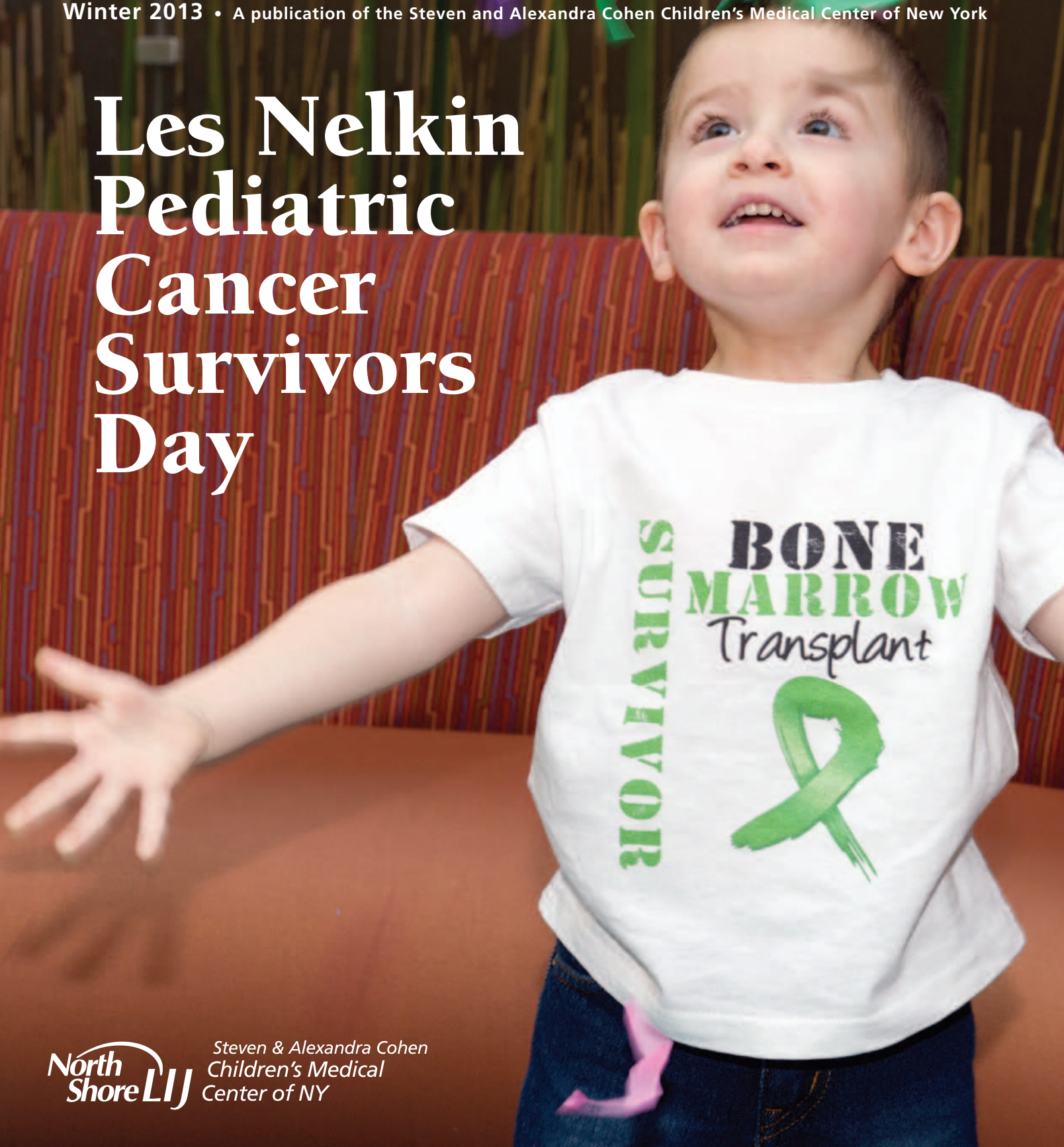


KidsFirst



Winter 2013 • A publication of the Steven and Alexandra Cohen Children's Medical Center of New York

Les Nelkin Pediatric Cancer Survivors Day



Steven & Alexandra Cohen
Children's Medical
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Dear Friends,

On behalf of all the staff at Cohen Children's Medical Center, I'd like to extend our warmest wishes for a happy and healthy new year to you and your families. This is a very exciting year for us, and we hope you share in our joy as we prepare to celebrate two very significant milestones.

First, we will welcome our first patients and their families into our new state-of-the-art inpatient pavilion in April. We have been working on plans for this facility for the past five years now. Every inch of the building has been designed to offer the maximum in comfort and quality for children and their families. We have worked very closely with our family advisory council — composed of parents of current and former patients — to ensure that we have thought of every possible need families may have when they are here with us. The centerpieces of this new facility include the New York metropolitan region's largest Emergency Department dedicated exclusively to children; a new pediatric intensive care unit with 25 private rooms with sleeping quarters for family members; and a new medical/surgical unit with 25 private rooms, designed with many comforts of home.

