To read the complete version of Newsbreak with photos, videos and web links, view this edition at chw.org/Newsbreak.

Key Dates

Aug. 10 - State Fair in the Milwaukee Hospital lobby  
Aug. 15 - Ramp Closure: I-94 East to I-41 North  
Aug. 15 - Midtown Clinic open house  
Aug. 15 - Complete biometric screening with physician  
Aug. 25 - Party on the Patio  
Aug. 31 - last day to enter Healthy Rewards activities at chwhealthyrwds.com  
September 17 - Briggs & Al’s Run & Walk  
Every Tuesday - Children’s Farmer’s Market

Children’s in the News

Children’s programs and experts often are featured in the news. Below is a sampling of recent stories about us.

In the News: Study by Emergency Medicine physician sparks national attention

Symptom spikes after concussion not believed to be a recovery setback

A new study in JAMA Pediatrics co-authored by Danny Thomas, MD, an emergency department physician at Children’s Hospital of Wisconsin, found that families should not be worried if a child’s concussion symptoms return once resuming day-to-day activities.


Luxemburg boy presents $20,000 check at Children’s

Blake Kroll, a 10-year-old patient from Luxemburg, visited Children’s Hospital of Wisconsin on July 27 to present a $20,000 check. Blake donated $500 of the earnings he made on the sale of a pig he auctioned at the Kewaunee County Fair. Inspired by his decision, other groups and individuals matched his gift, which totaled more than $20,000.

Stories aired on WFRV-TV (CBS 5, Green Bay); WBAY-TV (ABC 2, Green Bay); WGBA-TV (NBC 26, Green Bay); WDJ TV (CBS 58); WSIN-TV (ABC 12); WTMJ-TV (NBC 4); and appeared on CNN’s website and
three CNN programs, including “Morning Express with Robin Meade.” Stories also aired or appeared on approximately 80 national TV stations and news sites, including WHDH-TV (NBC 7, Boston) and WPIX-TV (FOX 11, New York City), July 27-Aug. 1, 2016.

Read previous stories on Blake’s donation in the July 21, 2016 edition of Newsbreak.

Children’s, patients embrace Pokémon Go
David Margolis, MD, bone marrow transplant program director, and his patients have caught onto the Pokémon Go craze, hunting for Pokémon together through the MACC Fund Center.

Stories aired on WITI-TV (FOX 6), July 20, 2016 and appeared in the Sheboygan Press, July 21, 2016. WITI-TV’s story aired on approximately 20 national TV stations, including KTXL-TV (FOX 40, Sacramento, California) and WPRI-TV (CBS 12 Providence, Rhode Island), and appeared on approximately 30 national news websites, including WECT-TV (NBC 6, Wilmington, North Carolina) and KCBD-TV (NBC 11, Lubbock, Texas), July 20-27, 2016.

Children’s opens Mequon Clinic
Children’s Hospital of Wisconsin opened its two-story, 40,000-square-foot primary and specialty care clinic in Mequon on Aug. 1. Located at 1655 W. Mequon Road, it features expanded specialty services, an on-site lab, imaging and pharmacy services.


‘Dairy Cares’ raises $180,000 for Children’s
Dairy Cares of Wisconsin, a group comprised of 15 dairy industry members, held its annual garden party fundraiser for Children’s Hospital of Wisconsin on July 24. More than 300 people attended the event, which raised more than $182,000 for Children’s.

Stories aired on WLUK-TV (FOX 11, Green Bay), WGBA-TV (NBC 26, Green Bay), WFRV-TV (CBS 5, Green Bay), WHBL-Radio (1330 AM, Green Bay) and WTAQ-Radio (1360 AM, Green Bay) and appeared on USAgNet.com, Wisconsin Ag Connection and Dairy Agenda Today, July 22-Aug. 3, 2016.

Blizzard sales benefit Children’s on Miracle Treat Day
More than 70 Wisconsin Dairy Queen and DQ Grill & Chill restaurants celebrated Miracle Treat Day on July 28. For every Blizzard treat sold, $1 or more was donated to Children’s Hospital of Wisconsin. Dairy Queen raised more than $109,000 for Children’s Hospital of Wisconsin last year. Miracle Treat Day is a national Children’s Miracle Network Hospital fundraiser.

