

16 Years of Saving Lives

R BABY CELEBRATES 16 YEARS OF SAVING LIVES!

FOR SIXTEEN YEARS, R BABY FOUNDATION HAS PROVIDED LIFE-SAVING TRAINING, EDUCATION, AND RESOURCES TO IMPROVE PEDIATRIC EMERGENCY CARE FOR MORE THAN 1 MILLION CHILDREN EACH YEAR.

R BABY MAKES AN IMPACT

GENERAL EMERGENCY ROOM NURSE IN 2022
IN THE NORTHEAST SHARES LIFE SAVING STORY

Participants in R Baby's programs share the life-saving impact of our programs throughout the year.

A nurse at a community ER shared that a few weeks after their first ImPACT simulation training, a 3-year-old came to the ER with seizures and no IV access. A nurse who had participated in the ImPACTS training was at his bedside.

She shares: "Typically these situations tend to be 'controlled chaos.' However, from patient arrival to time of transfer with the transport team, the care provided by the team was overall flawless and smooth. I think we all had that 'lightbulb moment' and felt prepared to handle his care because of the education and experience we had through the simulation."



While caring for the child the nurse said to her colleagues, "Guys, it's our IMPACTS team working!"

She explains: "I think it really validated not only the importance of simulations but also that simulations do help us in being ready and more

comfortable managing these high stress/high acuity pediatric emergencies."

Within a few days, the child was able to be discharged home after a brief in-patient stay.

[Read more here.](#) 

MORE STORIES AND REVIEWS ARE AVAILABLE ON OUR WEBSITE 



SWEET SIXTEEN
2006 R Baby foundation 2022
16 Years of Saving Lives

16 years 2022
To date R Baby has trained 6500+ physicians, 1000+ support staff and 1200+ hospital ERs. R Baby's results have been included in 100+ publications and at 125+ conferences. More than 1,000,000+ children benefit from R Baby programs EACH YEAR. Virtual training expands and continues throughout the pandemic. INSPIRE network reaches 492 sites in 46 countries—Columbia Presbyterian Hospital. R Baby trains rural hospitals in Mississippi—University of Mississippi Medical Center. **\$13M raised**

15 years 2021
The Riley Fund for Stillborn Research launches—University of Utah. R Baby Benefit Concert, NYC. findERNOW App-Mass General Hospital launches pediatric version so parents can find the ER prepared for their child. Pediatric Sepsis Initiative launched—Goryeb Children's Hospital. R Baby closes Nasdaq with media coverage at Times Square, NYC. **\$11M raised**

14 years 2020
Andrew Rabinowitz presents at SALT conference, gaining thought leaders support. Sponsor Your ER launched so parents can ensure their local ER is prepared for their comm. R Baby Honored by Mount Sinai Hospital Circle of Life Annual Gala. R Baby Ten Year Anniversary at The Plaza, NYC. Difficult Dialogues in Pediatric Emergencies for better parent communication—Goryeb Children's Hospital. **\$8M raised**

13 years 2019
R Baby Launches Kids Help R Baby holding dozens of teen events through the years. R Baby Receives PIXIE Awards Gold Award for R Baby PSA by Birdsnest Foundation. Doctors continue to share life-saving stories after receiving R Baby training and education. Simulation training goes international. Rockin' To Save Babies' Lives Benefit Concert, NYC. R Baby research partnership with The American Committee for the Weizmann Institute of Science. **\$6.5M raised**

12 years 2018
R Baby Launches Advocacy Ad Campaign with over 200 million impressions on TV and radio and continues reaching millions of parents each year through Instagram and Facebook. Change.org petition for a definition of a Pediatric Emergency Department -10,000+ signatures. Annual R Baby Maryland Tennis Tournament begins for 5 years. Mobile simulation training for ERs after thorough checklist evaluations—Yale School of Medicine. R Baby and parents come together to begin sharing Real Stories of their pediatric emergencies. R Baby NY Tennis tournament begins for 6 years. R Baby 5 Star Food & Wine Gala at The Plaza, NYC. PEP Online Fever guidelines for thousands of doctors—Columbia Presbyterian Hospital. INSPIRE the world's largest pediatric simulation-based research network launched—Yale School of Medicine and Columbia Presbyterian Hospital. R Baby team runs NYC Marathon for multiple years. **\$4.5M raised**