In addition, we are also celebrating the 30th anniversary of the opening of Cohen Children's Medical Center. Founded as Schneider Children's Hospital, this institution was the culmination of years of planning and advocacy by many caring, committed individuals, families and community leaders. We have enjoyed decades of generosity from our community, helping to meet the ever-changing needs of our patients and their families, and are very proud to stand here strong for the community — now and into the future.

The single best way to show our thanks for your support of Cohen Children's Medical Center is to invite you to visit. I welcome you to contact me anytime to arrange a firsthand look at this amazing community resource made possible only with the generous support of our community.

Warm wishes and thanks for your support,

Kevin McGeachy, FACHE
Executive Director

Teach Your Children's Physicians Well

Cohen Children's Medical Center (CCMC) attending radiologist Edward Wind, MD, has a major focus: helping children feel safe and comfortable while providing them with the most accurate diagnostic tests currently available.

His second passion is passing along his vast body of medical knowledge to new generations of physicians.

He accomplishes both through CCMC's outstanding residency and fellowship training programs.

CCMC STANDS OUT

CCMC's pediatric residency and fellowship programs provide personalized, intensive training for medical school graduates using the

delivery of state-of-the-art comprehensive care in an academic and research-oriented environment.

"Because we are a children's hospital, we have a wide array of technology, faculty and patients to provide physicians with much more diversity and experience than they'd get from a pediatric division in a general hospital," said Stephen Barone, MD, CCMC's Pediatric Residency Program director. "We are one of the largest and most highly competitive programs in the New York metropolitan area, and by the time they are done here, our residents and fellows are extremely well trained to enter the pediatric workforce."

Each year, approximately 100 residents and 70 fellows train at

CCMC under the direction of 160 full-time pediatric faculty members. CCMC's training programs are part of the Hofstra North Shore-LIJ School of Medicine and the Long Island campus of the Albert Einstein College of Medicine. Applicants for the CCMC residency and fellowship programs come from medical school graduates across the country.

"It is within our mission and responsibility to train future pediatric physicians," said Kevin McGeachy, FACHE, CCMC's executive director. "Although patient care is our primary purpose, education and research are also a major part of what we do."

In addition to training physicians to become pediatric specialists, CCMC's program also enhances the quality of care for young patients.

"I believe that the best patient outcomes occur when you have a strong teaching program and a large clinical service like ours," said Charles Schleien, MD, chairman of CCMC's Department of Pediatrics. "It helps us attract both the best physicians who love to teach and the most outstanding residents and fellows."

"Teaching centers like CCMC lend themselves to a more intellectually stimulating environment with discussions between teachers and trainees about the latest approaches in medicine, which ultimately leads to excellent patient care," added Mr. McGeachy.

IN A NUTSHELL

CCMC's pediatrics training program consists of:

■ **Residency Program** – This is a three-year general pediatric training program for physicians who have graduated from medical school.

■ **Fellowship Program** – After completing a residency program, a fellowship involves another three years of training in a pediatric subspecialty, such as pediatric cardiology or pediatric neurology.

■ **All residents and fellows** work closely under the direction of a CCMC attending physician as they provide patient care.

"Sometimes parents worry that their child is being treated by a student, but every resident and fellow is a physician who is here for additional training under the direct supervision of an attending physician, who manages each patient's care," said Dr. Barone.

COMING FULL CIRCLE

Mark Bittman, MD, was one of the many students who benefitted from Dr. Wind's mentorship.

Dr. Bittman was a quiet but determined college student living in Nassau County when he spent several summers closely following and learning from Dr. Wind. He was so inspired by his mentor that he decided to become a pediatric radiologist and went on to receive the Gold Humanism award for integrity, excellence, compassion and service at Tulane University School of Medicine. After completing a fellowship in pediatric radiology at Harvard's Boston Children's Hospital last summer, Dr. Bittman came home to CCMC and now he shares a workplace with his teacher. As dedicated pediatric diagnostic radiologists, both are helping patients in the region.

"We pride ourselves in teaching while maintaining a strong presence at the bedside," said Dr. Schleien. "Doing both allows us to move the field of pediatrics forward and offer cutting-edge care for children."



The best way to stay up-to-date on all of the developments at Cohen Children's Medical Center is to follow us on Facebook at [facebook.com/CCMCNY](https://www.facebook.com/CCMCNY).

Les Nelkin Pediatric Cancer Survivors Day



The Tracy Vicere Foundation.” The foundation hosts fund-raisers to benefit the Division of Hematology/Oncology and Stem Cell Transplantation at CCMC.

