

CHILDREN'S
HOSPITAL

SmallWorld

Healing, Teaching, Discovering

Summer 2013

30 Years of Telethon

The Children's Hospital Telethon has raised nearly \$26 million in three decades

ROOM TO BREATHE

State gives CHNOLA permission to buy NOAH site

BACK TO SCHOOL

The Parenting Center offers tips for a smooth fall semester

BOO AT THE ZOO

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Children's Hospital
& Audubon Zoo

**Friday & Saturday
October 18 & 19**

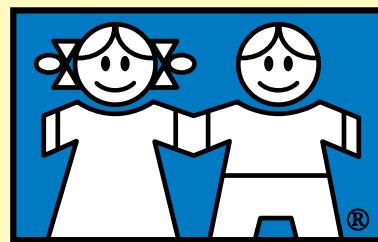
**Friday & Saturday
October 25 & 26**

5 – 9 p.m.

Admission \$17

Children 12 months & younger admitted free. All tricks and treats free with admission.
Food & drinks available for purchase.

Tickets can be purchased online at auduboninstitute.org.
Handling fees apply for all ticket sales.



CHILDREN'S HOSPITAL

Children's Hospital's mission is to provide comprehensive pediatric healthcare which recognizes the special needs of children through excellence and the continuous improvement of patient care, education, research, child advocacy and management.

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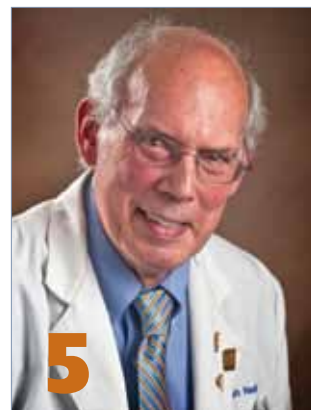
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CHILDREN'S HOSPITAL
IS A CHILDREN'S
MIRACLE NETWORK
HOSPITAL




2013 Summer



Features

- 12 30 Years of Telethon**
The Children's Hospital Telethon has raised nearly \$26 million in three decades

Columns

- 4 From the President's Desk**
Children's Hospital approved to purchase NOAH
- 6 Medical Director's Message**
High-caffeine energy drinks a danger

Hospital News & Events

- 5 Doctors' Notes**
- 7 Meet Our New Docs**
- 10 Out & About**
- 18 Helping Hands**

Departments

- 8 Under the Microscope**
RIC news, discoveries & projects
- 9 Family Focus**
Back to school
- 23 Small World Gallery**
Patient artwork on display

On the Cover: Telethon hosts Norman Robinson and Margaret Orr with 2013 Telethon Ambassador Jenna Cavaleiro

Steve Worley, President and CEO

A season of growth

Children's Hospital approved to purchase NOAH, while LCMC takes over ILH

I've always looked forward to summer as the season of adventure, and this summer is proving to be just that. Children's Hospital and its parent company are in a time of expansion and getting accustomed to new people and surroundings. At the beginning of June, the state legislature approved House Bill 720, which allows the state to sell the former New Orleans Adolescent Hospital (NOAH) site to Children's Hospital. The approval caps a more than 20-year effort to acquire the property adjacent to our main campus. Later in the month, Louisiana Children's Medical Center (LCMC), the non-profit corporation that runs Children's Hospital and Touro Infirmary, took over the management and operations of the Interim LSU Hospital (ILH).

The purchase of the NOAH campus will play an essential role in Children's Hospital's expansion of inpatient and outpatient pediatric services for decades to come. We are currently working on a long-range site development plan that will preserve the historic architecture on the grounds and accommodate an outpatient surgery center, outpatient specialty clinics and additional parking.

An incredible amount of work went into getting the bill formulated and passed. State representatives Helena Moreno, Walter Leger, Neil Abramson, Jared Brossett and Senator J.P. Morrell, along with members of the New Orleans Delegation, worked alongside Commissioner of Administration Kristy Nichols to get the sale approved. Several in the community also reached out to their legislators to show their support for Children's Hospital.

"Many in our delegation realize NOAH has sat in ruin for far too long and that Children's Hospital is experiencing a critical shortage of space," Moreno said. "Children's treats 60,000 patients annually, and the NOAH property is vital for the expansion of outpatient services, which will also afford the flexibility to expand inpatient beds and support services."

"With both their close proximity and shared mission, Children's Hospital and NOAH are a perfect match that benefits the entire region," Nichols said. "This legislation will help make sure that an important initiative to expand children's healthcare services will be a success."

I would like to give special recognition to the individual on our team who has been the driving force behind all of these initiatives, Greg Feirn. Greg has done an outstanding job and we would not have been able to accomplish these tasks without him. He has worked tirelessly. He has multi-tasked like something I have never seen. His direction on all of these activities has been superb. I am pleased to share that I have promoted Greg to the position of President and Chief Operating Officer of LCMC. I will continue to be the CEO of LCMC and Greg will report directly to me in his new role. Just to make sure he has a full plate, he will continue as the CFO of Children's Hospital for now. We are fortunate to have Greg on our team, and we should look forward to his future positive impact on the success of the organization for many years to come.

ILH, like Charity Hospital before it, plays a significant role in providing vital medical and surgical services to the citizens of this region, and has a pivotal responsibility in providing quality medical education for the future physicians of the state. The acquisition will allow the hospital to remain at 200 beds, avoiding a previously announced cut to 150. Clinic hours and services have remained the same. It will remain a respected teaching hospital, staffed by LSU and Tulane faculty and residents, and continue to serve the uninsured.

