**. Together, we are reaching many parents who don't know that some ERs are better prepared to care for children than others. Baby Buggy provides R Baby's parent educational postcards on when to take your baby to the Emergency Department with their donation packages they deliver nationwide of essential clothing, gear and services to families in need.



R Baby is pleased to partner with the **National Association of Pediatric Nurse Practitioners (NAPNAP)**. NAPNAP has 48 chapters and 17 special interest groups across the U.S. and more than 8,000 members. NAPNAP's mission is to empower pediatric-focused advanced practice nurse practitioners (NPs) and their healthcare partners to enhance child and family health through practice, leadership, advocacy, education and research.

Together we will advocate for our common interests and distribute many of NAPNAP's extensive family resources and education to parents. NAPNAP member Beth Nachtsheim Bolick, DNP, PPCNP-BC, CPNP-AC, FAAN will

be joining R Baby's Medical Advisory Board with expertise in contributing to national guidelines for hospital pediatric units and 35 years in pediatric care.

NAPNAP is a leader in advocating for federal and state health policies that improve access to health care and other child health issues. It was a strong voice in the passage of H.R. 2 – the Medicare Access and CHIP Reauthorization Act of 2015, which continued funding for community health centers and full funding for the Children's Health Insurance Program through fiscal year 2017.



ATHLETES SUPPORT R BABY

TOUGH MUDDER

On August 15th 2015, a team of 16, formed by Rob Manley, a co-worker of R Baby co-founder Andrew Rabinowitz at Marathon Asset Management, trained and participated in the Long Island Tough Mudder event raising more than \$4,000 for R Baby. Thank you to Vinny Garrison of Flying Films NY for capturing the excitement of the day in this video: www.rbabyfoundation.org/toughmudder



NY MARATHON

R Baby had 11 marathoners, our largest team yet, who spent 2015 training for the TCS New York Marathon held on November 1st. Thank you to our inspiring runners Richard Mazzella, Allie Mazzella, Amanda Plotkin, Greg Berman, Scott Redler, Joshua Stanton, Dustin Muscato, Julie Swerbinsky, and Judd Carlton. Thank you also to Amanda Mintz and Tiffany Natale who trained and raised funds but were unable to race. Our team raised almost \$40,000 for R Baby.



"As a rabbi, I know how much childhood illness touches so many parts of our community. Saving lives, particularly of young children, is sacred work – and work I'm honored to support as part of the R Baby Foundation's marathon team."

~ Rabbi Josh Stanton

"This marathon is special for two reasons. Firstly, I'm running it with my dad—my running partner ever since he put me in a running stroller as a baby and ran us to Bagels 4 U every morning at 4 am. In early November of this year, he will turn 50 and I will turn 21, and doing something crazy yet calculated is the best way to celebrate our big birthdays. Secondly, I'm honored to be running the marathon for the R Baby Foundation. As an infant, I was constantly in and out of the hospital with infections, and it made my parents first few months on the job very hard. I love what the charity stands for, and am so thankful that I get the opportunity to run for it.

My dad and I could not be more excited for November! But till then, tramps like us, baby we were born to runnn!"

~ Allie Mazzella

Please contact
Katie@rbabyfoundation.org
to join our 2016 team!



FIGHT FOR A CAUSE

In 2016, James Burch will be at Madison Square Garden on the card of a charity fundraiser being organized by "Haymakers For Hope." This unique event has more than 2000 attendees and features competitors from high profile organizations. Check our website soon for additional details about the event and to join us to cheer for James while he fights for R Baby! 🥊

THE SUPPORT KEEPS GROWING

MONDAY NIGHT FOOTBALL BIRTHDAY BASH

Scott Redler celebrated his birthday by hosting an event in honor of R Baby at Charlie Brown's in Millburn, NJ. The Monday Night Football event featured corn hole and beer pong tournaments raising \$1,700 for R Baby.



THE WINSTON SCHOOL, WHIPPANY, NJ

The Winston School in Whippany, NJ hosts a weekly breakfast for charity. On December 16, 2015, R Baby was the featured charity. Co-founder Phyllis Rabinowitz spoke to the students and faculty about the importance of being prepared before an emergency and shared R Baby's story. The students raised \$700 and collected 10 boxes of toys and books to help Overlook Hospital's Child Life Program make an emergency less stressful for the children that go there. Thank you to Kristyn Keely and Meredith Fisher for inviting and supporting R Baby. 🥊



SUPPORT R BABY WITH SHOP-FOR-OUR-CAUSE

www.rbabyfoundation.org/shopforourcause/

R Baby is excited to introduce our **Shop-for-a-Cause** partners! Shop-for-a-Cause lets people support R Baby with the every day purchases they make to save babies' lives.