Stories aired on WITI-TV (FOX 6), WISN-TV (ABC 12), WDJ T-TV (CBS 58), WTMJ -TV (NBC 4), WKOW-TV (ABC 27, Madison), WISC-TV (CBS 3, Madison), WAOW-TV (ABC 9, Wausau), WJFW-TV (CBS 7, Wausau), WSAW-TV (CBS 7, Wausau), WKBW-TV (ABC 19, La Crosse), WSBAY-TV (ABC 2, Green Bay), WEIU-TV (NBC 13, La Crosse) and WKBT-TV (CBS 8, La Crosse), July 27-28, 2016.

Children’s new asthma research to measure effect of in-home education
Children’s Hospital of Wisconsin’s new research study aims to reduce the health risks and economic burden of asthma in children. Funded by a $1.25 million grant from the Greater Milwaukee Foundation, the five-year study will focus on identifying and reducing irritants that trigger asthma in the home.

**Protecting kids' ears**
Megan Costanzo, Au.D., says part of paying attention to how much screen time kids have should focus on the impact it has on their hearing. Costanzo recommends kids keep the volume dial to about half its level and take breaks, and that parents set an example by using low volume settings.


**Sheboygan Lakeshore Weekend benefits Children’s**
Lakeshore Weekend in Sheboygan, which benefits Children’s Hospital of Wisconsin, took place July 29-31. To date, Lakeshore Weekend has raised more than $788,000 for Children’s, and the organizers’ goal for 2016 was to reach $1 million.


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**What our families are saying**

See what patients and families are saying about us.

As employees of Children’s Hospital of Wisconsin, we strive to be at our best every day because we know kids deserve the best. So many of our employees go above and beyond and take extra steps to deliver the best care for our patients. Below is an email we received from a father who experienced exceptional care in the Emergency Department. It is another example of our employees living our values of Purpose and Integrity.

“On Friday afternoon, a 5th grade boy sustained a head injury during recess at Donges Bay Elementary in Mequon. He had a depressed temporal skull fracture and subcranial swelling/bleeding. He was taken via flight for life to Children’s. That boy was my son.

He was seen in the ER by Dr. Kaufman and was quickly prepped for craniotomy and assessment.

The reason for the email is to commend your staff, specifically one member of your team. We met our circulator Chloe in pre-op. You can imagine the fear, uncertainty and sadness we had for what was transpiring. Chloe was clear in her communication, compassionate in her optimism and provided strength to us when we needed it. She set expectations on possible surgical time, post-op plan to ICU, and timelines for report outs from the OR.

I have been working in the OR for 15 years and never thought I’d look up at the board and see one of my kid’s names. In an era where patient experience and satisfaction is paramount, please make sure Chloe receives this feedback. She is exemplary of what fretful parents need in a circulating OR nurse.

Believe it or not, my son was discharged home yesterday afternoon. He is defying all odds in his recovery and at just 96 hours post TBI, he is showing little if any deficits.
We are scheduled for surgery at Children’s this coming Monday for a cranioplasty to reimplant the section of bone that Kaufman removed to relieve pressure. If she happens to be on that day, we would very much like to have Chloe again as our circulator. Our son remembers her.

Thank you to your team.”

As seen on Bravo!

Appreciation is the glue that holds our organization together. So many of you take time to call out your colleagues through the tools provided on the Bravo! recognition website to thank them for going above and beyond. Below is a submission from Kathleen Hartnett, pharmacist, for Katie Saric, pharmacy technician.

“Thank you Katie for running to FMLH to get a med that was out of stock for an EDTC patient AND repackaging the med so quickly. Because of your purpose driven service, we were able to get the patient’s meds to him within our 30 minute time frame. Also, a double Hi Five for running a med up to the floor while the tube system was down. I really appreciate your diligence!”

Learning and growing

Pediatric Grand Rounds

“The power of possibilities: Adaptive bicycles for kids with physical disabilities”
8:30 – 9:30 a.m. Friday, Aug. 5
Briggs and Stratton Auditorium, Children’s Hospital of Wisconsin
Educational objectives: 1. Understand the barriers to exercise and participation in the disabled population, and its impact on the incidence of obesity.
2. Explain the benefits of exercise such as biking, on physical and psychological health, and social participation.
3. Review the numerous adaptations that can be made to standard or specialized bikes to accommodate impairments such as ataxia, poor motor planning, spasticity, limb loss, strength deficits, vision problems, etc.
4. Understand funding mechanisms and ways to promote inclusion of adapted equipment at home and in schools.
Speakers: David Waters, MD, medical director; co-captain Bicycle Dream Team, Sixteenth Street Community Health Center; Gerisa LaSpisa, JD, executive director, Variety – The Children’s Charity of Wisconsin; Brent Emery, co-owner Emery’s Cycle and Fitness Center; and Elizabeth Moberg-Wolff, MD, FAAPMR, medical director, Pediatric Rehabilitation Medicine Associates, LLC, Milwaukee, WI