We're excited about our new ventures. Expanding services at Children's Hospital will ensure our future generations are cared for, while taking over the Interim LSU Public Hospital ensures New Orleans remains at the forefront of medical education and that a safety net exists to take care of all of us regardless of our ability to pay. ■

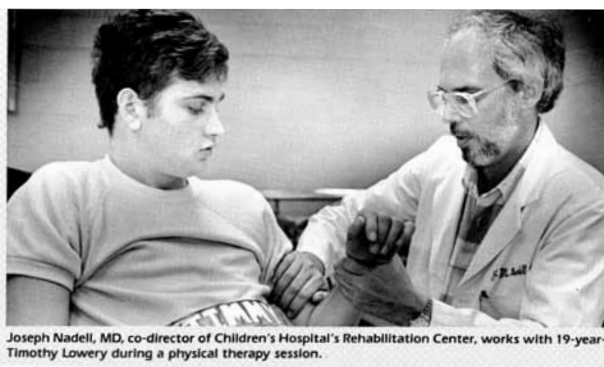


Children's treats 60,000 patients annually, and the NOAH property is vital for the expansion of outpatient services, which will also afford the flexibility to expand inpatient beds and support services.

Cancer Program earns reaccreditation with commendation

The Commission on Cancer (CoC) of the American College of Surgeons (ACoS) has again granted Three-Year Accreditation with Commendation to the Cancer Program at Children's Hospital. To earn accreditation, a cancer program must meet or exceed 34 CoC quality care standards, be evaluated every three years through a survey process and maintain levels of excellence in the delivery of comprehensive patient-centered care. Three-Year Accreditation with Commendation is only awarded to a facility that exceeds standard requirements at the time of its triennial survey.

"This reaccreditation with commendation proves that Children's Hospital is among the premier pediatric cancer programs in the country," said Mary Perrin, Children's Hospital's chief operating officer. "We can provide world-class care right here in New Orleans, so families do not have to leave the region to receive the treatment their children need."



Dr. Nadell retires after 37 years at CHNOLA

Neurosurgeon Joseph Nadell, M.D., F.A.C.S., has announced he will retire at the end of summer. Dr. Nadell has been at Children's Hospital since January 1976. He served as the director of rehabilitation from 1981-1986 and as co-director of rehabilitation from 1986-present. He was elected secretary/treasurer of the medical staff for the term 1981-1983, vice president for the term 1983-1985 and president for the term 1985-1987. He was elected chairman of the department of surgery for the term 1993-1995. Dr. Nadell has served on the Children's Hospital Board of Trustees from 1980-1983, 1985-1987 and from 1996-present. He was appointed to the medical executive committee for the term 1995-1997 and associate medical director for surgical services in 2007 and holds that title to date.

Over his career, he has followed thousands of children, often operating on them as newborns and following their progress as they grew. He is renowned for not only being an amazing physician, but also a tireless motivator. "I work with all of the kids to try to encourage them to excel with things they can do with their brain because they have physical limitations," he said. "Sometimes these kids feel their disability can prevent them from achieving success. You have to constantly nourish them. They shouldn't be stopped from doing what they want to do."

Hemophilia Program earns American Thrombosis and Hemostasis Network affiliation

Children's Hospital's Hemophilia Program has been named an affiliate of The American Thrombosis and Hemostasis Network (ATHN), a nonprofit organization committed to advancing and improving care for individuals affected by bleeding and thrombotic disorders.

"ATHN affiliation will enable Children's Hospital to improve quality of care for patients with bleeding and blood clotting disorders," said Jaime Morales, M.D., pediatric oncologist and bleeding thrombosis program director at Children's Hospital and assistant professor of pediatrics at LSU Health Sciences Center. "We will gain a better understanding of these diseases through financial and technical support, as well as common technology, standardized data and protocols of other leading hemophilia treatment centers."

Children's Hospital's treats about 1,000 children with cancer or blood disorders each year. That means more than half of the children in Louisiana diagnosed with cancer or a blood disorder come to Children's Hospital for treatment. More than 50 percent of Children's Hemophilia Program's patients receive treatment for blood disorders.

Did You Know?

In 2012, Children's Hospital transported in 437 children to New Orleans for critical care

Helicopter - 269

Ground - 142

Fixed-wing - 26

Medical Director's Message

Alan Robson, MD, Medical Director

High-caffeine energy drinks a danger to children, adolescents

The popularity of energy drinks has increased dramatically since their introduction in the 1980s. These drinks now represent a \$5 billion industry and are purchased primarily by male teenagers and young adults, especially those involved in sports. Recent advertising of these drinks has focused on women in an effort to grow the market. In addition to athletes, the drink is used by students to counteract daytime sleepiness consequent to too little sleep at night. A recent study found that 35 percent of teenagers regularly used energy drinks with 50 percent consuming one to four cans per month.

There are more than 200 brands of energy drinks. The primary ingredient in all of them is caffeine – lots of caffeine. A regular cup of brewed coffee contains somewhere between 80 and 120 mg caffeine and by law a cola beverage can not contain more than 65mg in a 12-ounce bottle. Most energy drinks provide 154 to 280mg of caffeine with one brand containing 505mg in its 24-ounce container. There is no standard for the daily allowance of caffeine, but the American Dietetic Association recommends that children or women of reproductive age should not consume more than 300mg per day. Heavy use of caffeine frequently results in high blood pressure, palpitations, irregular heart beats, irritability, anxiety, mental confusion, tremors of the hands and limbs, thinning of the bones, nausea, insomnia and headaches. High caffeine consumption during pregnancy can be associated with premature birth, fetal growth retardation and decreased birth weight. Caffeine is a diuretic – it increases urine output. If athletes use caffeine as a stimulus before a game they can become dehydrated if they do not replace the fluid loss induced by caffeine.