The crowd was full of other inspirational voices, including cancer survivor and New York Giants linebacker Mark Herzlich. An MRI uncovered a rare form of bone cancer when he was 21 years old. Diagnosed with Ewings sarcoma, he was told that he would not be able to play football again, and may never run again. “I decided that I wasn’t going to let cancer beat me,” Mr. Herzlich told the audience of

He remarked, “Today, we celebrate the amazing things that are happening here.” The event happened largely thanks to the support of Ruth and Harold Nelkin as a way to honor the memory of their son Les, who succumbed to a form of pediatric cancer. As a leading center of pediatric oncology, CCMC sees approximately 1,500 new cases of childhood cancer every year. Thanks to improvements in chemotherapy, radiotherapy and surgery, more than 300,000 children, teens and young adults in the United States are survivors of childhood cancer and require ongoing care. To help meet the complex needs of survivors, CCMC pediatric oncologist/hematologist Jonathan Fish, MD, created the Survivors Facing Forward Program (SURFF). Dr. Fish said, “Though we cannot choose our challenges, Survivors Facing Forward will help survivors face the unique concerns ahead and will advocate for your well-being and serve as a resource.” Survivors also know the importance of a positive attitude, a fact evident in the smiles of the hundreds present.

Last September, Eisenhower Park was filled with the laughter of more than 700 pediatric cancer survivors and family members for the inaugural Les Nelkin Pediatric Cancer Survivors Day, organized by the Steven and Alexandra Cohen Children’s Medical Center (CCMC) of New York. Music carried across the large tent, where guests mingled, enjoyed an array of food and participated in a variety of carnival-like activities, from climbing the inflatable rock wall and making sand art to meeting Mr. Met and the New York Islanders’ Sparky. Most important, the day focused on celebrating the hundreds of children who survived cancer.

Former child cancer patients of all ages were present, including Tracy Vicere, who is celebrating 22 years of survivorship. Since she was diagnosed at age 16 with two different types of cancer, Hodgkin’s disease Stage IIIA and non-Hodgkin’s lymphoma Stage IA, CCMC became Ms. Vicere’s home away from home. Despite the difficulties of treatment, she had the support of her family and made many great friends with the hospital staff and her team of doctors. She said, “I felt I was saved for a reason, and I am thankful to give back to CCMC through my foundation, Friends and Angels:



survivors. His dream of playing football pushed him to not just be a survivor, but to be a “thrivor.” A three-year cancer survivor, he encouraged everyone present to achieve his or her dreams even in the face of harsh obstacles.

Kevin McGeachy, executive director of CCMC, echoed Mr. Herzlich’s sentiment.





Thank You to Our GENEROUS SPONSORS

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- Ronald McDonald House of Long Island
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Save the Date!

The 2nd Annual Pediatric Cancer Survivors Day will be held September 15 at Eisenhower Park. If you or your company would like to become a sponsor for this event, please contact Megan Stiles at 516-465-2565 or mstiles@nshs.edu. All proceeds of the event will benefit the Survivors Facing Forward Program.

A Letter from a Survivor

My name is Zoe Bonowitz, and I'm 12 years old. When I was just 3, I was diagnosed with Wilms tumor (kidney cancer). I spent an entire year in the children's hospital receiving treatment, but it was a year my family and I will never forget.

I can never remember all the details, so my mom and dad often remind me of the stuff that went on, but when we went to the Survivors Day picnic last September, it was like I was in the hospital all over again, without all the treatment, and a lot more casual clothing.

survivors. I got to meet the people who support the necklace-making project for the hospital. That was exciting, because I wear that necklace every time I have a doctor's appointment. It's one of my favorite reminders of all the things I've done in the hospital.

I got to see Faye and Sarah,

tell me all the time. I saw some of the nurses I have not seen since I was 4 years old: Nan, who always reminded me not to give up, and Carly, who made pictures on my pillowcases when I was in transplant. I still have those pillowcases. She is one of my inspirations when it came to



Molly, so we were treatment sisters in the hospital. Apparently, according to our mothers, we fought like sisters, too, but that's OK — we love each other now. She won the raffle that I wanted to win, and she opened the basket right up and shared all her stuff with me. You don't get better friends than that. I also got to see my other Molly, Molly P. She was like my big sister, but more like my babysitter when I was in treatment. I was always so afraid of getting my finger stick, but Molly always held my hand and calmed me down, and somehow the pain always went away. I really missed her; it was awesome to see her. I also ran into David P, and that was great, because David had the same kind of cancer that I did, but he was just a little baby, and it was great to know that he's doing well. David and I got to meet Mark Herzlich [New York Giants linebacker]. He was awesome, and huge, but he signed the football that I drew and took a great picture with me. That was lots of fun.

All in all, it was an awesome day. The food was great. The ice cream was yummy. I got my face painted, took lots of photo booth pictures with my friends and had a smile on my face all day long. I can't wait to do it again next year. I want to thank everyone who made this day possible for me and my family.



Left to right: Faye Brick, child life specialist; Zoe Bonowitz, survivor; Jennifer Bonowitz, mother; Nancy Barbach, social worker.

I got to spend the day with all the wonderful people who cared for me, just to make sure that I survived the terrible disease I had been diagnosed with. From the moment I walked under the tent, people were hugging and kissing me and my mom; everyone was so happy to see all the

the child life specialists who made me happy all the time I was there, while my mom and dad took care of all the rest of the important business. I got to see my two favorite social workers, Richard and Nancy. They are so much fun, and they love me so much. I can tell because they

me wanting to be an artist. I was in the hospital when she got married. I remember the great pictures she showed us.