“Reducing stress levels of pediatric patients, parents and medical caregivers”
8:30 – 9:30 a.m. Friday, Aug. 12
Briggs and Stratton Auditorium, Children’s Hospital of Wisconsin
Educational objectives: 1. To learn about the connection between patient and family stress reduction and successful medical outcomes.
2. To learn the Kids Kicking Cancer Breath Brake™ to transform classical sympathetic response to the parasympathetic suppression of adrenal glucorticoids.
3. To use these techniques to teach your patients and families.
4. To increase compliance and lower trypanophobia in patients.

Speaker: **Rabbi Elimelech Goldberg**, founder and international director, Kids Kicking Cancer; clinical assistant professor, Department of Pediatrics, Wayne State University School of Medicine

“Anatomy and pathology of the oral cavity and lower face in children”
8:30– 9:30 a.m. **Friday, Aug. 19**
Briggs and Stratton Auditorium, Children’s Hospital of Wisconsin
Educational objective: To discuss the many soft tissue lesions that may occur in the oral cavity and lower face in children with a review of the pertinent imaging anatomy.
Speaker: **Hervey D. Segall, MD**, professor of radiology, Department of Radiology, Medical College of Wisconsin

“The Value of Fine Needle Aspiration in the Pediatric Setting”
8:30 – 9:30 a.m. **Friday, Aug. 26**
Briggs and Stratton Auditorium, Children’s Hospital of Wisconsin
Educational objectives: 1. To discuss the value and limitations of fine needle aspiration as a diagnostic modality in the pediatric population.
2. To discuss the challenges associated with performing and interpreting fine needle aspirations in the pediatric population.
3. To provide a practical approach to the successful introduction and use of fine needle aspiration as a diagnostic modality in the pediatric setting.
Speaker: **Lisa Teot, MD**, director, Pediatric Pathology Fellowship Program, Boston Children’s Hospital, Boston, MA

**New job postings**

New job postings are current as of Newsbreak’s deadline. For the latest information on these and other job opportunities at Children’s, log in to Employee Self Service on the intranet and click on Apply for Jobs under My Recruitment. Refer external candidates to chw.org/jobs.

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I Live Well

Maggie lives well because little things can have a big impact
Marketing Intern Maggie Butler knows that living well doesn’t have to be about huge lifestyle changes. Often, it’s the little things that all add up to healthier living.

“I try to take the stairs, walk or ride my bike as often as possible. I know that with a busy schedule it’s not always possible to fit in a workout every day, so on days when I know I won’t be able to hit the gym, I make an extra effort to be active in little ways throughout the day,” she says. “I also like to pack my lunch for work each day so that I save money and time – and I can eat a healthy, balanced meal with controlled portions.”

Why do you live well? Submit your story and score a lanyard!
What motivates you to live well? Send your I Live Well photo or story to LiveWell@CHW.org, and we’ll give you a free lanyard.

After you send in your I Live Well submission, stop by Employee Health and Wellness to pick up your lanyard; if you don’t work at the Milwaukee Hospital campus, let us know, and we’ll send it through interdepartmental mail.

Wellness updates
The final countdown…
There is still time to submit your biometric screening results from your physician. The biometric screening is one of two required activities in order to be eligible for a wellness incentive. The last day to submit your results is Aug. 15, 2016. You can locate the submission form here.

The final day to complete and log all Healthy Rewards activities is Aug. 31, 2016.

We want your feedback!
Have you completed the annual Healthy Rewards Employee Satisfaction Survey? If not, you are missing out on your opportunity to provide feedback on our current wellness efforts and help guide our future offerings. We value your input and want to understand how to better serve you.

The survey is quick and easy to complete:
• Log on to chwealthyrewards.org
• Go to “Activities” in the home page top toolbar
• Click on the “Employee Satisfaction Survey” tile

August: Eat well, live well
Have you ever thought about mealtime as a construction project? It can help to think about choosing your food as building a healthy meal. You can either lay a solid health foundation with what you put on your plate, or you can create a flimsy, high-calorie meal that will not fuel you for the long run. Watch the Eat Well, Live Well seminar and learn how to build a solid foundation for good health, meal by meal!

Completion of the Eat Well, Live Well seminar by Aug. 31 is good for 15 Healthy Rewards credits.