11 years 2017
Hospital Pediatric Simulation Program begins—Yale School of Medicine. R Baby hosts Roundtable of top social media influencers. R Baby Run/Walk and Golf Event in Colorado for Denver Children's Hospital. R Baby Run/Walk in Central Park, NYC (10,000+). R Baby Infectious Disease Symposium—Mount Sinai Hospital School of Medicine. Pediatric training of ER staff begins—one hospital at a time—Columbia Presbyterian University of Maryland Hospital. Rebecca Ava Molecular Diagnostic Laboratory opens to rapidly detect viruses—**\$2M raised**

10 years 2016
R Baby's inaugural event at The Mandarin Oriental, NYC. Many ERs are not fully prepared for babies and children, R Baby was founded so other parents do not have to face this devastating loss. **7/21/2006 Rebecca Ava Rabinowitz passed away at 9 days old after a misdiagnosis of a life-threatening virus at her local ER**

R BABY'S SWEET 16 EVENT IN NEW YORK CITY

R BABY FOUNDATION RAISES OVER \$300,000

R Baby Foundation returned in-person for its bi-annual fundraising event after a hiatus due to the pandemic, on September 21st 2022. The intimate gathering included live music, New York City skyline views from a rooftop, a champagne toast, and a program commemorating R Baby's celebration of sixteen years of saving lives.

A virtual event was held the following day to celebrate with supporters across the country.

We were thrilled to return in-person this year to raise funds for our crucial mission and to celebrate all that R Baby Foundation has accomplished in our first sixteen years and to continue to share important information.

Many parents are still not aware of the importance of how pediatric preparedness positively impacts the care of their child in an emergency. A 2022 study found that after receiving initial care at ERs with a

high pediatric readiness score, children have a 30 percent lower mortality risk out to one year.

While there has been significant progress over the last sixteen years, there is still so much we can do to continue to improve the emergency pediatric healthcare landscape in the United States and beyond to help all of our children receive the highest possible care.

Our work to help community hospitals, where most children are seen, by providing the training they need for high pediatric readiness, is needed now more than ever. We look forward to continuing our mission to improve care for children everywhere.

[View our event photos here.](#) 📷

[View the video of our virtual event here.](#) 📺



POWERFUL NEW RESEARCH

30% LOWER MORTALITY RISK FOR CHILDREN TREATED AT ERs WITH A HIGH PEDIATRIC READINESS SCORE

A [2022 study](#) found that children have a 30 percent lower mortality risk out to one year after receiving initial care at ERs with a high pediatric readiness score.

Pediatric Readiness Scores range from 0-100 and assess categories like infrastructure, resources, personnel, the administration and coordination of care for children, pediatric-specific policies, equipment, and more.

The data from this study provides tangible proof that the programs R Baby funds for life-saving pediatric emergency education, rapid viral testing, communication programs between doctors and patients, cutting edge research grants, and infant mannequin simulation training programs are saving lives.

[Additional NEW research shows the importance of training and education in pediatric emergency care and impact on saving lives. For additional articles sharing the importance of high pediatric readiness scores please visit \[here\]\(#\).](#)

WHAT PARENTS CAN DO TO IMPROVE PEDIATRIC READINESS IN THEIR LOCAL COMMUNITY ER

- They can reach out to state Emergency Medical Services for Children and ask about getting involved as family liaison and help to improve care.
- They can ask their local ERs if they have a pediatric emergency care coordinator/pediatric champion and, if not, encourage them to get one and get involved.
- They can ask their local ER to share their pediatric readiness score or, if not, they can ask about the elements of the score including staffing, supplies and equipment.
- They can ask their pediatrician about local ERs pediatric readiness.

[See pediatric readiness scores by state.](#)



R BABY'S 2022 HEROES ALEXIS POMIERSKI MARANO AND JUSTIN MARANO FAMILY BRINGS LIFE-SAVING TRAINING TO THEIR LOCAL ER. YOU CAN TOO!

