



WK MEDICAL UPDATE

WILLIS-KNIGHTON MEDICAL CENTER

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Medical Center celebrates 'Year of the Child'

During the official "Year of the Child" Willis-Knighton Medical Center has implemented several effective programs including the "Willis, the Knight'n Frog" concept on the new 5th floor pediatric's wing and the Pediatric Orientation Program for first grade students as well as various classes, including early pregnancy and prenatal orientation visits to help insure healthy children of the future.

The Willis, the Knight'n Frog concept, created solely for Willis-Knighton Medical Center, is primarily to relieve fear and anxiety in pediatric admissions through the use of color, imagination and educational tools.

The central character in this comprehensive theme developed by Medicon, Inc. for the entire children's wing is, of course, Willis, the Knight'n Frog who lives in a medieval land and has several delightful, carefree friends and companions. From the moment the child is admitted, he is whisked through the Kingdom of Willis.

This theme is carried out through dot-to-dot, maze games, huge graphics on the walls, bravery certificates, pictures in the rooms, buttons, stickers and even buttons on the doctors and nurses. The child's meal tray has a special "Willis" placemat and napkins and even the x-ray rooms used for children have wall-size murals of Willis and his friends. After surgery, each child receives two balloons with Willis' picture on them.

Why Willis? In order to change the stereotype image of the hospital from the mind's eye view of stark white walls, hospital green and sterility, consultants Leone G. Reeder and Mary Jane Hall of Medicon, Inc. have helped Willis-Knighton create an environment of warmth for children. Willis' adventures in the hospital, as told with humor in a special storybook, help to win the child's confidence—which is so crucial to good

medical treatment.

"Because children live in a bright warm atmosphere in their everyday life, we feel there is no reason for this atmosphere not to be present in the hospital," the consultants noted.

Willis visually expresses the care and concern of the staff for total well being of the child and family—but the real magic begins with the staff's smile, warm approach, compassion and their obvious concern.

"Because we feel it is easier to treat a patient whose trust and confidence has been won in order to enhance medical care, each room has been personalized to say to the child, you are special," commented Mrs. Reeder. Each room is more than a number because an individual picture sign outside each door carries the child's nickname. "Now, there is no

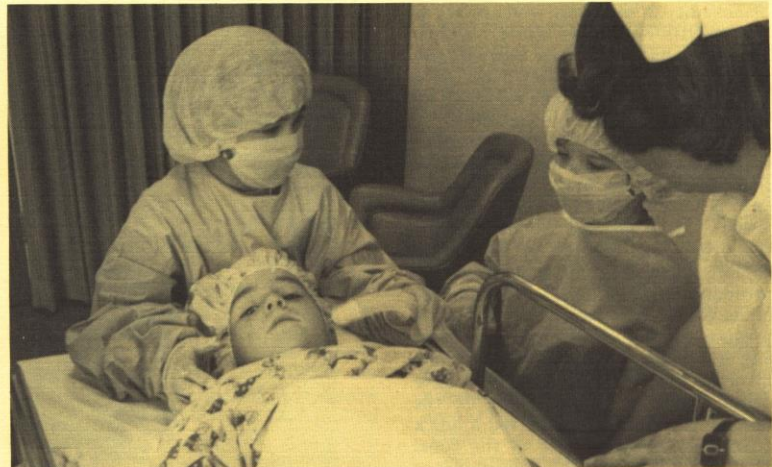
reason for anyone to walk into a room and not be able to call the child by his or her first name or nickname," she added. According to Maternal-Child Coordinator Marie Kelley, this has been a tremendous boost to staff-patient relationships.

"We view this concept as treating children's feelings as well as their bodies and it has been well received by patients, their families, staff nurses and physicians," Mrs. Hall said.

According to Director of Human Resources and Community Relations Wayne Burnette, the response to Willis has been phenomenal. "In fact, other hospitals, whose personnel has seen the pediatric's wing here and have felt the comfortable glow experienced by the children in the hospital, have begun to implement similar programs," he said.