We are also pleased to announce our partnership with **CauseNetwork**. CauseNetwork, empowers consumers to direct corporate dollars to their cause by shopping with companies who support them including **Target, Macy's, Walmart** and thousands of others.

Friends of R Baby simply shop through CauseNetwork at businesses that they already frequent and stores donate up to 10% to R Baby.

To join CauseNetwork for free, visit <https://rbaby.causenetwork.com>. Thank you Ramy Ibrahim for making this introduction!



Luc&Lou was created based on the "buy one, give one" model. For every onesie purchased, another onesie is donated to a baby in need. The company was founded by Neonatal Intensive Care Unit nurses, Amanda Dubin and Kelly Meyer, after they witnessed the daily struggles many families faced in order to provide the basics for their babies prior to going home. In addition, R Baby's Emergency Postcards are included with every purchased and donated onesie.



Your foundation strikes a chord with me and I am honored to help!" Stella & Dot held a fall online fundraiser for R Baby and will be an ongoing partner offering 50% of profits of purchasing from R Baby's friends.



Rodan+ Fields Kim Aldarelli, R Baby's 2016 Hero, donates a percentage of her sales from Rodan + Fields to R Baby in memory of her son Michael and to help all of our children. She continuously shares our work and message through social media and has even inspired her son to create a project of his own. Read Kim's powerful Real Story on page 14 and see why she is our 2016 hero.



Stella & Dot's November Ig-lehart has a personal connection to R Baby and improving pediatric emergency care. "My daughter was hospitalized at the age of four due to H1N1 that developed into pneumonia. When we took her to the ER, we went to our closest hospital, not a pediatric hospital where I felt time was wasted as they were not equipped to handle her case. Luckily, she was transferred to Mount Sinai, had a surgery to drain her lung, spent weeks in the hospital, but is now a healthy ten year old. It was the scariest time of my life and my heart goes out to you (The Rabinowitzs) and the thousands that have suffered from losing a child.



Butterscotch Blankees founder Jodie Roth created a gift to wrap your friends and family in warmth as a constant reminder of love. From December 7th - December 11th of 2015, Butterscotch Blankees donated 10% of their sales to R Baby to help save babies' lives. In addition, 5% of purchases through R Baby will continue to support our cause. Thank you to Joanna Ross Kandel for providing this generous opportunity. 🍪



THE ROHAN FAMILY

A Sponsor Your ER Success Story

The Rohan family of Connecticut sponsored their ER. **Thanks to their generosity and sponsorship of Stamford Hospital, over the past year ImPACTS simulation training has:**

- **conducted 24 simulations** with the Stamford ED Staff;
- **trained 200 medical professionals** and provided approximately **200 hours of provider training**;
- focused on high-stakes and low frequency conditions including but not limited to **cardiac arrest, respiratory arrest, septic shock, trauma, cardiac disease and metabolic disease**;
- worked to improve the “system” of care by guiding Stamford on the **reorganization of their pediatric equipment** and provided access to equipment and
- created **future collaboration** with Stamford respiratory staff for a hospital wide conference for all of their staff that has traditionally not involved pediatric topics.

Sponsoring your ER can make a huge impact on the care of the children in your community.

To sponsor your ER, email
Katie@rbabyfoundation.org



SPONSOR your ER+

Help Your Community Prepare
for Pediatric Emergencies



SPONSOR YOUR ER

Under the direction of top pediatric experts, dynamic parent actors and lifelike infant simulation mannequins travel to your ER to assess how your ER manages different emergency situations your child may face. This program will make it easier for you to sponsor your local ER so that it receives this critical training.

Do you know if your closest ER is prepared for pediatric emergencies? Do you want to do everything you can to help prepare your local ER for the children in your community?

SPONSOR YOUR ER

Sponsor Your ER is a unique partnership between parents, local ERs and top Children's Hospitals to help communities raise targeted funds to bring R Baby's Sim-Mobile program to their local community hospital. Any individual can raise money and we can bring this innovative training to your hospital to impact your community.

How it works:

- Pediatric experts travel to your ER to assess their management on a variety of pediatric emergency situations.
- After assessment, experts will provide critical and specific pediatric training to your local ER based on their needs. Training can vary from quarterly to monthly depending on the needs and desires of your local ER.
- The program uses simulation for training and to test the environment and equipment of each department, working with the department to address any deficiencies in care.
- The training program and systems testing can be done at schools, primary care offices, urgent care clinics and others who care for children in the local community to help prepare those on the front lines of emergency situations.
- Raising \$5,000 to \$20,000 can bring various degrees of training one to four times a year to your local community ER.

5TH ANNUAL NEW YORK TENNIS TOURNAMENT

Serving to Save Babies' Lives

On Sunday, May 3, 2015, NY Tennis Chair Jason Pinsky hosted the 5th Annual New York Tennis Tournament: Serving To Saving Babies' Lives.

