



YOUNG LIONS COMPETITIONS



BRIEFING DAY

16TH FEBRUARY, DENTSU IRELAND

PR CHARITY



**Children
In Hospital**
Ireland (CIH)

WITH THANKS TO:



Who are Children in Hospital Ireland?

Children in Hospital Ireland (CIH Ireland) is a national organisation established by parents in 1970 to promote a positive hospital experience for all children and families.

- With a team of 300+ volunteers across 14 hospitals nationwide, CIH Ireland facilitates play and recreation opportunities, thereby easing the experience of hospitalisation for children and their families.
- CIH Ireland delivers play materials to 22 paediatric units across the republic of Ireland.
- CIH Ireland's JustAsk Volunteers in CHI at Crumlin greet families coming into the hospital, walk them to the clinic and provide activities to keep the children and adults busy.
- CIH provides an online resource, Information Hub to support families with the information they may need when their child requires hospital care.
- CIH advocates for all children and their families to ensure they receive the highest quality of care and have access to the supports they need, before, during and after hospitalisation.

What are the organisational objectives?

Our Mission: Promoting and supporting the well-being of children, young people and their families before, during, and after hospitalisation.

Our Vision: - An Ireland where every child and young person availing of hospital services has their fundamental rights fully respected.

Strategic Objectives:

- Provide support to children and their families in and around the time of receiving hospital care. We do this primarily through delivering a volunteer-led play service across 14 hospitals in Ireland and through the provision of information for parents and carers.
- Be a strong, recognised and effective voice advocating for the highest standards of care for children, young people and their families before, during and after hospitalization.

THE CREATIVE CHALLENGE

Communications objectives:

- To create an awareness campaign around the importance of play in a child's life and the positive impact of play in aiding mental and physical recovery and wellbeing for children in hospital.
- Bring attention to the role of CIH volunteers who facilitate play and fun across all aspects of the hospital including emergency departments, outpatient departments, and bedside settings.
- To inspire people to get involved with CIH, to ensure all children and young people in hospital have access to play opportunities.

What problem are we trying to solve?

Bridging the gap of play opportunities for children and young people in hospital and educating the wider public around the importance of play in aiding the recovery and well-being of a child or young person.

With Covid-19, all playrooms in the hospitals closed due to infection control and to this day, some playrooms have still not opened or have been repurposed. The importance of play in a hospital setting is extremely undervalued in Ireland. Article 7 of the EACH Charter (European Association for Children in Hospital) states that *"Children shall have the full opportunity to play, recreation and education suited to their age and condition and shall be in an environment designed, furnished, staffed and equipped to meet their needs."* This applies to hospitals, day care facilities and other healthcare facilities where children are being treated or examined.

Who is the target audience?

General Public

Insight/truth:

- Play is a natural part of childhood and essential for healthy development. Hospital can be a strange and confusing place for children and medical procedures can be scary and/or painful. Play can help create a sense of normality and help a child feel more secure.
- Children and young people in hospital are stripped of their usual social and developmental opportunities that they would normally receive in school or sports and clubs. CIH Play Volunteers help facilitate those opportunities while they are in hospital care.
- Research suggests that play can aid the recovery process. Play helps children build the confidence and resilience they need to cope with their injury or illness and helps reduce anxiety.
- Our play volunteer services also benefit the family members who may use the service as an opportunity to take a break or attend to other duties.

Key messages:

- Every child has the right to play, regardless of circumstance
- We need your support to continue to provide play opportunities and play materials to children in hospital
- Play is for everybody, and you can get involved and have some fun too by becoming a play volunteer with Children in Hospital Ireland.

Tone of Voice: Positive, Playful, Inclusive, Encouraging, Empowering.

Proof:

"This little girl was very upset, and she was refusing to let the nurses or doctors go near the bandage because it was stuck...Through play that little girl took the bandage off herself, she saved herself having to get more medicine, she did so while she laughed and giggled, she didn't feel the pain...play had that really powerful effect for her" - Play Specialist at Cork University Hospital

"The provision of high-quality play in hospital allows parents to feel safe enough to attend to other children at home and focus on their own personal care" - Clinical Psychologist with Children's Health Ireland.

"Children In Hospital Ireland changes the whole hospital experience. She hardly realises she's been in hospital. She has had a good day and had lots of fun." - Parent

What is the desired response? Call to Action

Support us - Donate now or become a Play Volunteer!

OTHER INFORMATION

Additional Resources will be provided in a zip file sent by Shreesha following the briefing. Particularly relevant to the PR Brief are:

- The Power of Play is Magic – Children in Hospital Ireland
- Starlight UK's research around play in the NHS
- The Accidental Activists – The Story of the foundation of Children in Hospital Ireland
- The EACH Charter

Celebrities CIH has worked with:

Previously we worked with Gavin Thornbury and Ciara King. Ciara is an author and former broadcast journalist with RTE 2FM. Ciara lost her older brother to Lymphatic Leukaemia when he was just 7 years old. We worked with Ciara in 2020 for a 'Cup of Kindness' fundraiser for World Children's Day asking people to donate the price of a coffee to support children in hospital and their parents. We also worked with Gavin Thornbury, Connaught and Irish Rugby Union Player on the same fundraiser. Ciara and Gavin are both ambassadors for Children in Hospital Ireland.

SPECIFIC REQUIREMENTS – PR

PowerPoint Deck – max 10 slides

- Contestants should use at least 2 elements or channels that are predominantly PR driven
- One slide that visually summaries your presentation saved as "Summary Slide".

A written submission max 450 words break down as follows :

- The creative idea, i.e. the potential for industry impact (150 Words).
- The strategy: target audience, target media, PR planning and approach (150 words).
- The execution i.e. implementation of PR activities (150 words) .

Entries must not contain any agency branding.