

Quality and Productivity Commission  
**27<sup>th</sup> Annual Productivity and Quality Awards Program**  
*"Saluting County Excellence"*

**37.0**

**2013 APPLICATION**

Title of Project (Limited to 50 characters, including spaces, using Arial 12 point font):

**NAME OF PROJECT: CHILD LIFE DONORS SUPPORT H-UCLA PEDIATRIC PATIENTS**

**DATE OF IMPLEMENTATION/ADOPTION:** NOVEMBER 29, 2011  
 (Must have been implemented at least one year - on or before June 30, 2012)

**PROJECT STATUS:** \_\_\_\_\_ Ongoing                       One-time only

**HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT?**  
 \_\_\_\_\_ Yes     No

**EXECUTIVE SUMMARY:** Describe the project in 15 lines or less using Arial 12 point font. Summarize the problem, solution, and benefits of the project in a clear and direct manner

1 Harbor-UCLA Child Life Services (CLS) program serves the poorest and most critically  
 2 ill children and families of Los Angeles County. The program provides tremendous  
 3 support in the healing process and the emotional needs of children who are  
 4 experiencing chronic illnesses, such as cancer and other life threatening diseases. In  
 5 preparation for their surgeries or invasive procedures, children are comforted and the  
 6 quality of life is fostered through the CLS activities sponsored by its outreach to, and the  
 7 generosity of, philanthropic donors.  
 8 Donations from the community are essential to our fragile and medically-underserved  
 9 population. One example the CLS' many donor efforts was its outreach to nationally  
 10 renowned NBA basketball star Blake Griffin of the Los Angeles Clippers, who visited,  
 11 donated new toys and autographed mini basketballs to our most vulnerable patients.  
 12 Through the support and participation by Supervisor Mark Ridley-Thomas, all of our  
 13 hospitalized children at H-UCLA were joyously elated and their spirits lifted, when Blake  
 14 Griffin personally paid a 2<sup>nd</sup> visited, served as a positive role model, and gave them  
 15 encouragement at their bedside, leaving such special life-long healing memories to LA  
 County's most precious population, Overall, CLS of H-UCLA plays such an invaluable  
 role through the eyes of our sick and dying patients and their families, by promoting a  
 healing spirit, helping children to cope, and fostering hope in the hospital environment.

(1) ESTIMATED/ACTUAL ANNUAL COST AVOIDANCE	(2) ESTIMATED/ACTUAL ANNUAL COST SAVINGS	(3) ESTIMATED/ACTUAL ANNUAL REVENUE	(1) + (2) + (3) TOTAL ESTIMATED/ACTUAL BENEFIT	SERVICE ENHANCEMENT PROJECT
\$ \$ 6,950.00	\$	\$	\$ 6,950.00	X

SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS Harbor-UCLA Medical Center Child Life Services 1000 W. Carson St. Box 437 Torrance, CA 90509	TELEPHONE NUMBER (310) 222-2130
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PROGRAM MANAGER'S NAME Melissa Hebron	TELEPHONE NUMBER (310) 222-2130 EMAIL mhebron@labiomed.org
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PRODUCTIVITY MANAGER'S NAME AND SIGNATURE (PLEASE CALL (213) 893-0322 IF YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME) Gerardo Pinedo	DATE 6/27/13	TELEPHONE NUMBER (213) 240-8104 EMAIL gpinedo@dhs.lacounty.gov
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DEPARTMENT HEAD'S NAME AND SIGNATURE Mitchell H. Katz, M.D.	DATE 6/27/13	TELEPHONE NUMBER (213) 240-8101
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**FACT SHEET – LIMITED TO 3 PAGES ONLY:** Describe the **Challenge, Solution, and Benefits** of the project, written in plain language. Include a discussion of the technology and linkage to the County Strategic Plan. The description should identify Performance Measures.

**CHALLENGE**

THE CHALLENGE THAT GENERATED THE PROJECT WAS DUE TO THE NEED OF DONATIONS TO SUPPORT CHILD LIFE SERVICES AND OUR PEDIATRIC PATIENTS AND THEIR FAMILIES. EVERY YEAR, CHILD LIFE SERVICES DEPENDS HIGHLY ON MONETARY AND TOY DONATIONS TO HELP MAINTAIN AND SUPPORT THE PSYCHOSOCIAL AND EMOTIONAL NEEDS OF OUR PEDIATRIC PATIENTS. CHILD LIFE SERVICES HAS A LIMITED BUDGET FOR PROGRAM NEEDS AND SUPPLIES THAT ENABLE CHILD LIFE SPECIALISTS TO PROVIDE DEVELOPMENTALLY APPROPRIATE ACTIVITIES FOR A HOSPITALIZED CHILD. CHILD LIFE ACTIVITY ROOMS ARE MAINTAINED WITH DONATIONS THAT HELP OUR HOSPITALIZED CHILDREN AND THEIR FAMILIES FEEL SAFE AND COMFORTABLE. DONATIONS ALSO PROVIDE GIFTS FOR PEDIATRIC PATIENTS WHO CELEBRATE THEIR BIRTHDAYS, GRADUATION, CONFIRMATION AND OTHER SPECIAL CELEBRATIONS IN THE HOSPITAL. H-UCLA DONATIONS ARE VERY LIMITED FOR PEDIATRICS DUE TO THE DONORS LACK OF KNOWLEDGE THAT H-UCLA HAS A DEPARTMENT OF PEDIATRICS.