The best part of the day was getting to see all my old "cancer" friends. I got to see Molly G., my "sister" from the hospital. I never had a sister, and neither does

Caring from the Heart... and from Experience

Jacqueline Colaitis, a mother of one of our patients, once shared that she visited five hospitals in the New York metropolitan area when her daughter was diagnosed with cancer and that the reason she selected Cohen Children's Medical Center (CCMC) as the place where her 16-year-old daughter would receive treatment is because, "CCMC was the only place I saw heart, and I knew that was what my daughter and I would need to get through this process." The staff at CCMC aims to provide comfort and care to the families as well as the patients they treat, and some of that "heart" comes from clinicians who have firsthand experience of battling pediatric cancer.

Carolyn Fein-Levy, MD, Section Head of Sarcomas and Rare Tumors in the Division of Pediatric Hematology/Oncology at CCMC, gained frontline training for her career as a pediatric oncologist at the age of 11 when she was diagnosed with a malignant ovarian germ cell tumor. When asked by others, "Why did you choose your job? Isn't it sad or difficult to work with children who are sick all the time?" Dr. Fein-Levy smiles and

replies, "Over 75 percent of children with cancer are cured and today there are over 250,000 survivors of childhood cancer." She goes on to share, "My job enables me to connect with inspiring people who, despite illness and suffering, have chosen to live life to its fullest."

This motivational perspective is also held by two hematology/oncology nurses who work in Med 4 at CCMC, Monica O'Reilly and Brittany Guerrini. Monica was diagnosed with Ewings sarcoma when she was 12 years old. Halfway through her chemotherapy treatments she decided that she wanted to become a nurse, sharing, "It was never a question of what kind of nurse I wanted to be." The same was true for Brittany, who was diagnosed with Wilms tumor at age 4.

However, not only did Brittany want to become a hematology/oncology nurse, she wanted to work in the same place where she was treated. Brittany proudly shares, "Eighteen years later, I am cancer-free and I am living my dream of being a nurse on Med 4, giving hope to those who need it, and giving back the care that I once received."

All three clinicians have another thing in common: They have the ability to combine their medical expertise with their personal experience and serve as a role model of all the possibilities of life after cancer. Whether or not our staff members at CCMC have battled and survived cancer firsthand, or alongside someone else, all could



Carolyn Fein-Levy, MD, with her daughters.

agree with Dr. Fein-Levy when she said, "I have learned from my patients and their families how to persevere, how to be courageous and



Monica O'Reilly

how to approach very difficult times with balance and humor." With a staff full of heart, CCMC will continue to provide personal care to patients like the Colaitis family, making this hospital a truly special place.



Brittany Guerrini

A Bucket of Golf Balls Helps Make a Difference at Cohen Children's Medical Center

Samantha McCormick is a bubbly, energetic 14-year-old just beginning high school, trying out for the school's volleyball team and excited about the year ahead. She knows how lucky she is. And that's why, every year since she turned 11, Samantha has made a decision to make a difference.

Living on the edge of a golf course, Samantha's backyard has naturally become a repository for abandoned golf balls. For the past three summers, Samantha has been collecting the golf balls that were left in the yard behind her house. She has involved her whole family in this summertime ritual.

Once collected, the golf balls are cleaned, organized according to type and placed in buckets outside her house for anyone to use. A small sign accompanies the buckets asking for a small donation that will be given to a children's charity at the end of the season. This year, Samantha has chosen to give all money collected to Cohen Children's Medical Center of New York.

Samantha knows how fortunate she is, having witnessed firsthand the hospitalization of her younger brother, who was successfully treated and released. "I love doing charity work, because I know how fortunate I am to be healthy and living in a nice home with a good family," said Samantha. From that point on, through the encouragement of her mother, Dawn, she decided to make a difference.

Kevin Dwyer, North Shore-LIJ Foundation's chief development officer and senior vice president, remarked, "Samantha is a very special young lady, and we thank her for her energy and generosity and willingness to help others." Mr. Dwyer continued, "To see young people being so entrepreneurial in nature is very encouraging, and we look forward to meeting Samantha at CCMC for a visit."

For Samantha, this was a "drop in the bucket," but to us, Samantha is a very special young lady. What a great example she is setting for her younger brother and all young people in the community.



Samantha McCormick turns golf balls into donations for CCMC.



The Billy Fischer Cancer Research Fund

Billy Fischer was 11 years old in June of 2010 when it was discovered that he had two rare, malignant brain tumors known as germinoma. Billy's cancer was life-threatening, so the oncologists at Cohen Children's Medical Center (CCMC) immediately began his treatments with the intent to cure his cancer. After 12 weeks of chemotherapy and six weeks of radiation, Billy is cancer-free today and back in school.

Dana and Morgan Fischer, Billy's parents, believe that their prayers were answered and established the Billy Fischer Cancer Research Fund to support their belief that every child deserves a cure. All money raised from this important fund directly benefits pediatric cancer research at CCMC.