But Willis remains our Medical

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Maternal Child Coordinator Marie Kelley, R.N. discusses various hospital procedures with first grade students participating in the Pediatric Orientation Program. Through this role playing situation, the students are able to feel they are a part of the health care team, thus relieving fears and anxiety associated with hospitalization.

The Pediatric Orientation Program has involved some 2,039 first grade students to date, and this is what is being said about P.O.P.

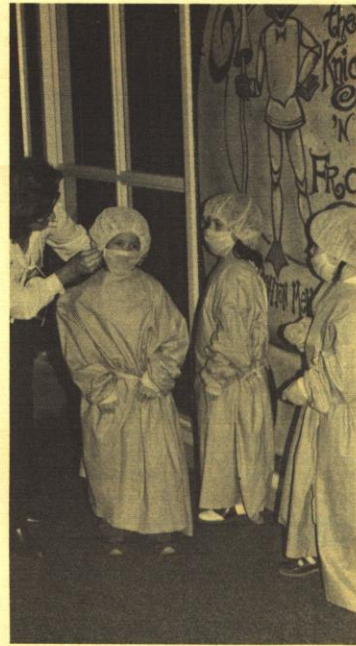
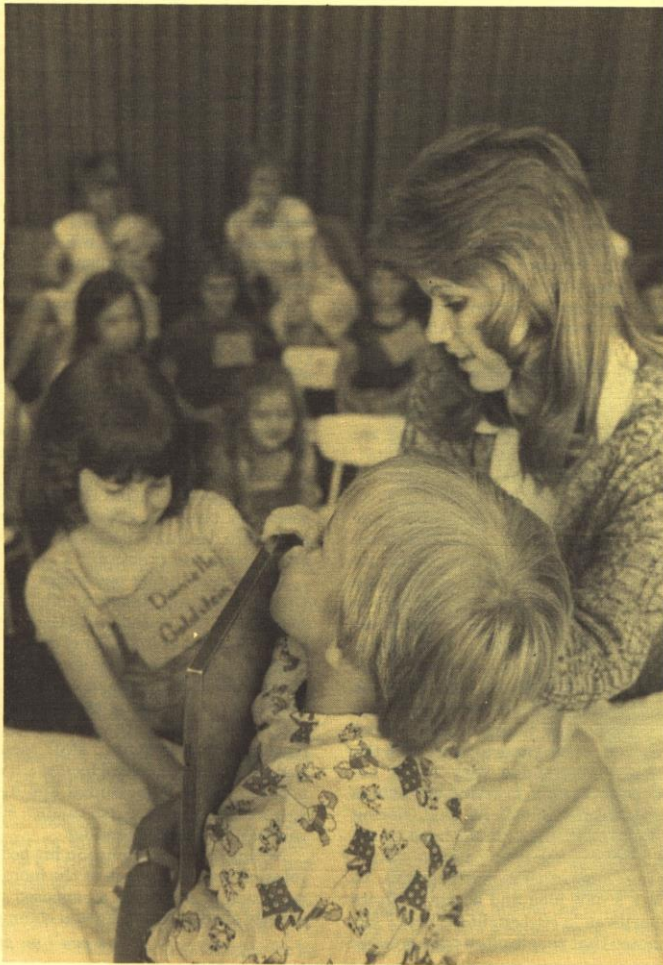
"Being in the hospital is a very anxiety producing situation. And, anything that relieves that anxiety is helpful to the child. Also, this program gives the child mementos of the hospital so he can show and tell what happened. In effect, he becomes an ambassador for the hospital by saying 'the hospital isn't so bad. Look what they gave me'." Andrew F. Jobe, M.D., pediatrician.

"Most (of the children) said they did not feel frightened, now, about a stay in the hospital or a visit to a doctor." Violet W. Nance, teacher, Stoner Hill Elementary.

"This is the most informative and well presented activity I have ever taken a group to. I have taught 20 years in Caddo and have taken numerous trips, but this was the best. I hope you can continue to perform this service for our children." Norma S. Baird, Summer Grove

"Thank you for the opportunity to come to W.K. You have an excellent program. Every first grade class should attend the orientation ..." Betty Canfield, teacher, Stoner Hill.