Eat well without going broke!
Eating well doesn’t have to break the bank. You can get the most nutritional bang for the buck by following the three P’s:
1. Plan before you shop.
2. Purchase at the best prices.
3. Prepare meals that stretch your food dollars.

Read these 10 tips to help you get the most from your food dollar.

Don’t forget the Farmer’s Market! For affordable, in-season produce, be sure to visit the Farmer’s Market every Tuesday from noon – 5 p.m. Grab a bag, look for the tent (in the parking lot of the Clinics Building) and get ready to enjoy fresh, healthy food all season.

Online overload?
Bullying isn’t new, but it has certainly changed over the years. The reason you hear about it so much today is because it is happening in more places than ever before. Register today for Life Matters August webinar on Bullying and Social media. Get more information here. Children’s company code for Life Matters is CHW1.
Ways kids can make money
Encouraging your child to earn their own money is a great way to encourage creativity and innovation, promote independence and begin to teach them about key financial skills like budgeting, saving, managing money and investing. LifeMatters, Children’s employee assistance program, suggests the following tips to help your child earn their own money.

- **Start at home.** Think of tasks that need to be done around your home that go beyond basic household chores such as washing the car or yard work. Tasks like these can give your child a sense of accomplishment and involvement.
- **Look to your community.** Encourage your child to let family, friends and neighbors know that they are in the market for work. You can also motivate your child to sell old toys or books at a yard sale. Valuable financial skills are gained when you teach your child to sell or donate unwanted items.
- **List skills and abilities.** Sit down together and write a list of your child’s skills, abilities, likes and dislikes. This brainstorming exercise encourages your child to think creatively.
- **Motivate the young entrepreneur.** Kids are increasingly showing interest in learning about investing and starting their own businesses. There are a growing range of educational tools, websites and investment programs available with organizations even offering camps for young entrepreneurs. Do your research before deciding on a particular website or camp to ensure that you choose one that is right and appropriate for your child.

If your child wants to enter the workforce in a formal way, you should be aware of legal limits on the type of jobs your child can hold and the amount of hours they can work. For a list of jobs and work hours allowed at different ages, visit the United States Department of Labor’s Youth Rules website at youthrules.dol.gov.

**Access other LifeMatters support services**
From financial consultations to stress management resources, LifeMatters offers free, confidential assistance to all employees and their families. A full list of services can be found by searching “employee assistance program” on Children’s Connect. Find support by accessing our online resources at members.mylifematters.com (use the company password chwl) or by calling (800) 634-6433, where someone is available to listen 24/7. LifeMatters resources, tools and webinars are also available when you log in at members.mylifematters.com.

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**Citrix Receiver and Personal Citrix Login upgrades**

Citrix Receiver software on all Children’s computers will be upgraded between Aug. 8 and Aug. 26. This is in preparation for the rollout of a new Children’s Personal Citrix Login site scheduled for Sept. 15.

Here’s what this means to you.

**In August (Citrix Receiver upgrade):**
- Citrix Receiver upgrades will be completed by location. You will receive an email from IMS Upgrade with scheduling information for your area.
- The upgrades will generally occur between midnight and 5 a.m.
- You’ll need to leave your computer on and connected to Children’s network during the upgrade.
Estimated installation time is between 10 and 20 minutes.
Your computer will restart automatically two times during the upgrade.

In September (New Personal Citrix Login):
- Watch for an email from IMS Upgrade regarding the Citrix website upgrade.
- This change will not directly affect computers and it will be completed for the entire organization at once.
- Your personal Citrix login (citrix.chw.org) website address will not change. The improved website with a new look will be available at citrix.chw.org after the upgrade on Sept. 15.
- The new Citrix personal login/website will look slightly different, but will function the same. You will be able to create your own list of favorites.
- You may need to change old website shortcuts or bookmarks to point to the new website at https://citrix.chw.org. Please reach out to the Service Center if you need help with these changes.
  - Website addresses that will no longer work include:
    - citrixsf.chw.org
    - citrixapps.chw.org
    - citrixep.chw.org
    - citrixwebext.chw.org
    - citrixc.g.chw.org

Please email IMS Upgrade or contact the IMS Service Center at (414) 337-4357 with any questions.

In alignment with Children’s value of innovation, this updated software and site will provide a more secure, more stable access infrastructure for all users – helping us continue to provide the best and safest care.

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**Thermal Distribution work on Milwaukee campus to begin mid-August**

This past March, Thermal Service Inc. (Thermal), a non-profit subsidiary of the Milwaukee Regional Medical Center (MRMC), purchased the Milwaukee County Power Plant from WEC Energy Group. Construction work is scheduled to update the steam and chilled water distribution system piping that runs underground from the thermal plant to the buildings on the MRMC campus.