**SOLUTION**

In response, donor relations and donations are important to Child Life Services. All monetary and toy donations support Child Life Services and are distributed to our pediatric patients in our Outpatient Clinic, 6E Pediatric Ward, Neonatal Intensive Care Unit, Pediatric Intensive Care Unit, and the Emergency Department. Blake Griffin was a huge donor for the two visits he made to our pediatric patients on September 25<sup>th</sup>, 2012 and November 29, 2011. Blake Griffin's visit was strategically planned by Director, Melissa Hebron with support from Child Life staff and H-UCLA Administration. Communication with Blake Griffin's agent in New York was very instrumental in making his visit successful. Both visits were very unique in that Blake Griffin's celebrity NBA basketball star status and his donations helped make a difference for our pediatric patients and their families. The technology used to in the solution was computers for communicating via email with Blake Griffin's sports agent, pager for immediate phone calls.

**BENEFITS**

DONORS AND DONATIONS ARE BENEFICIAL TO HELP SUPPORT CHILD LIFE SERVICES AND PEDIATRIC PATIENTS AS WELL AS THEIR FAMILY MEMBERS THROUGHOUT THEIR HOSPITALIZATION. THE MAIN GOAL OF CHILD LIFE SERVICES IS TO PROVIDE A COMFORTING, SAFE ENVIRONMENT FOR HOSPITALIZED CHILDREN AND THEIR FAMILIES. CHILDREN ENJOY THERAPEUTIC PLAY ACTIVITIES AT THE BEDSIDE, AND IN ACTIVITY ROOM/TEEN LOUNGE SETTINGS. THESE SETTINGS ARE FURNISHED AND MAINTAINED THROUGH DONATIONS AND GIVE CHILDREN THE OPPORTUNITY TO EXPLORE AND GAIN MASTER OVER THE HOSPITAL ENVIRONMENT.

BLAKE GRIFFIN'S VISIT WAS VERY BENEFICIAL BY DONATING TOYS TO OUR HOSPITALIZED CHILDREN. THE CHILDREN AND FAMILIES WERE VERY EXCITED AND APPRECIATIVE FOR HIS

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SUPPORT. HIS VISIT ALSO BOOSTS STAFF MORALE DUE TO HIS CELEBRITY STATUS AS WELL AS SUPPORTED CHILD LIFE SERVICES WITH HIS TOY DONATIONS. OVERALL, BLAKE GRIFFIN'S VISIT HAD A HIGH IMPACT ON THE COUNTY COMMUNITY. MOST CELEBRITY STARS OR PROFESSIONAL SPORTS PLAYERS VISIT THE FREE STANDING CHILDREN'S HOSPITAL AND DONATE A LARGE AMOUNT OF TOYS OR MONETARY DONATIONS. AS A RESULT, BLAKE GRIFFIN'S VISIT HAD A SIGNIFICANT POSITIVE IMPACT TO OUR PEDIATRIC PATIENTS AND THEIR FAMILIES AS WELL AS OUR HOSPITAL STAFF.

THROUGH DONATIONS, CHILD LIFE SERVICES CAN HELP IMPROVE THE QUALITY OF CARE FOR OUR PEDIATRIC PATIENTS AND THEIR FAMILIES BY PROMOTING A POSITIVE AND SAFE ENVIRONMENT. This is made possible through our philanthropic donors such as Los Angeles Department Water and Power, non-profit organizations: The Footlighters, Cheer For Children for special events, CoachArt for special events, Elizabeth's Canvas for Art Therapy and Children's Music Fund for Music Therapy. These non-profit organizations and donors definitely benefits our pediatric patients quality of care.

LINKAGE TO THE COUNTY STRATEGIC PLAN (DETAIL IS REQUIRED FOR COUNTY DEPARTMENTS):

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**COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFIT):** If you are claiming cost benefits, include a calculation on this page. You must include an explanation of the County cost savings, cost avoidance or new revenue that matches the numbers in the box. Remember to keep your supporting documentation.

**Cost Avoidance:** Costs that are eliminated or not incurred as a result of program outcomes.

**Cost Savings:** A reduction or lessening of expenditures as a result of program outcomes.

**Revenue:** Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

(1) ACTUAL/ESTIMATED ANNUAL COST AVOIDANCE	(2) ACTUAL/ESTIMATED ANNUAL COST SAVINGS	(3) ACTUAL/ESTIMATED ANNUAL REVENUE	(1) + (2) + (3) TOTAL ANNUAL ACTUAL/ESTIMATED BENEFIT	SERVICE ENHANCEMENT PROJECT
\$ \$ 6,950.00	\$	\$	\$ 6,950.00	X

**ANNUAL= 12 MONTHS ONLY**