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Building the Future Together

Good Neighbors

Upcoming Classes and Events



Did you know Seattle Children's offers a wealth of health and safety classes open to the public? Listed here are just a few of our upcoming offerings.

For a complete list of classes, additional information or to register, visit our Web site at <http://www.seattlechildrens.org/classes> or call 206-789-2306.

For Girls Only: A Heart to Heart Talk on Growing Up | Mon., Nov. 10; Mon., Nov. 17

6:30 to 8:30 p.m. \$50 per parent/daughter pair; \$10 per additional child. Pre-registration required.

For Boys Only: The Challenges of Growing Up | Tues., Nov. 25; Tues., Dec. 2

6:30 to 8:30 p.m. \$50 per parent/son pair; \$10 per additional child. Pre-registration required.

Infant and Child CPR | Thurs., Dec. 11
6 to 9 p.m. \$40 per person.

Prefer to Receive Good Neighbors via E-mail?

If you would like to receive *Good Neighbors* electronically, please send an e-mail to newsletterfeedback@seattlechildrens.org with "E Version" in the subject line.

If you do not wish to receive this newsletter, please e-mail us at newsletterfeedback@seattlechildrens.org.

Building the Future Together

Good Neighbors

October 2008

Getting In Motion — Get on the Bus, Gus!

In an effort to help reduce the number of vehicles on the road in its northeast Seattle neighborhood, Seattle Children's has partnered with King County Metro's "In Motion" program. This program that recently launched for employees at the hospital and for residents in the surrounding community has already had measurable effects in reducing our carbon output and will continue to do so as more people take on the challenge of changing commuting behavior by committing to changing modes of transportation at least twice a week.

In Motion is a partnership between Metro and local communities to encourage residents to use healthier travel options like the bus, carpooling, bicycling and walking. Seattle Children's In Motion program marks the first time a non-neighborhood entity has partnered with Metro. Driving less is good for the environment, good for your health and great for your neighborhood. To date, 813 Seattle Children's staff members have signed up for In Motion. Their contributions to reducing traffic and pounds of carbon dioxide are amazing. So far, Seattle Children's In Motion pledges have reduced 152,964 driving miles, which equates to a savings of 148,375 pounds of carbon dioxide and 7,648 gallons of gas.

Get Involved!

If you are interested in joining the program, please visit www.metrokc.gov/kcdot/transit/inmotion. Then pledge to reduce driving alone by at least two trips a week. After you pledge, report your progress on the Web site through weekly trip logs and earn points toward rewards.

For every week you keep your pledge, you receive rewards from Metro. The longer you reduce your driving trips, the more rewards you receive.

Tips for Driving Less

Bus:

- Find out all the places you can go by bus — all day, everyday.
- Take the bus to downtown Seattle — it's easy and you save on parking.
- Remember, the downtown Seattle transit tunnel offers lots of connections to destinations outside Seattle.

Walk or Bike:

- See how far you can get on foot or bike near your work or home without your car.
- Shop at local merchants — it's also good for your community.
- Meet your neighbors by getting out of your car and walking around your neighborhood.

Share a Ride:

- King County Metro can help match you up to share the ride — to regional events as well as work through Metro Rideshare.
- Set up a carpool group to school or other activities.

Northeast Seattle and Seattle Children's In Motion programs run through mid-November. We will update you in the next newsletter about the program's total numbers.



Seattle Children's In Motion

813
total users

152,964
total miles

7,648
gallons of gas saved

148,375
pounds of CO₂ saved

NE Seattle In Motion

411
total users

28,216
total miles

1,411
gallons of gas saved

27,370
pounds of CO₂ saved



The Faces of Seattle Children's

Meet Paulo Nunes-Ueno

What does your job at the hospital entail?

My job is to help the hospital grow while minimizing our impact on the community and on the environment. I work with an amazing team of individuals who do everything from teaching employees how to get around without their cars (we call these folks our transportation therapists because they support people through the transformation from solo driver to multimodal commuters) to planning and providing shuttle systems for the hospital.

Another part of my job is to develop the transportation part of our master plan. That's our plan for how the hospital is going to grow over the next 20 years while at the same time minimizing our impact on traffic and the environment. Seattle Children's is truly doing groundbreaking work in this space, and it is exciting to be on-the-ground collaborating with consultants and the Seattle Department of Transportation and the Seattle Department of Planning and Development to research and develop creative solutions that will positively impact our community for generations to come.

Where did you grow up?

I grew up in São Paulo, Brazil. When I was 11 my family moved to Seattle

so my mother could pursue a PhD at the University of Washington. We only planned to be here for four years, but Seattle was a good fit for us. My dad started working with King County Metro as a transportation engineer and more than 25 years later, my family still calls Seattle home.

How long have you been working at Seattle Children's?

I've been at Seattle Children's for about a year now. When I applied for the job at Seattle Children's, one of my interviews was with Seattle Children's CEO, Dr. Thomas Hansen. His commitment to creating the best transportation program of any health-care organization anywhere convinced me to take the job. I am proud to work for an organization that has such a deep commitment to transportation issues.

Where else have you worked?

Most recently I worked at Metro Transit as a project manager for Metro's Commute Trip Reduction department. This was a great experience because I was on the front lines developing solutions to help people all over the city, in many different neighborhoods and circumstances, to reduce their commute trips.