This is an exciting development for everyone on the MRMC campus. Cleaner air, more efficient operations and updates to the plant and its distribution system will benefit us, our patients and our community.

In mid-August, work will begin on the pipes under Connell and 92nd Street in front of the Children’s Corporate Center. While most of this work will occur underground, equipment in large holes, or boring pits, will affect some sidewalks on campus. One pit on the southwest corner and another pit of the southeast corner of 92nd and Connell will have an impact on pedestrian traffic. Concrete barriers will be installed in the road adjacent to the boring pits to create a safe path for staff to walk. See a diagram of the work here.

In addition to the sidewalk, this will also impact the right turn lane of eastbound Connell Avenue as drivers exit the West Parking Structure. If your route leaving work takes you to Wisconsin Avenue, use the east exit of the parking structure to avoid leaving the structure through the north exit and being redirected around the Corporate Center. There will be signs in the structure to direct Wisconsin
Avenue traffic to the east exit.

Construction affecting these areas is expected to last eleven weeks. During this work, please allow yourself extra time when leaving campus and be mindful when using pedestrian walkways.

Continue to watch Quick News for the most up-to-date information.

**iNSIGHT enhancements and new Quality Center portal**

Over the past five months, we’ve been working on enhancements to the iNSIGHT home page to allow for easier navigation to important materials. All previous content is still available but there are now Quick links for the Applications Center, Reports Center and Training materials. There’s also a News / Highlights section which will rotate important information so it’s even easier to see dates of upcoming Learning and Optimization Labs.

In addition to the iNSIGHT enhancements, there is a new link for the Quality Center. The Quality Center provides a centralized location for enterprise wide performance monitoring and improvement efforts as well as easy access to resources to support decision making and improvement work.

What’s available in the Quality Center?

- A dashboard of key metrics with stoplight indicators to easily see if we’re on track.
- Organizational and system level improvement projects.
- Collaboratives and Registries we participate in.
- Tools, resources and information for getting started with your own improvement work, including links to the Improvement Lifecycle.
- Organizational charts for the Enterprise Quality Governance and Quality Functional Support Structure.
- News and Highlights
- Resources like educational videos about the improvement lifecycle.
- A calendar with upcoming events, meetings, classes, and learning opportunities.

All of these changes went into production Monday, July 25, 2016. Please watch the training video to learn about the enhancements or review the Tips and Tricks sheet for help navigating the changes. We encourage you to check out the new look and submit any feedback or questions to insight@chw.org.

**Family Advocacy Day 2016**

Children’s Hospital of Wisconsin is dedicated to advocating on behalf of our patients and families at the local, state and national level to positively impact legislation that affects the health and well-being of children and families in Wisconsin and nationwide.

Last week, Jessica and Wayne Wilson and their son Avery, from Arpin, Wisc., represented Children’s in Washington, D.C. in meetings with members of Congress as part of Children’s Hospital Association’s
Speak Now for Kids Family Advocacy Day. Over 40 other children attended the event, representing 35 children’s hospitals across the country. The Wilson family met with Senator Ron Johnson, Senator Tammy Baldwin, Congressman Sean Duffy and Congressman Ron Kind to discuss the importance of federal policies that provide Avery, and millions of other children, access to high-quality pediatric care.

Avery came to Children’s when he was four years old after suffering a sudden stroke as a result of a rare genetic disorder, Hereditary Hemorrhagic Telangiectasia (HHT). Dr. Patricia Burrows and her team evaluated Avery and identified arteriovenous malformations (AVMs) in Avery’s lung and brain. Avery has undergone a scope procedure at Children’s to treat an AVM in his lung and will undergo an additional procedure this summer to explore the AVMs in his brain. Avery will continue to receive care at Children’s to treat his condition.

The Wilson family shared Avery’s story and urged lawmakers to protect Medicaid, which is the single largest insurer for kids in the United States. Approximately, 54 percent of patients at Children’s Hospital of Wisconsin are insured by Medicaid.

Patients and their families are our strongest advocates when it comes to educating policymakers about the impact of public policies on children’s health and why it is important that the pediatric community has a voice in health policy discussions.

Take a moment to listen to their story and learn more.

If you haven’t already, please sign up to be a Children’s Advocacy Network member so you too can be a voice for children and families across Wisconsin.