The Fischer family hosted the 2nd Annual Billy Fischer Cancer Research Fund "Every Child Deserves a Cure" fund-raiser at the Downtown Café in Glen Cove. Although Superstorm Sandy necessitated rescheduling the date, it was well attended by family, friends, hospital staff and teachers from Billy's school (Locust Valley Middle School) who are all happy to celebrate life with Billy. The fun-filled afternoon offered live music, an amazing glassblower, arts and crafts activities and fabulous raffle prizes. To date, the Billy Fischer Cancer Research Fund has raised \$30,000!

Billy Fischer with his parents Dana and Morgan.

Gambino Medical and Science Foundation

Ann Marie DiFrancesca, director of the Child Life and Creative Art Therapy Program, recently accepted another generous donation from the Gambino Medical and Science Foundation for the Child Life and Creative Arts Therapy Program at Cohen Children's Medical Center. The first of the Foundation's many gifts supported a dedicated Bone Marrow Transplant Unit, with subsequent donations funding critical pediatric programs for the Epilepsy Center, Division of Behavior and Development, Diabetes Center and the soon-to-be-opened Gambino Medical and Science Foundation Trauma and Imaging Center, which will be located in the new Patient Care Pavilion scheduled to open in April.

Three generations of Gambinos, along with their philanthropic friends, also support an important staff position: a child life specialist. This certified member of the

hospital team is dedicated to helping children successfully cope with the psychological and emotional aspects of their hospitalization. Using developmentally appropriate therapeutic techniques, he or she minimizes the stress associated with procedures, operations and examinations. The child life specialist's presence is especially critical in the Emergency Department and prior to surgery, when anxiety and fear are most common.

The Gambinos' generosity and compassion extends into the holiday season, when on a weekend afternoon, they turn the CA Technologies Child and Family Activity Resource Center at Cohen Children's Medical Center into a winter wonderland, with live entertainment and extraordinary presents for the patients. Every young child is discharged with a lasting memory of a surprisingly wonderful "holiday in the hospital" experience!



Left to right: Kathy Gambino Arntzen, Dianne Gambino, Ann Marie DiFrancesca, Lynn Gambino, Frances Gambino and Mary Gambino Rotondi.



Henry Kuykendall, vice president, Delta Air Lines/JFK, with a young CCMC patient "in-flight" to the North Pole.

A Magical Day for CCMC Patients and Their Families

Delta Air Lines at JFK Airport has raised more than \$500,000 in three years! Waseem Mian, Jeanne Romanelli Massimillo, John Barile, Stacey Milonas and Debbie Cepeda represented the Delta Golf Committee at the latest check presentation at Citi Field. The Annual Delta Air Lines Golf Classic raised \$200,000 this year benefiting Cohen Children's Medical Center. For the third consecutive year, Delta has brought many friends, colleagues and vendors together for a successful fund-raising day of golf at Muttontown Country Club.

In December, Delta Air Lines/JFK, along with MSG's Garden of Dreams, hosted the annual Holiday in the Hangar for our patients. Their magical adventure began when they entered Delta's Terminal 2 and were escorted through security directly to a special "holiday gate" and onto a festively decorated Boeing 747 destined for the North Pole. Once onboard, the children were served snacks by the Radio City Rockettes and sang holiday songs as they taxied to a distant hangar.

The hangar was transformed into a winter wonderland with the New York Rangers hockey rink, New York Knicks basketball games with personal instruction from John Starks, exciting activities, entertainment, a delicious lunch and of course, every child's favorite celebrity, Santa Claus, presenting gifts to put into their Delta Air Lines backpacks. This fun-filled day was a double dose of the best possible medicine for many of these children, who are coping with some of the most serious medical challenges.



Left to right: Kim Ciprian, marketing coordinator, Professional Orthopedic and Sports Physical Therapy; Adam Elberg, CEO, Professional Orthopedic and Sports Physical Therapy; Tracie Szatkowski, Children's Miracle Network manager for CCMC; Patty Forgione, assistant director of development for CCMC; and Ann Marie DiFrancesca, director of Child Life for CCMC.

Miracle Jeans Day 2012

Dozens of North Shore-LIJ Health System offices and organizations throughout Long Island and New York City participated in Miracle Jeans Day last September to raise money for the Child Life Department at Cohen Children's Medical Center. More than \$25,000 was raised for CCMC through this one-day event, in which participants wore jeans and/or an "I ♥ CCMC" bracelet to support the cause.

This year's top fund-raiser was Professional Orthopedic and Sports Physical Therapy, with the amazing fund-raising total of \$5,520! This is the third year in a row that Professional PT has earned the top honor. Adam Elberg, CEO; Kim Ciprian, marketing coordinator; and Eva Brandl, director of branding and communications, visited CCMC and presented a check for their fund-raising total. Their support and dedication to the children cannot be thanked enough!

Miracle Jeans Day was created by Children's Miracle Network Hospitals as a fun way for companies and employees to support their local Children's Miracle Network Hospital. Since its beginning in 2009, Miracle Jeans Day has raised more than \$100,000 for CCMC! Be sure to sign up for Miracle Jeans Day 2013 on September 18, 2013.