Players arrived at MatchPoint NYC in Brooklyn, New York at 7:30 am for a competitive day of tennis with between match stretching sessions by Dr. Greg Shure of Madison Square Chiropractic and Wellness Center. With a lively Calcutta Auction, the 5th anniversary event raised over \$300,000, bringing the five year total raised by the tournament to over \$1,000,000 to improve the pediatric emergency care of babies and children throughout the northeast.

Twenty doubles teams participated in this competitive tournament featuring top business leaders in the tri-state area including Bill Ackman-Pershing Square Capital Management, Rob Pohly-Samlyn Capital, Jeremy Mindich-Scopia Capital Management, Dax Vlassis-Gates Capital Management, Larry Penn-Ellington Financial, John Bader-Halcyon Asset Management and Jeff Zucker-CNN Worldwide. They were joined by additional business leaders and world-ranked players, all of whom made the event a tremendous success.

Congratulations to tournament winners Jeff Appel and Dan Cochrane who ultimately triumphed in the finals against finalists Larry Penn and Jon Pastel. 🎾



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Thank you to our partners for adding the special touches to make the day special: Knot Standard, Madison Square Wellness, MatchPoint NYC, Grainful, Fiber d'Lish and Quinn Popcorn.

A special thank you to Jason Pinsky who has chaired the New York Tennis Tournament for five years and made the 5th anniversary event the most successful and fun yet.



4TH ANNUAL MARYLAND TENNIS TOURNAMENT

On August 29th & 30th, R Baby's Maryland Chapter hosted the 4th Annual Maryland Tennis Event at The Hillendale Country Club in Phoenix, Maryland. The event was a great success, raising close to \$50,000, bringing the 4 year total to more than \$200,000 toward life-saving programs throughout Maryland. Congratulations to the winners of the Men's Pro-Invitational Tournament, Paul Burgin and Justine Shane, against finalists Matt Lennox and Dale Cathell. The Pro/Am and Clinic participants had fun playing with the Pros and it was stated many times that the spectators enjoyed watching some great tennis!

Thank you to event chair Lisa Asher, co-chairs Henry and Brenda Belsky, committee chair Joanna Lewis and tennis chair Matt Bilger who continue to make this a special and successful annual event. 🏆



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MICHAEL JAMES ALDARELLI

By Kimberly Aldarelli

August 21, 2005 is the day that would change my life forever. It is the day that changed the dynamics of my family, my relationship with my husband, and my role as a mother to my 3 year old son. August 21, 2005 is the day that my 11 day old son, Michael James, died.

Michael was born by a scheduled c-section on August 10, 2005 weighing 8 lbs. 5 ounces; his vitals were normal and unremarkable. Michael came home just a few days later to meet his brother and new family. We were elated!

My husband and I brought Michael to our pediatrician for his 1 week check-up, and he was gaining weight and his vitals were all normal! Over the next few days Michael slept more than usual and had some feeding issues. I was told this type of behavior in an infant was normal. What would follow next, is still a mystery and would forever change the life I had known.

Just a few days later, Michael would stop breathing. It was a beautiful Sunday and my parents along with my brother, his wife and their daughter came to see our newest addition to the family. Later that day Michael began to have labored breathing and I immediately called his pediatrician to tell him we were taking Michael to the hospital. My sister-in-law was holding Michael when his breathing had stopped. My husband began giving Michael CPR, I was calling 911 and our 3 year old son, along with my family members were all witness to something incomprehensible. Michael was rushed to the hospital and despite all efforts; we lost our son that evening. That moment when a team of physicians enters the room to tell you that your child has died is a pain unlike no other. We held our son for the last time that evening, not understanding what had happened. The days that followed were surreal. Making decisions to bury our child, selecting our own burial plot so that eventually we

would rest next to our son required us to summon strength we didn't know we had. We buried our beautiful baby boy on August 25, 2005.

An autopsy report would find that Michael died from viral myocarditis. The examiner's report was unable to isolate the virus that caused Michael's death. Reading this report and searching for answers that weren't there was heart wrenching. The report was describing my baby, his hair, the yellow onesie he was wearing and the tag that was put on his toe identifying him as Michael James Aldarelli. Between my tears, I was trying to read and understand this report, but finding no rhyme or reason as to how something like this could happen.

Our family was irrevocably changed. Personally, I began to develop extreme anxiety regarding my three-year-old son's, Edward, health. When he got the slightest cold, I went into a panic, frozen and unable to think clearly. I would bring him to the doctors to be reassured, but I was never able to relax until the cold was gone. I knew that I was being irrational and that my child was being affected by my behavior, but I was unable to reel in these emotions and eventually had to seek therapy. I would constantly ask myself, "What did I miss? What did the doctors miss? What if I took him to the hospital sooner, would Michael still be here?" I blamed myself for the death of my son and it hurt more than anything I have ever experienced in my life.