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**Professional boundaries and social media**

The relationship between a Children’s Hospital of Wisconsin employee and the patients, clients and families we serve is based on trust, respect, compassion and expertise. It’s the responsibility of our Children’s staff to establish clear professional boundaries that don’t foster families to become too reliant on any one employee. Review Children’s professional boundaries [here](#). The purpose of the professional boundaries policy is not to limit expressions of caring, but to ensure awareness of the boundaries to protect and educate staff.

The intent of the policy is to:

- Create awareness of the personal and organizational risks, especially for employees with a license.
- Describe warning signs that indicate potential or actual crossing of professional relationship boundaries.
- Provide guidance on managing situations that could lead to crossing personal and professional boundaries.

*In our increasingly digital world, social media adds a new layer of complexity.* Social media is a big component of professional boundaries. For example, making a comment via social media, even if done on your own time and in your own home, regarding an incident or person in the scope of your employment, may be a breach of patient confidentiality or privacy as outlined in our HIPAA Policy,
as well as a boundary violation.

View the full policy here and check out some simple tips below:

- Understand that most content published online can be publicly viewed indefinitely.
- Do not disclose any identifiable information related to a patient’s or child’s past, present or future care.
- Children’s discourages staff from initiating or accepting a connection on social media sites with patients, clients or family members.
- Providers should refrain from providing medical advice to friends on social media as this can give the appearance of a provider-patient relationship and could result in legal liability.

Please consider our values of Purpose, Collaboration and Integrity as you review these policies and continue to provide the best and safest care to our patients, clients and families. Tell your leader if you witness social media postings or professional boundary concerns that could harm a patient’s or client’s privacy, rights or welfare. Of course, don’t hesitate to approach your leader with any questions or challenges you’re facing.

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**2016 YMCA Black Achiever**

Congratulations to Robert Walker, the 2016-17 YMCA Black Achiever that will represent Children’s in this upcoming school year. Robert was chosen by a panel of Children’s employees that selects the Black Achiever position from an interested pool of applicants. Applicants go through a series of interviews and thoughtful explanations on why they should represent Children’s in the community. Robert is a Community Health Navigator who builds relationships in the community by collaborating with them and identifying their health care needs. Robert is a certified health care worker that has an interest in public health and maintains a range of activities through community education, outreach, social support and advocacy. He works directly with the Lindsay Heights community in partnership with the YMCA. Robert is also an active volunteer with Feeding America, Running Rebels and Walnut Way. We know Robert will do a great job representing Children’s as this year’s Black Achiever. Congratulations, Robert!

We would also like to extend our thanks to Chavon Robinson, outgoing Black Achiever 2015-16. Chavon spent countless hours with the youth on their Spring Black College Tour and acted as an advisor throughout the school year. Chavon has done great work with the youth in this program and we thank her for her commitment.

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**HPV and flu vaccination: know the facts**

Children’s vision of Wisconsin kids being the healthiest in the nation starts with avoiding preventable illness. That’s why we strongly encourage patient families to ensure their children are up-to-date with their vaccinations.

As back-to-school approaches, you’ll be seeing forms of education and encouragement (fliers, posters, LCD screen reminders and parent handouts) in action all around the system. But signs and handouts aren’t enough to change behavior. We need you to be an informed advocate for vaccination adherence.
Those of you who have direct patient contact are aware you are in a crucial position to have conversations with patient families and verify or encourage vaccination adherence. But as a CHW employee even if you don’t work directly with patients, your friends, family and acquaintances may look to you for guidance or information about vaccinations.

So that you are prepared to be a strong supporter of immunizations, below are some facts about vaccinations – specifically for human papillomavirus (HPV) and influenza (flu).

**HPV vaccination**

HPV is an extremely common virus that spreads through person-to-person contact. About 14 million people become infected with HPV each year.

Here’s what you need to know:

1. HPV can cause cancer in both girls and boys - so vaccinating children against HPV before they are exposed to it provides cancer prevention.
2. The HPV vaccine is safe. It has been in use for ten years now and has been administered more than 160 million times, with no serious side effects.
3. Children’s has aligned with one of the goals of the CDC, which is to have 80 percent of all girls and boys over 13 years old fully vaccinated (three doses) for HPV by 2020. We are supporting this goal by:
   a. Including HPV vaccination in immunization record reviews that are done at time of visit
   b. Ensuring staff have conversations to encourage the parents of adolescent patients to have their child vaccinated for HPV
   c. Offering HPV vaccinations at time of visit, where possible

For more information on HPV vaccination, visit the CDC’s website.

**Flu vaccination**

Influenza (or “flu”) is a respiratory illness with high fever, cough, headaches, body aches, chills and congestion. (Stomach illness with vomiting and diarrhea is commonly called the “stomach flu” - but this is not the same virus as influenza.)