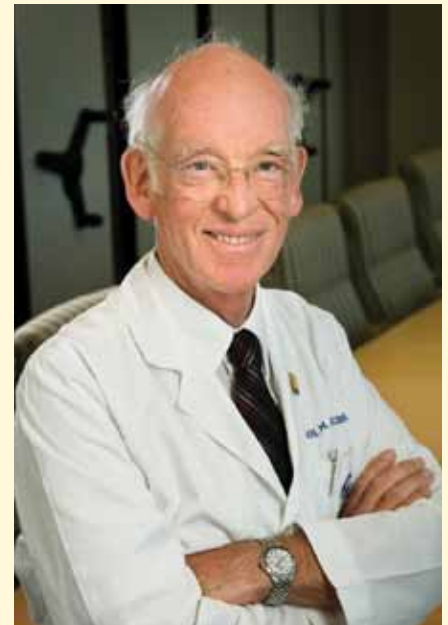
A second ingredient in several energy drinks is Guarana. Since each gram of guaranine (the active ingredient) is converted into 40mg of caffeine the two agents have an additive effect.

Most energy drinks have a high sugar content comparable to that found in sodas and fruit drinks. This is not unexpected since it has been shown that this, combined with caffeine, will improve both mental and physical performances. However, adolescents who consume these energy drinks in abundance are at risk for developing obesity or dental problems because of the sugar content.

The biggest concern with energy drinks, however, is that some contain alcohol often in a concentration similar to that in beer (4.2 - 5 percent) or even in wine (12 percent). In addition, it is not unusual for teenagers or young adults to add alcohol to energy drinks, especially those that contain fruit juices which mask the alcohol flavor. Thus persons imbibing these drinks may not be aware of the amount of alcohol they have consumed. In addition, teenagers who consume these drinks underestimate their degree of intoxication because of the amount of caffeine that they consumed in the drink. Despite their perceptions, the students' motor coordination and visual reaction times were impaired when the students were tested. This can explain why students who reported consuming energy drinks with alcohol were twice as likely to ride in a car with an intoxicated driver.

This is not a hypothetical issue. A recent survey of 10 universities in North Carolina found that 25 percent of college students had consumed energy drinks mixed with alcohol in the last month. In 2010, 23 students from a college campus in New Jersey were hospitalized after becoming intoxicated due to drinking an energy drink mixed with alcohol. One month later nine university students in Washington State were hospitalized and one almost died after ingesting the same caffeinated alcoholic beverage. Both campuses have subsequently banned this beverage.

It is important that all parents, pediatricians and primary care physicians are aware of the side effects of ingesting high doses of caffeine especially when combined with alcohol. If you Google "energy drinks" you will find an abundance of facts about the topic. ■



Heavy use of caffeine frequently results in high blood pressure, palpitations, irregular heart beats, irritability, anxiety, mental confusion, tremors of the hands and limbs, thinning of the bones, nausea, insomnia and headaches.

Children's Hospital welcomes these new members of the medical staff:



Courtney Lewis, Ph.D., Psychology
Graduate School: University of Florida; Gainesville, FL.
Internship: LSUHSC; New Orleans
Fellowship: Children's Hospital; New Orleans



Aaron Martin, M.D., Urology
Medical School: LSUHSC; New Orleans
Residency: Mayo Clinic; Phoenix
Fellowship: Children's National Medical Center; Washington, D.C.



Chelsey Sandlin, M.D., CHPA
Medical School: LSUHSC; New Orleans
Residency: LSUHSC; New Orleans



Mayling Walker, Ph.D., Psychology
Graduate School: St. John's University; New York
Internship: Mt. Sinai School of Medicine; New York
Postdoctoral MS: Allient International University; San Francisco



Luke Wall, M.D., Allergy/Immunology
Medical School: LSUHSC; New Orleans
Residency: LSUHSC; New Orleans
Fellowship: LSUHSC; New Orleans

Racial disparity in HbA1c levels spurs RIC diabetes study

Jim Hempe, PhD and Stuart Chalew, MD are working on a research project funded by the National Institutes of Health through the Mid-South Transdisciplinary Collaborative Center for Health Disparities Research (Mid-South TCC). The goal of the project is to identify biological and social determinants of health that are responsible for the disparate health outcomes observed in minority populations living in the South.

Hempe, associate professor of pediatrics at LSU Health Sciences Center, (LSUHSC) and Chalew, professor of pediatrics and head of endocrinology at LSUHSC and Children's Hospital, are trying to determine the best way to use the hemoglobin A1c (HbA1c) laboratory test for the management of diabetes. As many diabetes patients know, the twin goals of diabetes management are to keep blood glucose levels low enough to avoid long-term diabetes complications like eye and kidney disease, but high enough to avoid acute problems caused by low blood glucose (hypoglycemia). The HbA1c test is commonly used in clinical practice to indirectly estimate a patient's average blood glucose level. Physicians rely on HbA1c test results to determine whether or not to intensify a patient's treatment. In research conducted over the last decade, however, Hempe and Chalew have shown that the HbA1c test is not a very good indicator of a patient's directly measured average blood glucose level. For still unknown reasons, some diabetes patients consistently have lower or higher HbA1c levels than would be expected based on their directly measured average blood glucose level.