EXTRA LIFE 2012

Supporters of all ages used their joy of gaming to raise funds and awareness last October for Cohen Children's Medical Center (CCMC), a member of Children's Miracle Network Hospitals.

The fifth annual Extra Life 24-hour gaming marathon encouraged game enthusiasts to sign up and seek online donations from friends and family to help the children at CCMC. Participants were able to play any games on any platform. The gaming marathon officially began at 8 a.m., but participants could adjust their play time to whatever worked for them.

The marathon raised more than \$9,000 for CCMC, a big increase from last year's fund-raising total of \$3,900! **Mark your calendars for Extra Life 2013 on November 2, 2013!**

NYBKW Foundation Turns Every Wednesday Into a Sundae!

The accountants and staff of Nussbaum Yates Berg Klein and Wolpov, LLP (NYBKW) in Melville are committed to saving and improving the quality of hospital life for the young patients at Cohen Children's Medical Center. Last year, the NYBKW Charitable Foundation raised funds to help purchase specialized lifesaving equipment for the Neonatal Intensive Care Unit (NICU). The Foundation continues to play an active fund-raising role with the JAD Fund, established by their partner, Josh Dubrow, in memory of his newborn son.

In addition to monetary contributions, the partners and staff of NYBKW purchased an ice cream cart, delivering ice cream treats (and smiles) to all the children and their families on Wednesday evenings. During the holiday season, the NYBKW Charitable Foundation also collects and donates toys, and members volunteer their time to purchase and wrap gifts for kids during this special time of the year.



Lack of Sleep Can Harm a Child's Health

When children are young, we tuck them in at night and see them off to school in the morning. As they turn into teenagers, though, it gets harder to track how much time they actually spend asleep.

Now, a growing body of research shows we need to watch kids' shut-eye at every age.

SLEEP'S DEEP EFFECTS

The average child sleeps 13 months during the first two years of life. All this sleep helps the baby's brain develop. As children grow older, they need fewer hours of sleep: 10 to 12 hours a night for preschoolers and at least nine for school-age children and teens. But the importance of sleep doesn't diminish.

Sleep helps us solve problems, react quickly, form memories and learn. Inadequate sleep affects how well kids do in school. It also impacts a child's physical well-being. The body releases hormones during sleep that aid growth, build muscles and repair cells and tissues.

A study in the journal *Pediatrics* found that childhood sleep deficiencies may be linked to future problems, too. These include decreases in mental functioning that begin as early as adolescence. Increasing evidence also suggests that poor sleep contributes to major health problems, such as obesity.

CULTIVATE TEEN DREAMS

Researchers say children's sleep problems shouldn't be ignored. While parents are often involved in the sleep schedules of young children, they tend to step back in high school. Because sleep is so critical, however, you should stay involved.

First, recognize the signs that your teen isn't getting enough sleep. Two key signs: changes in mood and a slide in motivation. Sleepy teens have trouble waking up in the morning, are irritable late in the day, sleep extra long on weekends and doze off during the day.

Next, understand what's keeping your teen awake. Many factors may play a role, and

some — such as early school start times — you can't control. But some you can.

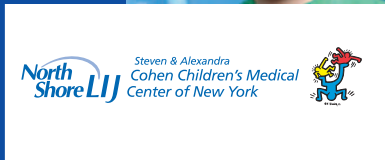
WHAT YOU CAN DO

Help your child get a good night's sleep with these steps:

- Encourage a consistent sleeping and waking schedule.
- Ban the use of computers, televisions, music players and phones close to bedtime.
- Help your kid create a good sleep environment — a place that's quiet and dark.
- Limit teens' caffeine intake, especially energy drinks.

Sometimes, a sleep disorder is responsible for poor rest. For example, sleep apnea causes pauses in breathing during sleep and leads to daytime tiredness. If you think a sleep disorder may be affecting your child, talk with a doctor.





Children's Medical Fund of New York Makes a Habit of Supporting Pediatric Care

hospital's history, a testament to the organization's legacy, ongoing commitment and love for children.

"We have been dedicated to the existence of this hospital because we believe in helping and giving to a cause that can help sick

children get the best care, and we thank Cohen Children's Medical Center and CMF for the opportunity," said Susan and Ed Blumenfeld, CMF trustee and past president.

Last year, the organization presented \$5 million to the

hospital for future programmatic and facility expansion.

"The outstanding fund-raising efforts of CMF chairpersons and its thousands of devoted volunteers helped enable Cohen Children's Medical Center to become recognized as one of *US News and World Report's* Best Children's Hospitals," said Randee Bloch, CCMC's director of development.

CHILD LIFE MAKES A DIFFERENCE

CMF has tirelessly funded many major pediatric programs and services throughout the hospital — including the Cancer Center, the Childhood Diabetes Center

and the Cystic Fibrosis Center, to name just a few — and one of its main recipients is CCMC's Child Life and Creative Art Therapy Program. Child Life is a nonreimbursable yet vital program designed to help children and their families cope during illness.