My relationship with my husband changed as well; both of us trying to sort out a way to move on, a way to make sense of what happened to us, both of us handling this loss in different ways. Eventually, we were able to work past our pain, and two years later on February 7, 2007, we welcomed our third son, John Michael into our family. Having our son was wonderful and emotional;



August 10—August 21, 2005

I was still very anxious and overwhelmed with fear that something might happen. John is now eight years old and our son Edward is twelve.

Discovering R Baby Foundation helped me deal with my sorrow, guilt and anxieties that had built up inside of me. Hearing about others who had gone through a similar experience was cathartic. The journey that I have taken these past 10 years has been quite emotional. Although I miss Michael everyday, I am now in a better place. My family has persevered. We appreciate everyday and our very precious life. I feel empowered and want to support the R Baby Foundation and their mission to educate parents. I want to play an active role to help fund their life-saving programs that help so many children and their families.

My life will never be the same since my son's death, but I have been able to finally move forward after such a tragedy.

I want to help others who have traveled this road, hoping to shed some light on a very dark place. I know first hand that one can rise from such a tragedy, stronger and better than they could ever imagine. This is my mission, in the name of my son Michael James Aldarelli to help others turn their life around, when all hope is gone.

It is my hope that sharing my story will help families who have experienced the loss of an infant and provide the encouragement and support when an unimaginable tragedy strikes.

I am forever grateful for the R Baby Foundation for its support and its mission to improve pediatric emergency care. 🧡

Dear R Baby Friends,

For the past 9 years since losing Rebecca, I have been on an emotional treadmill. When I think of her, I sob; when I see an ambulance, my pulse goes up; when my kids are sick, I don't think rationally; when I spend time with my friends' daughters or go into a girls' store my heart aches and when I spend time with my kids, I feel lucky and appreciative. When I think of R Baby, it motivates me to give her life meaning.

Time keeps going forward but my emotions are as strong and deep as ever. Loving a child doesn't stop when they are gone. I can't be with her but I can help others knowing she is with me. This passion drives Andrew and me to keep improving healthcare for as many children as we can as well as empowering parents to prepare and advocate for their children for and in emergencies.

The research that came out this year through the National Pediatric Readiness Project once again supports the fact that some Emergency Rooms are better prepared for children than others. Our Children's Hospital partners that we fund work tirelessly to try and close that gap. They train, educate and demonstrate through simulation and they practice tele-medicine among many other working relationships with the community hospitals who are the ones that see the majority of the children in the U.S.

That is why R Baby's grant programs are at the heart of the organization as they each are demonstrating results of better healthcare. These cumulative topline results are making a big impact:

1,000,000+ Babies Benefitted
500+ Hospitals Helped
2,500+ Physicians &
Medical Professionals Trained

48+ Publications Printed
75+ Conference Presentations
1,000+ Support Staff Educated

I know in some way we are all on our own emotional treadmill and I know there are many important causes out there that you can choose to support. With R Baby, I can assure you that almost 90% of every dollar raised goes directly to saving babies' lives. We want to thank every volunteer, grantee, medical professional, caregiver, donor, advocate, board member and the rest of the village that it takes to support R Baby Foundation. Together we are making a difference! We are making a difference for all our families and our future families and couldn't do it without you. Thanks for your continued support!!

Much love,

Phyllis and (Andrew)

Phyllis Rabinowitz



Jordan Elyse Photography



Rebecca Rabinowitz
July 13—July 21, 2006



c/o Powered By Professionals
1460 Broadway 9th Floor
New York, NY 10036

R Baby's Mission:
To save as many babies'
lives as possible.

WHAT DOCTORS SAY ABOUT R BABY'S PROGRAMS

"Yesterday we had a two year old in status epilepticus that we ended up intubating and transferring to Boston Children's. I can't even describe how many times I heard the nurses say, thank God we did that pediatric simulation."

~ **Community ER Doctor**

"I firmly believe that we were able to calmly and effectively care for a child seizing because several of the nurses in the room as well as the MD went through this very scenario in the Peds Simulation activity that we hosted last year. Having the opportunity to practice critically important (but not frequently utilized) skills in a safe environment allowed us to take our knowledge from the didactic to practical, and to shine when it really mattered."

~ **Community ER Doctor**

"We knew immediately that this program would be a great start to providing the education that our staff was craving for. We were so impressed by the team and their dynamic approach to education that we agreed to begin a working collaborative in making it happen."

~ **Community ER Doctor**



Read more about R Baby's
grant programs on pages 2-4.



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