Current recommended diabetes management practices follow a one-size-fits-all approach to the clinical use of HbA1c that does not adequately consider person-to-person differences in the relationship between HbA1c and blood glucose. To address this problem, Hempe and Chalew pioneered the development of the hemoglobin glycation index (HGI). They showed that individuals with low or high HGI have lower or higher HbA1c levels, respectively, than would be expected based on their blood glucose levels. They further showed that patients with a high HGI have greater risk for diabetes complications. In 2010 their research group reported that black children with diabetes had higher HGI than white children. The investigators have since confirmed the existence of racial differences in HGI in both diabetic and non-diabetic study populations. "Genetic and environmental differences between individuals and ethnic groups appear to influence chemical processes that cause glucose molecules to react with hemoglobin to form HbA1c"



Hempe said. "The same kinds of chemical reactions that result in the formation of HbA1c also affect other vascular proteins in ways that degrade blood vessels. It's a naturally-occurring process that is a part of normal aging but the process gets ramped up in diabetes patients, especially those with poor blood glucose control."

The Mid-South TCC project provides a unique opportunity to further investigate the source of these racial differences in HGI and complications risk. The year-long study will use HGI to assess risk in black and white pediatric study volunteers. The investigators will then compare biochemical, clinical, and social characteristics to determine why HbA1c and HGI differ between the two groups. "The problems we're encountering with using HbA1c to monitor and treat diabetes in ethnically-diverse human populations will not be resolved until we understand the underlying mechanisms," Hempe said. Ultimately, he hopes this research will help usher in the evolving era of personalized medicine by making it possible to more precisely assess individual risk and more effectively personalize drug and lifestyle interventions. "Our goal is to give everyone, especially your kids, my kids, and their kids, the gift of a longer and healthier life," Hempe said. ■

At the heart of Children's Hospital's Main Campus, scientists and clinicians are advancing the knowledge of several childhood diseases at The Research Institute for Children (RIC). A collaboration between Children's Hospital and the Pediatrics Department at LSU Health Sciences Center – with a formal academic affiliation with the University of New Orleans – the RIC benefits from the ease at which research efforts can be transferred from the laboratory to the bedside.

The mission of the RIC is to perform research that combines the latest science, technology and medical practices to discover more effective ways to prevent and treat childhood diseases, improve the quality of children's health, and educate and provide an opportunity for young scientists and physicians to train in an outstanding research environment.

Diabetes research at the RIC is also graciously funded by the P and C Carroll Foundation.

Getting Kids Ready to Go Back to School

As children head back to school, it can be tough to shift gears from the lazy days of summer to the demands of a new academic year. Some children will be entering school for the first time, or may be starting a new school, and be excited, but also a little anxious. Here are some things that parents can do to ease the transition for the entire family.

Get back into bedtime and morning routines. Many children have a much looser schedule during the summer with varying sleeping and waking times. At least a week before school starts try to get your child back into evening and morning routines. This can be as hard for parents as it is for kids! But adequate rest is absolutely essential to a child's ability to focus, concentrate, and manage his behavior in the classroom.

If starting a new school, visit before the first day if possible. Many preschools and elementary schools offer an "open house" day so your child can see his classroom and meet his teacher and classmates. Take advantage of this opportunity since it can be a great way to alleviate anxiety about the unknown.

Talk with your child about what they can expect. You may not have all the answers to your child's questions about what her school day will be like. But find out what her greatest concerns are and try to address them. Uncertainty about basic routines can cause children stress, so make sure they know where they will be picked up and by whom, where they will catch the bus and where it will drop them off, etc. When your child comes home be open to listening to her experiences and feelings about her first day.

Be prepared. Eliminate unnecessary stress by making sure children of any age have the materials they need. Shop for school supplies together and enlist your child's help in gathering things such as extra clothes, lunch or snack containers, and photographs for a preschooler's cubby.

Make sure you know what the expectations of parents are.

If your child is attending a school for the first time, find out what the policies are about drop-offs (do parents walk children in and stay for a bit, or leave promptly?), "loveys" for young children (can they bring them or must they stay home?), snacks (are certain foods not allowed?), etc.

Choose after-school activities carefully. It's very easy for children to be overloaded by the demands of school and extracurricular activities. Try to find a balance between structured time and unscheduled playtime. Give consideration to the importance of family time as well.

Establish good time-management and organizational strategies. Set up a family calendar in a noticeable place so everyone is aware of upcoming events. Help school-age children identify some good, distraction-free places to do homework and study. Discuss family rules regarding computer/video games on school nights, access to cell phones, etc.

Get to know your child's school and teacher.

Parental involvement is absolutely critical to academic success. Don't wait until there's a problem to become familiar with your child's teachers. Consider volunteering for school events in order to get to know not only the school staff, but also the parents of your child's friends. ■



THE PARENTING CENTER
AT CHILDREN'S HOSPITAL

on



Watch for timely parenting topics presented by The Parenting Center staff on WWL-TV every other Tuesday morning at 8:50 a.m. Topics can be found under Parenting Resources at www.theparentingcenter.net.



Children's Hospital Telethon

The 30th annual Children's Hospital Telethon was the most successful on record, raising more than \$1.97 million. The event was broadcast live on WDSU NewsChannel 6 on Saturday and Sunday, June 1-2. Jenna Cavallaro, 14, who recovered from a cancerous tumor in her leg, served as this year's Telethon Ambassador. Since 1984, the Telethon has brought in nearly \$26 million for Children's Hospital (For more on the Telethon, please see Pg. 12).



Miracle League adds basketball

This summer the Miracle Basketball Association, or MBA, tipped off its inaugural season allowing the “hoop dreams” of more than 100 New Orleans children with special needs the opportunity to play basketball. One team, made up of children who use wheelchairs, was named the “Pel-I-Cans,” a playful twist on the name of New Orleans’ NBA team.