How did you first become interested in this field?

I am fascinated by cities, and I think transit is the lifeblood of every great city. Plus, there is kind of a family connection — both my father and grandfather worked in transportation fields. My father is a transit engineer and my grandfather was a railroad engineer in Brazil.

How do you get to work?

I ride my bike to work. I have a short bike ride from the U-District — it takes me about 15 minutes. Three days a week I drop off my 19-month-old daughter, Twyla Jo, at day care. She has a front child seat that she loves to ride in. When I have meetings, I use Seattle Children's Green Line shuttle, Metro buses, Zip Cars and sometimes taxis.

What do you like to do outside of work?

When I'm not working, I try to spend as much time as possible with my family. I would like to have the time to go on longer bike rides and maybe even do some bike touring. But, between my job, working on my Master's in public affairs at UW, serving as the co-chair of Seattle's Pedestrian Master Plan Advisory Committee and spending time with my wife, Elsa, and daughter, there isn't much extra time for long bike rides.



Child Health and Safety

New Flu Vaccine Recommendation for Children and Teens

There is a new recommendation by the Centers for Disease Control and Prevention that all children and teens, 6 months to 18 years of age, receive the flu vaccine each year. Flu season begins in the fall and lasts through the spring.

Children younger than age 9 may need two doses of flu vaccine in the same flu season if they have not been vaccinated in the past. The second dose must be given four to six weeks after the first dose.

The flu can be dangerous, even fatal for young children and their contacts. Flu vaccine is the best way to protect your child from the flu.

Talk with your doctor or nurse about the flu vaccine. This is also a good time to find out if your child has missed any immunizations. It's not too late to catch up.

To learn more:

visit www.cdc.gov/flu or www.seattlechildrens.org/goodgrowing.

Brand Change

New Name, New Logo, Same Dedication



Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION

Did you know the hospital recently changed its name and logo? Instead of Children's Hospital and Regional Medical Center, it is now Seattle Children's. The hospital wanted to highlight what distinguishes Seattle Children's, including the exceptional clinical care, research programs, medical education and advocacy.

In addition to the shorter name, the new logo recognizes the three core functions of Seattle Children's — the hospital, the foundation and research. We feel the image of the new brand is stronger than any words can convey. The addition of a new visual makes it easier for people to recognize Seattle Children's and the message of Hope. Care. Cure.

The new whale logo was inspired by regional artwork and is already featured prominently around the hospital.

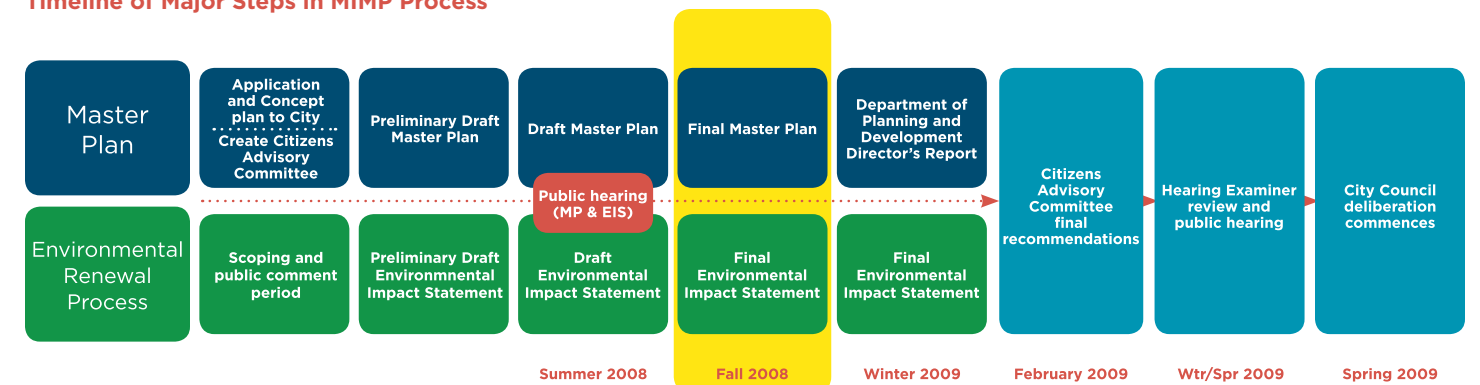
Seattle Children's Nurses Recognized with the Magnet Award

Congratulations to the nurses at Seattle Children's! Seattle Children's recently received Magnet status in recognition for its nursing excellence. Less than 4 percent of hospitals in the United States have qualified for Magnet status, and Seattle Children's is the first pediatric hospital in the Pacific Northwest to achieve this distinction.



MIMP Update

Timeline of Major Steps in MIMP Process



We appreciate your feedback and many of you have asked that we use *Good Neighbors* to update the community about the Major Institution Master Plan (MIMP) process.

What's Ahead

Seattle Children's is currently hard at work compiling feedback from the

Citizens Advisory Committee (CAC), the community and various consultants to put the finishing touches on the final Master Plan. We thank the CAC for their time and attention to final details as we prepare for the last steps in this process together. At the same time, the City of Seattle is finalizing its Environmental Impact Statement.

Once published in November, these documents will be reviewed by the CAC, the Department of Planning and Development, and the Hearing Examiner before the City Council makes a decision in 2009.