Each year, R Baby honors a hero that is committed to our mission to measurably improve pediatric emergency care. We are pleased to share R Baby's 2022 heroes, Alexis Pomierski Marano and Justin Marano.

When the Maranos were pregnant with their first child, Jaxson, they decided to sponsor their local ER, Boca Regional Hospital, through R Baby's Sponsor

Your ER Program, with a goal of helping improve pediatric care for their community.

Jaxson was thankfully healthy with no issues, so their motivation is purely proactive to ensure Jaxson and other children in their south Florida neighborhood get the best emergency healthcare possible.

We are so thankful for their support and hope others are motivated to get involved in their local ER's preparedness for children.

To join the Maranos and other parents making an impact on their local ERs, please visit [Sponsor Your ER](#) to learn more.

"WE ARE SO BLESSED TO WELCOME JAXSON INTO OUR FAMILY AND WANT TO CONTRIBUTE TO OUR NEW COMMUNITY IN A POSITIVE WAY. WE CAN THINK OF NO BETTER WAY THAN SPONSORING A HOSPITAL IN THE BOCA AREA TO PROTECT OUR INFANTS."



HELPING R BABY THROUGHOUT THE YEAR

SOME OF R BABY'S COMMUNITY EVENTS



SIPS & ART-MAY 2022

R Baby Foundation partnered with J. Nunez Gallery in Millburn, NJ for an in-person Sips and Art event with 50% of sales of the Love Always Collection during May generously donated to R Baby.

HALLOWEEN BASH!

The Millburn High School R Baby Club led by Peyton Rosenbaum and Ryder Rabinowitz held a Halloween Bash for Babies which raised over \$2,000 to save children's and babies' lives!



BIRTHDAY FUNDRAISER

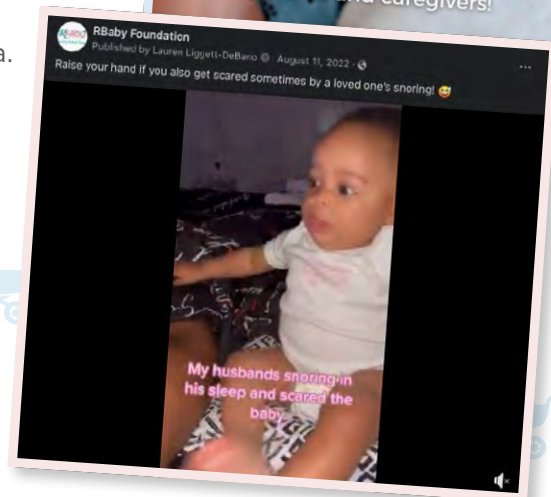
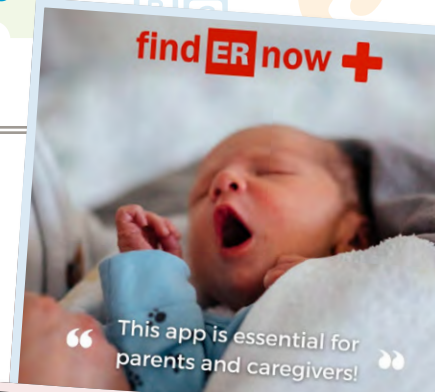
Each year, R Baby's friend Kim Aldarelli, R Baby's 2016 Hero, shares a fundraiser for R Baby for her birthday to honor her son Michael. Kim shared, "Happy heavenly 16th birthday to the missing peace of my heart... Michael! Till we meet again."

If you would like to support R Baby with an event or online fundraiser, please email Katie@rbabyfoundation.org

TOP SOCIAL MEDIA POSTS 2022

R BABY SOCIAL MEDIA CONTINUES TO REACH AND INFORM MILLIONS OF PARENTS

R Baby continues to reach millions of parents and caregivers on social media. Please make sure you follow R Baby and share with friends.



R BABY'S 2016 COURAGE AWARD HONOREE'S IMPACTFUL FOUNDATION

In 2016, R Baby honored Jacqueline Franchetti with the Courage Award during our 10th Anniversary Celebration for her undeniable strength and initiative in supporting pediatric healthcare after losing her daughter.