“We had 118 children ages six and older signed up to play,” said Miracle League director Gina Lorio. “We had nine teams. The kids love watching basketball and always wanted to play, instead of having to just watch.”



WNBA star Tamika Catchings, Amanda Deal of California State University and Whitney Hand of the University of Oklahoma visit Destiny Carnaban, 10, before the 2013 NCAA Women's Final Four.

2013 NCAA Women's Final Four

Women's professional basketball star Tamika Catchings and The Allstate Women's Basketball Coaches Association (WBCA) Good Works Team came to Children's Hospital to celebrate the return of the NCAA Women's Final Four to New Orleans. The Allstate WBCA Good Works Team is composed of 10 college basketball student-athletes who have made outstanding contributions in the areas of volunteerism and civic involvement, as determined by separate voting panels composed of former coaches, student-athletes and media.



Mickey Mouse joins Rain Hidalgo and recreational therapist Jeff Helminger in some cool fun.

Hot Diggity Dog

Patients and families were thrilled to spend a morning with Mickey Mouse, who took time away from rehearsal for Disney on Ice: Rockin' Ever After to visit children at CHNOLA. In addition to taking photographs with the kids, Mickey helped with activities and arts & crafts.

OCTOBER

12 Jazz Half Marathon & 5K
7 a.m., Lafayette Square

18-19 Boo at the Zoo
5-9 p.m., Audubon Zoo

25-26 Boo at the Zoo
5-9 p.m., Audubon Zoo

25 Schwonder Golf Classic
10 a.m., Timberlane Golf Club

26 Operation Pumpkin
10 a.m.-noon, Canal Place

NOVEMBER

2 Crescent City Cyclists event
7:30 a.m., St. Benedict Catholic Church, Covington

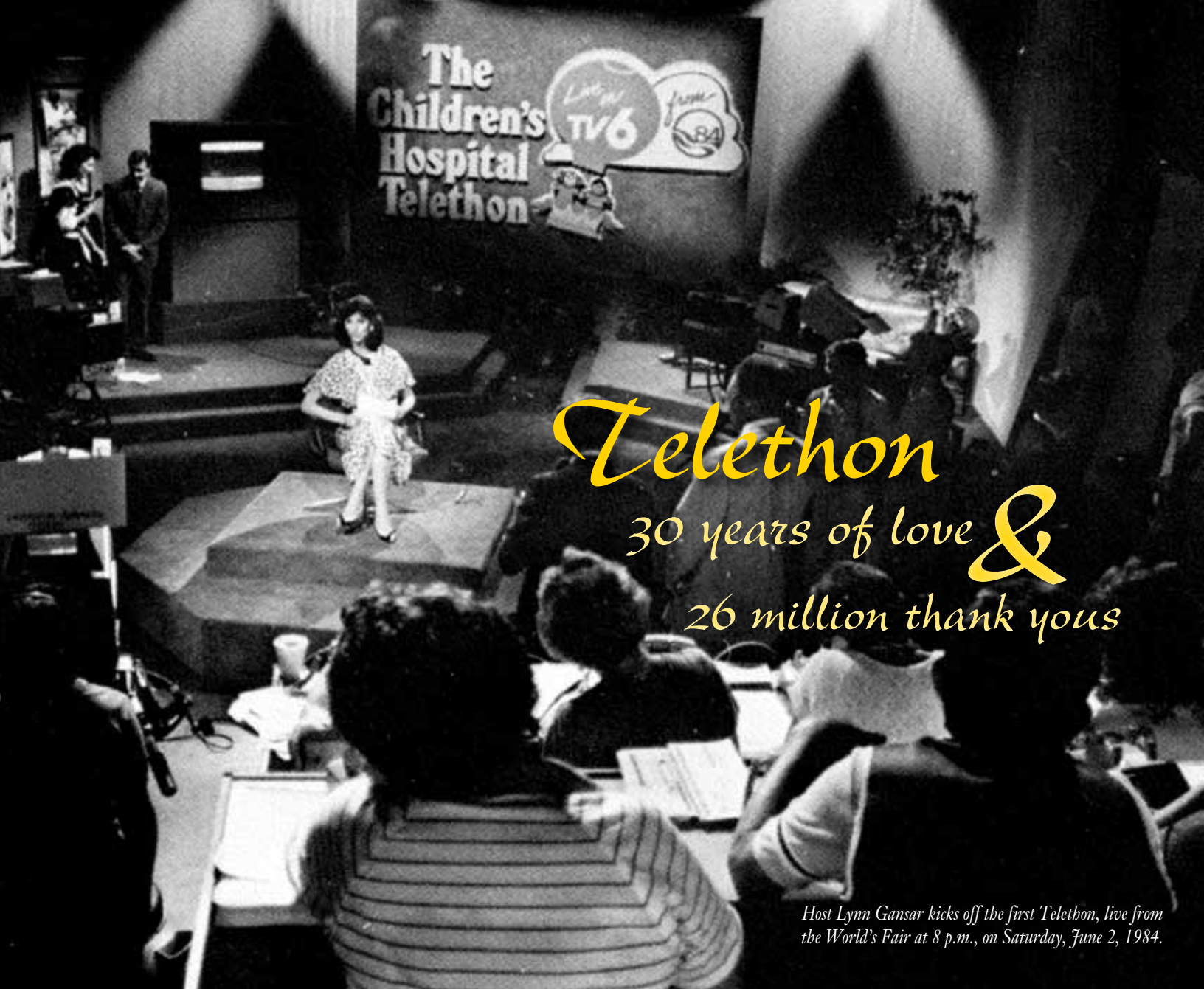
8 Marriott Silent Auction
7-10:30 p.m., New Orleans Marriott

11 Marriott Golf Tournament
7:30 a.m., English Turn Country Club

13-15 Hispanic Radiothon
KGLA 1540 AM

15 Phi Mu Dance Marathon
6 p.m. – midnight, Tulane University

*Contact the Public Affairs Department
at (504) 896-9373 for more information
on Children's Hospital events.*



Telethon

30 years of love &
26 million thank yous

Host Lynn Gansar kicks off the first Telethon, live from the World's Fair at 8 p.m., on Saturday, June 2, 1984.