"Child Life has always relied on philanthropy to keep us going and, years ago when our program first started, Children's Medical Fund was our initial and sole source of support," said Ann Marie DiFrancesca, director of CCMC's Child Life and Creative Art Therapy Program.

Children's Medical Fund of New York (CMFNY) certainly has staying power.

Established in 1966 as a not-for-profit corporation by a small group of volunteers on Long Island, CMF was formed to support the dream of building a specialized children's hospital. CMF's founders overcame numerous roadblocks along the way, and continued to advocate and fight for the development of a dedicated pediatric hospital in the area.

It took 17 long years, but CMF prevailed and in 1983, Schneider Children's Hospital, now known as Cohen Children's Medical Center (CCMC), opened its doors.

But that momentous accomplishment did not end CMF's mission.

In fact, it was only the beginning.

Since the hospital's inception, CMF has remained its most loyal and steadfast supporter. Since 1967, CMF has raised an astounding \$80 million, more than any other group in the



Tennis players enjoy the 37th Annual Golf and Tennis Charity Classic.



37th Annual Golf and Tennis Charity Classic



Children's Medical Fund presents a \$5 million check to the North Shore-LIJ Foundation.



Volunteers raise money at Family Fun Day.



CCMC receives a donation of iPads.



The Lester's Team at Rock the Runway Fashion Show.



The Garden City Chapter of Children's Medical Fund of NY.



Models get ready to Rock the Runway at CMF and Lester's Fashion Show.

The Child Life Program has 22 team members, including master's-trained child life specialists who provide developmental support, play, music, art, horticulture and pet therapy, all designed to minimize stress and overcome challenges that can accompany hospitalization.

"We are a support service that families need and an invaluable part of the pediatric healthcare team," said Ms. DiFrancesca. "Our program is very well-rounded and our specialists use their knowledge, training and expertise in child development to help patients cope with medical challenges. When Hurricane Sandy hit, we stayed overnight and kept the playrooms open late so that the kids could be engaged. We have an incredible group of child life professionals, but without CMF's support, we would be unable to retain all of our dedicated staff members."

WHAT A GREAT IDEA!

The Child Life Program brings a rich array of opportunities to brighten a patient's day, including playrooms, dayrooms, classrooms, toys, games and taped and live television programs for children who are in medical isolation. The Child Life team is always open to new outlets that allow children to express themselves, and CMF responds by sponsoring everything from summer barbecues to Halloween parties to iPads and iTunes gift cards to Kindles and toys to hands-on healthy snack-making to Valentine's celebrations to sundae-making socials.

Every year, CMF sponsors two major fund-raising events — one for a designated CCMC department and another for the Child Life Program.

Throughout the year, CMF also creates an incredibly diverse array of smaller events to raise money for Child Life.

"It runs the gamut, from 70-year-old volunteers who host card parties in their homes to high school students who host bingo events at their schools, all for the benefit of children," said Gina Segreti, CMFNY executive director.

One of the latest Child Life Program activities supported by CMF is the medical scrapbook project.

CMF provided funding for the purchase of several thousand scrapbooks that are used by patients as journals and to open up the lines of communication between children, staff and families.

"They are simple yet invaluable because they keep children occupied, and parents can also use them to write down important information about their child's care," said Ms. Segreti.

THANKS SO MUCH FOR EVERYTHING!

Whether they are sponsoring a band to play live music for

patients, filling hundreds of gift bags or participating in a dance marathon, CMF's board and its volunteers do whatever it takes to make life a bit easier for hospitalized children.

"I am committed to CMF and Cohen Children's Medical Center, since I believe that every child deserves the best access to healthcare available," said CMF trustee Brad Blumenfeld.

"Volunteers, including our board of directors, are essential to our mission," said Ms. Segreti. "The end result of all of our many projects is that we are helping children who are very ill."

"I think people would be surprised at the enormity of what CMF does for this hospital," added Ms. DiFrancesca "In addition to essential funding, they also provide us with their time and compassion, and we are very grateful for their unrelenting dedication."

Minimally Invasive Surgeries Have a Huge Impact on Young Patients



Steven Stylianos, MD

For infants and children, an important measurement of success after surgery is how quickly they can return home or go back to school.

At Cohen Children's Medical Center (CCMC), many patients achieve a rapid postsurgical recovery thanks to the prevalence of minimally invasive surgical techniques.

"Across the board with all of our pediatric surgeons, our principal approach to most major abdominal or chest procedures is minimally invasive," said Steven Stylianos, MD, chief of pediatric surgery and associate surgeon-in-chief.

During minimally invasive procedures, instead of making a single large opening in the chest or abdomen and moving the ribs and muscles to access a surgical site, surgeons use several small incisions. Then they guide slender instruments that are about a quarter of an inch wide into the openings. One of the instruments contains a miniature camera, which enables surgeons to see magnified video of the affected area on a screen and manipulate the instruments to perform delicate procedures.

"Originally, minimally invasive instruments were too large to use on newborns, infants or children, but once technology evolved and



the tools were customized for pediatric purposes, we fully embraced minimally invasive techniques at CCMC," said Dr. Stylianos.