"...I think that the whole experience was of great educational importance and will certainly serve to mitigate some of the fears that many children have in regard to medical treatment and hospitals..." Diane Coffield, director, Montessori School for Shreveport.



Center's own special way of saying to each child—"You are special ... we like you and we want your hospital stay to be a comfortable, learning experience instead of an unfamiliar, frightening fear of health care facilities.

Pediatric Orientation Program

Implemented to orient first graders to the hospital and hospitalization by explaining to the students subsequent procedures from admission through various treatments, up to discharge, the Pediatric Orientation Program (POP) has proved to be a tremendous success. To date some 2,039 first graders representing 84 classes in 36 different schools have participated in the program, which lasts one and one-half hours and is conducted three days a week.

Orientation to the hospital is accomplished through role playing to explain to these "potential patients" what hospitalization will involve. One child is the patient, one the father, one the mother, another the nurse and another the doctor. Explanations are offered by various hospital personnel as they "carry out their procedures." Appropriate dress is used as well as "child geared" terminology. Explanations are given concerning routine admission procedures and care—such as hospital pajamas, nurses call system, types of beds, visitors, television, night nurses and meals.

The program is conducted in a special classroom on the Pediatrics Floor which

"Once upon a time, in the Land of the Round Lily Pad there lived a handsome frog named Willis..." and this is what is being said about that fifth floor kingdom.

"The children are very receptive to the atmosphere because it takes a lot of fear out of being in the hospital. I tell my patients about Willis before they go to the hospital and it's not such a dreaded experience. Edith Smith, M.D., pediatrician.

"With Willis, hospitalization doesn't have to be all bad." Marie Kelley, R.N., Maternal Child Coordinator.

"It made being in the hospital as much fun as possible for my daughter which made it easier for my husband and me." Mrs. Charles Geuin, patient's mother.



Fear of the Child'

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is equipped with small chairs as well as a hospital bed and other hospital facilities. In essence, it is a mock hospital room enlarged to classroom capacity to facilitate these educational needs. The pediatric theme decor is carried out in the classroom complete with "Willis the Knight'n Frog" materials to implement a fairy tale element with which all children can identify. For familiarity with the program, POP'ers are supplied with a packet containing a paper doctor's or nurse's cap, a Willis balloon, bandaid, medicine cup and Willis patch.

"These things enable the child to play act some of the things experienced at the hospital," noted Mrs. Kelley.

"By answering any questions in the mind of the students, we feel we are able to prevent possible fears and doubts as well as reduce anxiety and apprehension due to unrealistic impressions of what happens when they enter the hospital by creating memorable, pleasant experiences," commented Mrs. Kelley. She noted that through this experience, students encounter actual hospital personnel (admitting, lab, x-ray, recovery room, nurses and others) in their appropriate dress so a positive association can be drawn.

The program, according to Mrs. Kelley, is aimed primarily toward first graders because they are very susceptible to common childhood illnesses and hospitalization. She noted that this program

has helped those children by introducing them, prior to hospitalization, to the hospital atmosphere and the people who will be caring for them. Another plus, she added, is that it also helps alleviate fears associated with visiting the physician's office because procedures such as routine physical exams and lab procedures, commonly done in a physician's office, have been role played.

Educational Classes

Still another phase of "Year of the Child" activities includes educational endeavors to help produce healthy children of the future.

Presently underway is an early pregnancy class which is held the first Thursday of each month with forums on nutrition and health during pregnancy. The purpose, according to Mrs. Kelley is to prevent complications during pregnancy by encouraging healthy habits and good nutrition during pregnancy.

Also, prenatal orientation visits are being offered once a month on the third Thursday. These visits focus on preparation for hospitalization and recognition of signs and symptoms of labor. Included are an introduction to hospital routine and a tour of the unit.

The "Year of the Child" has been a progressive one for Willis-Knighton. And, with each of these on-going programs and those planned for the future, Willis-Knighton will continue to be "people caring for people ..."