Here’s what you need to know:

1. The flu is a very serious illness. Young infants, children with other illnesses, pregnant women and the elderly are at high risk for severe influenza. It can be fatal, even to healthy children.
2. Influenza vaccines are safe and effective.
   - The vaccine has been studied extensively, is safe and is recommended for almost everyone over 6 months of age.
   - The vaccine won’t give you the “flu.”
   - The vaccine will help protect you the entire season, so get the vaccine as soon as it’s available.
   - It is also recommended to get the vaccine if you are pregnant to protect yourself and your baby.
3. It’s important to get the flu vaccine every year.
   - Each season’s flu strains are different from last season’s strains. Illness or immunization from last season will not offer protection for the upcoming season.
4. The nasal flu mist option is not available this year – but it’s still very important to get immunized.
The CDC recently announced that the nasal flu mist will not help to build strong protection against the influenza strains predicted for the 2016-2017 flu season – so for this season, only the shots will be available.

There is no anticipated shortage of the flu shot, which will provide protection from the flu.

It’s not OK to take chances with getting the flu just to avoid the shot. The flu can kill.

For more information on the flu, visit the CDC’s website.

Traffic alert: I-94 East to I-41 North ramp to close

If you come to work from the west, your route is about to change. Work on the Zoo Interchange continues to move forward with the long-term closure of the ramp from I-94 East to I-41 North, beginning August 15. The ramp is expected to reopen in late spring 2017.

During this closure, travelers should use one of the following exits to get to Children’s and then follow the detour signs:

Local
- I-94 East to WIS 100 north
- I-94 East to Moorland Road north

Regional
- I-94 East to WIS 164 north

Please continue to plan ahead, know your route and allow extra travel time. For more information, download this flier.

Remember your resources:

- On the Web: chw.org/zoo
- By phone: 1-800-ZOO-0003 (1-800-966-0003)
- On Twitter: @travelImmc
- TravelMRMC app
- Quick News on Children’s intranet: Traffic restrictions updated every Friday
- Have a question? Send an email to: interchangeinfo@chw.org

Midtown Clinic Open House Aug. 15

Children’s recently opened our new 20,000-square-foot Midtown Clinic, located at 5433 W. Fond du Lac Avenue on Milwaukee’s northwest side. The Midtown Clinic is our largest primary care clinic in Milwaukee, and will bring care closer to home for families in a neighborhood with many children and few pediatricians. Patients can access primary care, behavioral health and dental services all under one roof in a convenient and effective medical home model.
We’ll be hosting a community open house to introduce the Midtown Clinic to the neighborhood on Monday, Aug. 15, from 2 to 6 p.m. There will be free refreshments, kids’ activities and giveaways, as well as a short program at 4 p.m. featuring remarks from our CEO Peggy Troy, Mayor Barrett and other local legislators who support our investment in Milwaukee. In the spirit of our value of Collaboration, all Children’s employees are encouraged to attend the open house to support our colleagues and our newest urban clinic.

The Midtown Clinic is part of Children’s broader commitment to reduce health disparities in the City of Milwaukee. Along with our community health navigator program, school nurse initiative, child advocacy services, new Institute for Child and Family Well-being in partnership with UW-Milwaukee, and countless other services and programs, we are working to provide the best possible care for Milwaukee kids – no matter which ZIP code they grow up in.

**Blast from the past - Holy cow!**

This photo, snapped in August of 1972, shows Beauregard the calf visiting patients at Children’s Hospital of Wisconsin during the Wisconsin State Fair.

In case you haven’t “herd,” this year’s fair runs August 4-14. To help patients and families get in the “moo-d,” Children’s is offering a “fair day” at the hospital on Aug. 10. This fun-filled event will feature entertainers, jugglers, magicians and traditional fair food – including those ooey, gooey cream puffs. Therapy dogs dressed as farm animals will make an appearance – but, alas, cows will not be in attendance.

To commemorate the 44th anniversary of Beauregard’s visit, we offer five “udderly” amazing cow jokes:

**What did the baby cow order from Starbucks?**
A half calf

**Why did the cow cross the road?**
To get to the udder side

**Why do cows wear bells?**
Their horns don’t work

**What do you call a sleeping bull?**
A bull-dozer

**What do you call cattle with a sense of humor?**
A laughing stock

**Cord safety**

Children’s is dedicated to the safety of its staff. Each year, employees are required to complete safety training through Children’s University, and Oops signs are placed throughout our hospitals and clinics. Last September 2015, Employee Health and Wellness took prevention one step further by
launching a system wide campaign focused on reducing the most common types of injuries that occur at Children’s – slips, trips and falls.