Since receiving the award, Jacqueline has launched The Kyra Franchetti Foundation. The foundation is raising awareness about the dangers of family violence, especially to children, within and outside of the divorce/family court system. They seek to create change in the conversation, change in the way issues are addressed in family court, and change in the media discussion and coverage about family violence and those involved.

The Kyra Franchetti Foundation was founded by Jacqueline Franchetti in memory of her 28-month old daughter Kyra, who, in July 2016 during a court-sanctioned unsupervised visit, was shot twice in the back while she slept by her biological father, who then set his house on fire and killed himself.

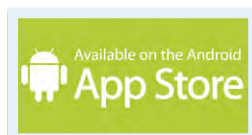
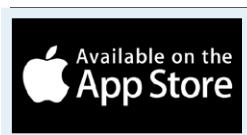
Kyra will be forever missed, and will be remembered and honored by the number of lives her foundation touches.



R BABY GRANTS

With your support for sixteen years, R Baby's commitment and years of innovative granting has helped front-line responders and hospitals be better prepared to care for pediatric emergencies. Because of your support, R Baby is continually saving lives.

Since R Baby Foundation's inception in 2006, our vision has been to save as many babies' and children's lives as possible. R Baby has continued to provide life-saving programs to hospitals across the nation including adapting programs to meet hospitals needs for innovative ways during the pandemic.



Mass General: findERnow App App Helps Parents Find Closest ER More Likely to be Prepared for Their Child

R Baby continues to share the pediatric version of the app, findERnow developed by the experts at EMNet at Massachusetts General Hospital. The app includes pediatric information to help parents and caregivers find the closest ER more likely to be prepared for their child.

findERnow has now been downloaded more than 68,000 times! Reviews shared on both the Apple Store and Android Store prove it has helped families and saved lives. Download today and share with parents and caregivers.

Information from the most recent national ER survey of 5000+ hospitals have resulted in multiple manuscripts and presentations.

CHOP PEM Podcast: A Novel Approach to Medical Education in Pediatric Emergency Medicine

R Baby is excited to share our sponsorship of ["The CHOP PEM" Podcast](#), a Pediatric Emergency Medicine (PEM) podcast founded by and featuring a network of Children's Hospital of Philadelphia's Division of Emergency Medicine academic clinicians and Perelman School of Medicine medical students.

The bi-weekly podcast features conversations with local, regional, national and international leaders in the fields of pediatric emergency medicine and many pediatric sub-specialists offering insights into the latest clinical innovations on a variety of topics.

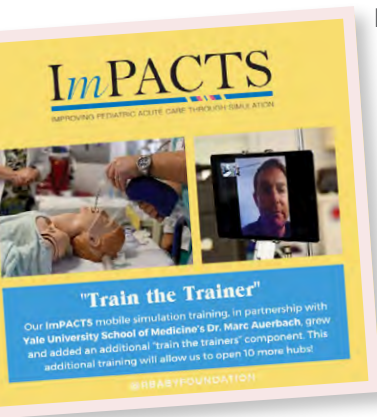
In addition, the podcast will share topics that will be important for parents and caregivers including concussion information, vaccine updates and more. To date, the podcast has over 30,000 downloads, is utilized in forty-six countries and has a 5/5 rating on Apple Podcasts.



R BABY GRANTS (CONTINUED)

Yale School of Medicine

ImPACTS: Pediatric Training in ERs to Raise Preparedness For Children Simulation Training



Led by the Yale School of Medicine, R Baby continues to support ImPACTS year over year because of their proven results in improving pediatric emergency care. ImPACTS provides cycles of pediatric simulation-based assessment and training to community ERs where most children are seen. The ImPACTS team initially assesses an ER's pediatric equipment and supplies and then provides critical pediatric emergency training where it's most needed. The ERs then receive post-training assessment to identify areas of improvement, assess improvements, and provide additional areas of support.

Components for intervention after simulations include:

- increased frequency of interactions between children's hospitals and community ERs.
- increased opportunity for interactions between community ERs.
- more specific latest guidance on resources for pediatric care including supplies, equipment and best practices.
- more ongoing simulation-based training enhanced leadership support at community hospitals.

