

Wrestle-mania!

PATIENTS and staff at Shriners Hospitals for Children—Boston got a little taste of World Wrestling Entertainment medicine when the Highlanders and the Divas stopped by for a visit. Despite their ringside roughness, the WWE foursome turned out to be real softies while they signed autographs and posed for photos with the children.



SANTOS AYBAR looks happy to meet the Divas -- and the Highlanders, too.



LITTLE Ramon Santos doesn't look very intimidated by the mighty Highlanders.

Shriners Hospitals for Children—Boston Staff Offer Dietary Expertise to African Hospital

KATHY Prelack, PhD, RD, Director of Clinical Nutrition, and **Maggie Dylewski**, RD, Clinical Nutritionist, recently returned from a trip to Macha Mission Hospital in Zambia, Africa, where they provided nutritional consultation on behalf of HelpMercy International, Inc., a non-profit organization dedicated to providing improved healthcare for underprivileged and underserved populations with a particular focus on burn-care, treatment of patients with AIDS. They providing for the nutritional needs arising from both conditions. During their stay in Africa, Kathy and Maggie spent time learning about the nutritional habits of the local population and assessing the nutritional needs of patients at the hospital. In developing their recommendations, they had to take into account such challenges as difficulty in attaining drinking water, scarcity of meat and protein in their diet and the distinction between clinical and general nutrition. Since their return, they have been working to develop a nutritional proposal that can be implemented at Macha Hospital. They shared their experiences in Africa with SHC—Boston staff during two PCS Symposia on August 28.



MAGGIE DYLEWSKI, RD, a clinical nutritionist at Shriners Hospitals for Children--Boston, poses with one of the friends she made during her trip to Zambia, Africa, to help improve the nutritional care for patients there.

We are the Champions! SHC Adopts One Unified Brand, One Unified Voice



ON Tuesday, September 11, SHC—Boston employees, board members and volunteers were among the first to hear about Shriners Hospitals for Children's new branding and marketing campaign during the three sessions, which explained the rationale behind the new campaign and emphasized how it builds on SHC's strong foundation. This marks a first in Shriners' history. The sessions also introduced the new SHC visual design system, which features a fresh, child-friendly look and feel.

SHC--Boston, along with SHC—Springfield, served as a "pilot" site for the branding initiative launch and representatives from several other Shriners hospitals. They also attended the sessions in Boston in preparation for their own launches during the coming weeks. **Tom D'Esmond**, Administrator, and **Kathy Golden**, Director of Public Relations and Marketing, and their counterparts in Springfield have worked closely with the headquarters public relations and marketing departments. They with outside consultants over the past 18 months to develop the plan. The Joint Boards this summer voted to approve and fund the initiative, which will fit the system-wide strategic plan that is in development.

All employees were strongly encouraged to attend the sessions and additional sessions will be scheduled in the near future for those who were unable to attend this week. In addition to fun, SHC-colored gift boxes, attendees were asked to take away the following key points:

- Together, the 22 Shriners Hospitals for Children make up the largest pediatric specialty health care system on the planet!
- For the first time in SHC history, all 22 Shriners Hospitals for Children will embark on a national awareness and fundraising campaign as a single, unified system.
- The major objectives of the initiative are: to generate awareness of the SHC system, increase patient volume and increase local and national funding.
- This branding initiative was developed, using extensive research and addresses, both external and internal influences, such as escalating costs, declining Fraternity membership and increased competition for patients.
- All SHC hospitals will use a new visual design system that includes specific colors, typography, a style of photography and a new logo -- all of which represent the "Shriners Brand."
- A national advertising and public relations campaign is set to launch on October 22 to capitalize on the fourth quarter "giving season."
- The theme for the advertising campaign is that SHC is a one-of-a-kind pediatric hospital system that helps children defy the odds.
- Every SHC employee has a role in delivering our promise of providing one-of-a-kind care for one-of-a-kind children through each and every interaction they have with patients, families, visitors, the public and each other.

ALEPPO PROVOST GUARD



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Call Chief Ken Howe

1-508-746-3342



RIDE WITH PRIDE, INC., a non-profit therapeutic horseback riding program for special needs children and adults, held its Annual Horse Show on July 28th at ForgeWorks Farm in Rutland, MA, 508-886-2002, www.ForgeWorks.net.