WDSU's C.Vincent Shortt, Charles Cadwell, Shelly Hobson and Rod Cartier review plans for the WDSU Telecommunications Center at the World's Fair, site of the 1984 Telethon, with Children's Hospital executive director Bruce Satzger.

When the World's Fair came to New Orleans in 1984, locals looked for ways to capitalize on the excitement and energy of the international event. For many, the fair was an economic boondoggle. But it spawned one of the most successful philanthropic endeavors in the city's history.

Among the fanfare of the Wonder Wall, national exhibitions, Space Shuttle Enterprise and Mississippi Aerial River Transit (MART) gondolas was the WDSU Telecommunications Center at the World's Fair. The remote studio allowed the station to feature many of the fair's visiting celebrities and events in special live programming. In January 1984, station and hospital leadership announced they would partner with Children's Miracle Network Hospitals to broadcast the first Children's Hospital Telethon, a new round-the-clock fundraiser live from the World's Fair that summer.



New Orleans media legend Alec Gifford interviews former Gov. Edwin Edwards (right) and former Jefferson Parish Sheriff Harry Lee about their support of Children's Hospital.



Margaret Orr interviews "The Appliance Giant" Tony Campo at the first Telethon in 1984.



Children's Hospital's medical director, Alan Robson, and CEO, Steve Worley, congratulate host Lynn Gansar on another successful telethon.



Telethon founder Marie Osmond, comedian Bob Hope & WDSU anchor Lynn Gansar.

On Saturday, June 2, 1984 at 8 p.m., the first Children's Hospital Telethon went on the air. Local host Lynn Gansar joined national co-hosts Marie Osmond, John Schneider, Bob Hope, Merlin Olson and Marilyn McCoo for 21 straight hours of coverage, until 5 p.m., Sunday, June 3.

With a goal of being able to ensure the most advanced medical and surgical equipment is always available and that no child is turned away because of their family's inability to pay for services, the initial telethon raised \$234,171. It was deemed a major success as a way for the hospital to educate and engage the community.

"We succeeded not only in raising a lot of support for this remarkable institution," Gansar, the first telethon's host and chairperson, told *Small World* after the initial event. "We succeeded also in conveying what Children's Hospital is really all about, that it is a hospital for all children, and a vital resource for the families of the state."

Today, the Telethon is the hospital's largest fundraiser. The 2013 Children's Hospital Telethon was the most successful on record, raising more than \$1.97 million. Broadcast live from WDSU's studio and remotely from inside of the hospital's units to give a look at the amazing people and work that happens here, the telethon has brought in nearly \$26 million to Children's Hospital over the past three decades.

"For 30 years, the Gulf South region has generously opened their hearts and wallets in support of Children's Hospital," said Children's Hospital CEO Steve Worley. "We are very fortunate to have a successful telethon year after year. This continued success supports our mission of being the regional medical center for children by providing for new, sophisticated equipment and state-of-the-art facilities on our campus."

Through the years, many familiar faces, both nationally and locally, have appeared on the telethon including actor/comedian Bob Hope, Bugs Bunny creator Chuck Jones, New Orleans Saints kicker Morten Andersen, two-sport star Bo Jackson, TV host Mary Hart, chef Paul Prudhomme, former Gov. Edwin Edwards, former Jefferson Parish Sheriff Harry Lee,

“There, but for the grace of God, go I,” Orr said. “I look at every one of these children and think this could be my child. And I want to do everything I can to help them, to save them. Some might have cancer. Some might be abused. Some might not have a home. There are so many things. And Children’s doesn’t turn anybody away. They take in all kids. So we want local kids to get the best available care and stay as close to home as possible.”

singer Charmaine Neville, and broadcasters Alec Gifford, Buddy Diliberto, Clancy Dubos, Peggy Scott Laborde, Bob Kreiger, Dan Milham, Margaret Orr, Norman Robinson and Heath Allen.

For the past two decades, Orr, Robinson and Allen have teamed to serve as the annual event’s hosts. Their dedication can easily be seen in their enthusiasm and commitment to the hospital and families it serves.

“The Telethon is a coming together of people from across this entire region for one purpose – to ensure the wellbeing of all children, not just some, but all children,” Robinson said. “I think that’s our most sacred charge as adults entrusted to their nurturing and care.”

Orr, whose adult daughter has been battling Stage IV Hodgkin’s lymphoma for the past several years, concurred, adding she feels the need to reach out to the audience to help them understand that they may not need the hospital now, but they could face a sudden, unforeseen emergency, and they will be forever thankful that there is a strong, well-equipped, well-staffed children’s hospital as close to home as possible.

“There, but for the grace of God, go I,” Orr said. “I look at every one of these children and think this could be my child. And I want to do everything I can to help them, to save them. Some might have cancer. Some might be abused. Some might not have a home. There are so many things. And Children’s doesn’t turn anybody away. They take in all kids. So we want local kids to get the best available care and stay as close to home as possible.”