Columbia Presbyterian-INSPIRE Network: The Latest Pediatric Educational Training Shared Globally

Sponsored by R Baby since its inception as POISE, this collaborative medical education research network develops and shares novel educational training modules, webinars and other resources that result in measurable improvements in the health outcomes of acutely ill infants and children. While the advent of COVID-19 resulted in uncertainty for many organizations, INSPIRE continued to grow and thrive even under these adverse conditions. INSPIRE grew to 1,220 community members, 364 sites in 66 countries and produced almost a 100 peer-reviewed publications. In addition, they have continued to invest in the IPSS-INSPIRE fellowship by supporting four fellows for the class of 2022.

Examples of 2022 INSPIRE Funded Projects Include:

- The development of a virtual simulation curriculum to improve emergency department neonatal resuscitation care among interprofessional teams.
- The use of Augmented Reality Coaching to improve Pediatric Cardiopulmonary Resuscitation Performance in Community Hospitals Pediatric Emergency Departments.
- A novel Hybrid Tele-Simulation Septic Shock recognition and treatment program for Resuscitation, Emergency, and Acute Care Education.
- Using simulation to evaluate seizure cases and management in Community Emergency Departments.
- Using simulation to Improving Neonatal Resuscitation in Rural Community Hospitals.

Johns Hopkins: Pediatric Simulation Training for Community ERs

At three hospitals in Maryland, training is provided using high-fidelity mannequins with content expertise. Participating staff were surveyed at the end of the year at each site and found **99%** of those surveyed reported increased comfort with pediatric patients from having participated in the scenarios, **94%** hoped their departments would continue the simulation sessions in the future and **96%** reported seeing positive changes in their emergency department's preparedness for children as a result of participation in the project. Additionally, all **100%** felt in situ simulation was a valuable teaching modality.

Survey data from participants shows they uniformly felt more comfortable with pediatric emergencies after participating in the program.



R BABY GRANTS (CONTINUED)

University of Mississippi Medical Center Training Through the Pediatric Advanced Resuscitation Training and Emergency (PARTNER) Program: Resuscitation Education and Training in Rural Hospitals in Mississippi

The Pediatric Advanced Resuscitation Training and Emergency Readiness (PARTNER) program provides resuscitation education and training to providers in rural hospitals across Mississippi and can serve as a model for other rural hospitals across the country.

Many small community-based emergency providers do not have the resources necessary to provide optimum clinical stabilization for young patients who present with life-threatening medical emergencies. This gap can be a result of an infrequency of pediatric encounters, the lack of specialized equipment, the funding available to pay for training or even inadequate staffing levels.

The University of Mississippi Medical Center's Pediatric and Neonatal Transport Teams created the PARTNER program and are implementing it across the state. This four hour course includes information, hands-on simulation training and a leave-behind 'kit' with neonatal and pediatric resuscitation supplies that might be needed while managing a pediatric emergency. The training is designed to help reduce the high mortality rate of our youngest and most vulnerable citizens by improving the management of pediatric emergencies. The vision is to provide children in Mississippi's most rural communities the greatest chance of survival when a serious illness or injury occurs.

Life-saving training was delivered to rural hospital facilities throughout Mississippi. This training has given them a better understanding, and the equipment necessary, to help resuscitate pediatric and infant patients facing medical emergencies.



Goryeb Children's Hospital: Pediatric Sepsis Research and Training

Thanks to the continued support of the R Baby Foundation, Goryeb Children's Hospital has made significant progress in developing and implementing a dedicated pediatric sepsis program. Despite the pandemic, they've made excellent progress in sepsis data collection with over 40 variables per patient to reduce the time from diagnosis to intervention. In addition, they were able to reduce the time from recognition of potentially septic patients to administration of IV antibiotics from 154 minutes to 113 minutes and reduce the number of days patients remain on antibiotics from 18 days to 9 days.