A poster was created and Newsbreak articles have been published focusing on each potential injury scenarios from the poster – the most common scenarios resulting in slips, trips and falls by Children’s employees.

This month’s Newsbreak issues will include articles about the last potential injury scenario: Cord and fluid spills. The fluid spills article will run in the August 18 issue.

**Cord hazards and preventions**

It might seem obvious, but anything laid across walkways like electrical cords, oxygen tubing and hoses, or computer cables can and do cause countless falls in health care settings. Getting your foot entangled in a cord not only causes you to trip and potentially injure yourself; you’ll also likely pull down and damage expensive equipment like computers and/or monitors.

**Cord hazards are most often seen in:**
- Patient rooms
- Offices
- Meeting rooms

**Prevent cord-related slip, trips and falls:**

- **Run cords under patient beds**
- **Remove Cords** - The best strategy for preventing cord-related trips and falls is to avoid stretching a cord across a walkway or path where employees walk. To do this, it is best to plug the cord into the outlet that is as close to the equipment as possible.
- **Secure cords** - It is also a good idea to take a tour of your office or work areas and see if the cords from computers or other equipment are hanging into or adjacent to a walkway. To prevent someone from injuring themselves and expensive equipment, don’t set up computers with their backs facing a hallway or walkway. If this is not possible, gather up the cords from the floor and secure them using a zip tie or other means. Children’s IS team can help you with this.

If an injury occurs during work hours, please complete an incident report in Employee Self Service and call Employee Health and Wellness at (414) 266-8616 as soon as possible and before the end of your work shift.

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**CCHP gets creative to keep community healthy**

It’s hard to stay healthy if you’re hungry all the time.

That’s why Children’s Community Health Plan (CCHP) decided to plant an urban garden to grow fresh produce for members. It also started distributing information about nearby food pantries, holding food drives to benefit areas where members live, and hosting healthy shopping classes with field trips to local grocery stores and tips for cost-effective menus.
Lack of access to nutritious food is a major problem in Wisconsin – one that threatens the well-being of many families. But it’s just one of many obstacles families may face.

“We know that in order to improve the health of families, we need to do more than offer access to health care services,” says Mark Rakowski, vice president, CCHP. “We also have to address the social issues that impact our members’ health.”

CCHP, an HMO that provides medical, behavioral, dental and vision services to more than 135,000 children and adults covered by BadgerCare Plus, is getting creative in its efforts to break down those wellness barriers.

The health plan created a work group to focus on specific social issues such as food security, employment, transportation and housing. This sparked a host of ideas and solutions, such as creating a flash drive with a front-loaded resume template for job seekers, partnering with local dry cleaning businesses to collect and launder career wear, and developing a plan to collaborate with community groups to build houses in underserved areas.

“Children’s started this health plan to improve the care of children and their families – not to fill beds or move market share,” says Rakowski. “By focusing on all the factors that impact our members’ health, we knew we could improve health – and outcomes show that we have.”

CCHP has measurably increased immunization rates and boosted care delivery and outcomes for some of the region’s most vulnerable residents in areas like asthma, diabetes, blood lead testing, tobacco cessation, emergency room use and dental care. It is also the only health plan in Wisconsin with a dedicated dental advocate to support members who have difficulty finding timely access to dental care.

CCHP also helps to maintain an impressively low pre-term delivery rate for its members. Less than 8 percent of babies in CCHP are born before 37 weeks of gestation. Within the city of Milwaukee, the pre-term delivery rate is 11 percent. The CCHP Healthy Mom, Healthy Baby program supports the best outcomes by providing education before and after the birth, having staff attend prenatal and postpartum visits with members, and facilitating transportation to and from appointments.

This holistic approach to health resonates with consumers. Statistics provided by the Department of Health Services show that 45 percent of families who choose an HMO are selecting CCHP.

“While we serve thousands and thousands of members, we often achieve success by meeting the needs of members one at a time,” says Rakowski. “It may sound like a cliché, but our goal is to manage the health of our members, not to manage their claims. We’re working hand in hand with providers to give members the resources and support needed for a lifetime of wellness.”

For more information about CCHP’s programs and services, call customer service at (800) 482-8010. Hearing-impaired members may call (877) 733-6456 (TTY).

Share your stories

We want to hear from you. Send us your stories.
Email us at newsbreak@chw.org.

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