Minimally invasive surgeries are used to treat a wide variety of conditions at CCMC, including:

- appendectomy;
- intestinal resection;
- gall bladder removal;
- hernia repair;
- lung biopsy and lung resection; and
- anti-reflux procedures.

BENEFITS ABOUND

In addition to a speedier recovery, minimally invasive surgery also promotes less scarring and reduced trauma to the body's tissues, which in turn minimizes the need for post-op pain medications.

"Medicating children for pain from surgery can be a difficult science, so the best step we can take

is to reduce or eliminate the need for narcotics," said Dr. Stylianos.

ALL-IN-ONE APPENDECTOMY IS TOPS

One of the most innovative minimally invasive surgeries at CCMC is the "All-in-One" Appendectomy. Rather than using three small incisions to reach the appendix in a minimally invasive procedure, surgeons access the area solely through the belly button and use a single instrument to remove the diseased organ. CCMC surgeons perform just under 500 "All-in-One" Appendectomies every year.

"Children who are admitted through the Emergency Department with acute appendicitis can be brought to the OR, have an "All-in-One" Appendectomy and be discharged right from the recovery room to home, which makes families very happy," said Dr. Stylianos.

SPREADING THE WORD

Recognized as experts in the field of pediatric minimally invasive surgery, CCMC physicians teach the latest surgical techniques to colleagues near and far.

"Our surgeons are so respected for their vast experience in these surgeries that they are invited to instruct and present techniques and outcomes at symposia all around the country," said Dr. Stylianos.

The main focus of CCMC pediatric surgeons is their patients, who may only require a few Band-Aids as dressings when they leave the OR.

"Minimally invasive surgery can be more technically challenging for surgeons than a traditional 'open' surgery, but it is so worth it," said Dr. Stylianos. "We want to do more for our patients while doing less to them, and that is exactly what minimally invasive surgery allows us to accomplish."

Help Us Build the FUTURE

ESTABLISH A CHARITABLE GIFT ANNUITY

You will receive fixed payments for life in exchange for your gift of \$10,000 or more while supporting medical care to children. It's a win-win scenario!

To receive a no-obligation illustration or more information, please contact Alexandra Brovey, senior director of gift planning, at **516-465-2610** or **abrovey@nshs.edu**.

You can learn more about gift annuities, the Payson Wharton Legacy Society for those who have named North Shore-LIJ in their estate plans, or the new tax act passed in response to the fiscal cliff at:

NorthShoreLIJ.plannedgifts.org



Olivia suffered a stroke when she was only 1½ years old. After being cared for by four teams of doctors and after a 10-day hospital stay and months of physical therapy, she is back to being a bubbly fun-loving toddler.

We know you are concerned about your financial future.

So are we. We give you income for life in exchange for your gift to one of the nation's best children's hospitals.

Rates are based on the age of the annuitant in the year of funding. Current rates* for a one-life annuity are as follows:

Age	Rate
62	5.0%
66	5.3%
70	5.6%
73	6.0%
76	6.5%
81	7.5%
86	8.5%
90+	9.5%

For example, if you are 68 years old and you establish a \$10,000 charitable gift annuity, you will receive \$540 (5.4 percent of \$10,000) per year for life, about \$430 of tax-free income, and you may also be eligible to claim a charitable tax deduction of approximately \$2,400.

*Rates are subject to change; please call to confirm rate.

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A Cup of Joe Helps Support CCMC Patients

Your morning coffee might be the necessary fuel to get you moving in the morning. To the Wegard kids — Darren, 9; Justin, 7; and Morgan, 5 — a cup of coffee is the means to an end: helping children at Cohen Children's Medical Center (CCMC) cope with their hospitalization with games and toys to help take their minds off being in the hospital. In just three years, the Wegards have raised more than \$2,000 for CCMC through an annual coffee sale on their front lawn. Mind you, that is only half the total — the other \$2,000 has gone to other local charities to help others in need.

"It truly is a family affair," said their mom, Dawn. "Their grandmother buys the coffee, the cups and the sweeteners so that all of the money raised truly goes to those in need." According to Kevin Carraccio, vice president of development for CCMC: "What is so special about this hospital is that kids like the Wegards take it upon themselves to help. Cohen Children's Medical Center was started by the community for the community, and to this day, the community continues to help each and every day through acts of kindness and generosity like this."

The success of this fund-raiser is not left to chance. In the weeks prior to the coffee stand, the Wegards create fliers that are taken from house to house in Old Bethpage to encourage people to come out and support the hospital. "I am so inspired that these kids have such a sense of community and compassion," said Richard Goldstein, chairman of the North Shore-LIJ Health System and one of the customers of this year's coffee sale. "The coffee warms my body, but the generosity of the Wegards and all those in the community who help day after day and year after year really warms my heart," said Mr. Goldstein.



The Wegard family's best customer, Richard Goldstein, chairman of the North Shore-LIJ Health System, joins them at this year's "Coffee for Charity" sale.

Want to help others?

To find out more about how you can help CCMC be there for the thousands of patients and families who need care each year, call **516-465-2562**.



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