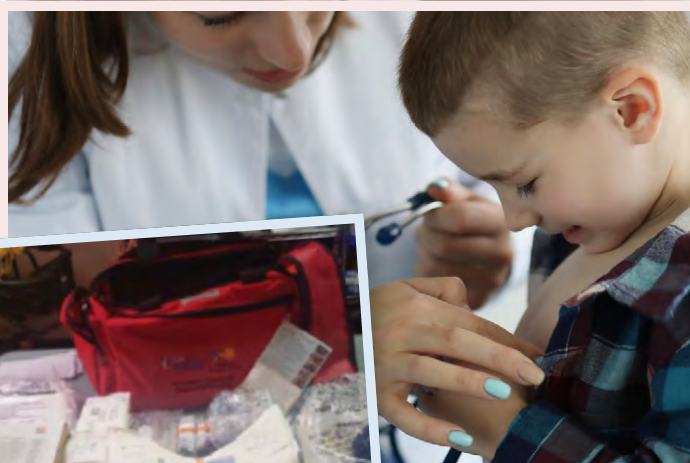
Goryeb Children's Hospital has been collecting and submitting data to a national collaborative called Improving Pediatric Sepsis Outcomes (IPSO) since 2017. IPSO is focused on 5 key processes proven to decrease mortality and improve outcomes in pediatric sepsis:

- sepsis trigger activation
- sepsis huddle activation
- sepsis order set utilization
- time to first fluid bolus
- time to first antibiotic

TO CONTINUE OUR IMPACTFUL WORK, WE NEED YOUR HELP!

Please consider a donation to R Baby so that we can continue to provide critical pediatric training and education for those who work so hard to protect our families. To donate, visit

www.rbabyfoundation.org/donate-today 



SWEET SIXTEEN

2006



2022

16 Years of Saving Lives

LETTER FROM FOUNDERS

Phyllis and Andrew Rabinowitz

Pablo Picasso said “The meaning of life is to find your gift. The purpose of life is to give it away.”

To not know what Rebecca would have been like on her 16th birthday breaks our hearts. But to have realized that she was our gift to the world that we had to let go has given us some comfort.

Rebecca was so much more than our baby daughter we lost tragically.... She was the gift of teaching us perseverance. Our gift of love. Our gift of remembrance. Our gift of legacy. Our gift to push us out of our comfort zone to keep growing and fighting for what is right. Our gift to empower us to make sure her unnecessary death doesn't happen to any other child. Our purpose to make sure every ER is prepared for every child comes from her. Our gift. Our heart. She inspired big changes in the world and we are proud to celebrate her and R Baby's Sweet 16.

During this milestone year for R Baby, we are grateful to so many people who have helped us grow and save lives. We appreciate the doctors and researchers who have provided critical training and

education to thousands of medical personal all over the world. We are grateful to the bereaved parents who have shared their stories to help other families.

We are especially grateful to our supporters who are literally R Baby's roots that have helped R Baby grow into what it is today. For sixteen years we've been improving pediatric emergency care AND impacting over



Rebecca Ava Rabinowitz
7/13/06—7/21/06

A MILLION children's healthcare each year. We are saving lives.

So for OUR Sweet 16, we wanted to thank all of YOU since you've done so much for the Foundation FOR 16 YEARS.

BUT “We haven't come this far to only come this far.”

We have tried to raise awareness that many ERs are not prepared for children. Every ER has a preparedness for children “score” from the government that can be found [here](#) based off of what the experts say is needed in ERs for children including pediatric checklists, guidelines, staffing requirements, transfer protocols, and more.

ER preparedness for children is a NATIONAL issue and there are NATIONAL organizations working to also help this cause, BUT we as parents need to know about pediatric ER scores so we can push for change.

R Baby focuses on trying to improve the actual healthcare with funding pediatric training, supplies and equipment in ERs but it is not enough... Important new research shows your child has a 30% better chance of survival if you go to an ER that has a higher pediatric ready score. It is not OK that every child doesn't have the best possible care in any ER they go to.

Enough is enough. We as parents need to demand more and better care for our children.

We hope you continue to support R Baby's efforts as well as spreading the word about ER preparedness so all parents are aware.

Thank you again for supporting our sixteen years of growth and hopefully continuing our mission to make sure every child gets the best possible emergency healthcare and their best chance of survival.

FOLLOW US ON

R BABY FOUNDATION