Allen, who quietly volunteers at the hospital and with the Miracle League of Greater New Orleans, a sports league for children and teens with mental and physical challenges, is noted for the instant friendships he makes with kids. His passion can be seen in the patient vignettes and music video he orchestrates to promote each year’s event.



For several years, Chuck Jones, Bugs Bunny’s creator, produced and autographed posters featuring his famous characters for the hospital to give to donors contributing \$75 or more. In addition, he offered personalized sketches to the first donors to give \$500 or more.



Host Lynn Gansar, left, interviews Nicole Williams, her mother, Terrie, and grandmother, Carol, at the first Telethon in 1984.



WDSU’s Beverly Carr laughs with Tom Feters and son, Robbie, at the 1988 Telethon.



Norman Robinson & Margaret Orr, seen here with 1993 Telethon Ambassador Alex Dunnaway, have served as hosts of the telethon for two decades.

TELETHON TOTALS

The Children's Hospital Telethon has raised almost \$26 million in 30 years

1984.....	\$234,171
1985.....	\$260,000
1986.....	\$275,772
1987.....	\$325,000
1988.....	\$343,949
1989.....	\$348,141
1990.....	\$418,362
1991.....	\$494,841
1992.....	\$545,161
1993.....	\$591,812
1994.....	\$593,834
1995.....	\$617,578
1996.....	\$720,184
1997.....	\$733,269
1998.....	\$738,131
1999.....	\$702,699
2000.....	\$774,683
2001.....	\$875,249
2002.....	\$1,011,417
2003.....	\$966,422
2004.....	\$1,009,037
2005.....	\$1,045,386
2006.....	\$1,120,070
2007.....	\$1,307,605
2008.....	\$1,380,294
2009.....	\$1,458,237
2010.....	\$1,580,000
2011.....	\$1,740,775
2012.....	\$1,812,422
2013.....	\$1,971,642
Total.....	\$25,996,143

The Telethon has its somber moments when patients and families discuss the arduous journeys they've endured with the help of Children's Hospital, but it is mostly a celebration of life that has many moments of levity. During this year's event, when talking about a rush of pledges that were made after a heart-warming patient testimonial was aired, host Norman Robinson threw out a quote from comedian Eddie Murphy's 1988 movie, "Coming to America." In a play on his signature persona of a preacher to help increase pledges, Robinson borrowed Arsenio Hall's Rev. Brown character when he said, "It's the spirit that helped Joshua fight the battle of Jericho, the spirit that helped Daniel get out the lion's den, the spirit that helped Gilligan get off the island."

"I don't know where the energy comes from, but it just happens," Robinson said. "Telethon is the one time I really feel like I'm doing something to make a difference. I get a new hope for humanity just being around all those kids and their parents, too. There's a spirit of love for humanity that's in their eyes. It's like the normal personality is pushed aside and this other one takes over. It's purposeful, meaningful and inspiring. I wish I could bottle it, keep it forever and dab a bit on every morning with my cologne."

Brian Landry, Children's Hospital's marketing vice president, said most kids who come to Children's Hospital do so on a short-term basis, but some kids have to stay for weeks, even months, on end. That can be tough on a young family's finances. However, regardless of their family's ability to pay, no child is turned away from Children's Hospital for care.

"WDSU has been an amazing partner for 30 years; and our supporters have been there step by step to ensure that we can provide the most advanced treatments and care available to our youngsters," Landry said. "We wouldn't be able to do what we do without the community's continued, dedicated support."

The success of this vital fundraiser is the result of many months of hard work by the hospital employees, medical staff and the team at WDSU, he said. "We thank everyone who has worked over the past three decades to make each telethon a triumph by helping to raise money and educate the public about the services the hospital provides." ■



2009 Telethon Ambassador Sophia Liriano with WDSU's Heath Allen.



While not on staff, Dr. Momus Alexander Morgus is an avid fan of Children's Hospital.

Scenes from the 2013 Telethon





Take 5 Oil Change's "Change a Child's Life"



Take 5 Oil Change raised \$100,000 for Children's Hospital through its "Change a Child's Life" promotion. Twenty-seven stores in the metro New Orleans, Baton Rouge and Mississippi Gulf Coast areas collected donations. Special thanks go out to company president Pete Frey, his staff and customers, who are wonderful friends and supporters of the hospital. Take 5 has raised more than \$400,000 to help provide care to our young patients.



Chevron Volleyball Tournament



Human Energy™

The Chevron Volleyball Classic was held at Coconut Beach in Kenner on Saturday, June 1. Forty-nine teams participated in beginner, intermediate and advanced categories and helped raise \$32,000. Prizes were given to the first place team in each category and to the teams who won best of each net. More than 30 draw prizes were also given. Participants enjoyed complimentary food, Coca-Cola products and Blue Bell ice cream. Waldemar S. Nelson and Company, Inc., Cox Louisiana, Treasure Chest Casino and Raising Cane's were co-sponsors of the tournament.



Delta Fraternity's Wild Game Dinner raises more than \$10,000

Delta Fraternity, a local men's social club, held their second annual Wild Game Dinner this spring to raise money for Children's Hospital. Club members and their guests were treated to an exotic menu including deer tamales, crawfish eggrolls, road kill rabbit, nutria spaghetti and elk. "Through the years, as we have aged and been blessed with varying degrees of success, we have focused a lot of our energy and talents into giving back to the community in which we live," said club member Danny Joyce. "Many of our member families and friends have benefited from Children's service over the years, and in the last three years we committed to making Children's Hospital our primary focus for charitable fundraising and giving.





Hyundai Hope on Wheels

Hyundai's Hope on Wheels program presented a grant to Children's Hospital resident Matthew Fletcher, M.D., to help fund bone marrow transplantation research. Since 1998, Hope on Wheels has given \$72 million to hospitals across the country, including \$330,000 to CHNOLA over the last four years. Pediatric cancer patient Adrianna Ponce, pictured, was among those who participated in the annual hand print ceremony.

Lemonade Day Donation

Ari Currera and his classmate, Josh Brennan, operated a stand on National Lemonade Day, they had to do an accounting of their income and expenses. Their profit was split and each student donated to the charity of his choice. Ari donated his share to Children's Hospital.



"He had a need to be in Children's right before his first birthday," Ari's dad, Tony, said. "The staff was wonderful. The experience made an impression on us, his parents, and obviously on Ari as well. I am proud of my son making Children's Hospital his choice."

MEMORIALS

April 1, 2013 - July 31, 2013

Landon L. ("Snooky")

Alexander, Jr.

Douglas K. Harris

Frances Heath Arceneaux

Glenn & Peggy Chance

Greg & Cindi Davis

Joan & Angelle Flanagan

Larzelere Picou Wells Simpson

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David & Crystal Naiman

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Mary Baird

Charles & Sandra Harvey

William ("Bubba") &

Debra Mosby

Frank & Cecile Panepinto

Hattie Maraist ("Sis") Bourque

Ken & Marilyn Theriot

Nancy Cornelia Dobbins

Bowick

Alexis O. Navarro

John Louis Brandt

Dominick & Sandi Giambrone

Beulah Braud

Philip & Tilly DiMaggio

Elizabeth Bruno

Anita V. Bertuccini

Merrol Thomas Capdeville

Ethel B. Abadie

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Mr. & Mrs. Charles W.

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Avis M. Juan

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Isaiah Michael Giroir
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Kenny & Sharon Soutullo

Dr. Judith A. Harris
Gregg Campbell

Linda Ann Hebert
Toby & Jenny Lafont

Matthew Hughes
Dee Villarrubia

Robert Donald Johnson
Deborah Meagher

Estelle Karcher
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Travis Karcher
Anonymous Donor

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Kinnaird**
Wayne & Janice Wilson & Family

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Nancy G. Wogan

Elvin John ("E.J.") Leaber
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Ted Dean Liuzza
Colleen Wright

Joseph Macera, Sr.
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Keith M. Stagni

Annie Beaugh Magee
Ken & Marilyn Theriot

Inez B. Morrison Mahler
Susie H. DeArmond

**Beatrice Grace Musacchia
Marchese**
Roxanna L. Fender
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James R. McCarthy
Gene Pereira, Jr.

Gracie McNeil
Jamie Shultz

Carrol Meche
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Board Break-A-Thon

Martial arts academies from across Louisiana teamed up on June 29 at the Hilton Hotel for the annual Blanco Martial Arts Academy Martial Arts Competition and Board Break-A-Thon to help the young patients at Children's Hospital. In addition to the event's regular martial arts competitions, students donated money to break boards with their hands, feet and even their heads to help the kids at Children's Hospital. Augustus "PeeWee" Blanco hosted the event and raised \$1,143 for the hospital.

Plaisance Motorcycle Event

The 11th annual Plaisance's Bar motorcycle event did not include the traditional Poker Run held in years past, but the motorcyclists turned out in great numbers to attend the party at Plaisance's Bar to support Children's Hospital. The party, hosted by Priscilla and Mensy Plaisance and their committed volunteers, featured music by popular local bands. Once again, the New Orleans-Baton Rouge Steamship Pilots Association stepped up with a wonderful donation of \$18,500. This year's event raised \$33,762 for the hospital, bringing its total since the event began to nearly \$300,000.

Methodist Health Foundation Makes Major Commitment to SKIP Program

The Methodist Health Foundation has renewed its extraordinary support through a gift of \$478,000 to fund Children's Hospital's School Kids Immunization Program (SKIP) for New Orleans East, Gentilly and St. Bernard Parish. The SKIP staff reviews immunization records in schools and provides free vaccinations—with parental consent—for children who need them. The Methodist Health Foundation has provided funding to make the program possible for children living in these areas since 2007, and this most recent commitment will provide funding for an additional three years and allow the SKIP program to provide free flu vaccinations for children.

Tour De Lis Gift Supports Late Effects Clinic

Our friends who host the very popular and successful Tour De Lis cycling event each Spring have again committed their support for the hospital's Treatment After Cancer and Late Effects Clinic. The group has made a gift of \$20,000 to help children who struggle with the after effects of the cancer treatments that saved their lives. The Tour De Lis volunteers work tirelessly to raise money to help our young patients.

Hogs For The Cause helps Struggling Families

Rene Louapre and Becker Hall, the founders of the very popular barbecue event Hogs For The Cause, have made an exceptionally generous gift of \$25,000 to the hospital's Leaman Family Fund. The Leaman Fund provides support for families struggling to pay bills while a child is in the hospital for a prolonged stay or multiple stays. The Fund helps with utility bills, rent payments—even funeral expenses on occasion.

St. Tammany Cancer Fund

The St. Tammany Cancer Fund has renewed its long-standing support of the Children's Hospital Cancer Program through a gift of \$10,000 to help fund the hospital's Treatment After Cancer and Late Effects Clinic. The Fund raises money primarily through a highly successful golf tournament each spring.

Run Forrest Run 5K Race

More than 1,000 runners turned out for the 15th Annual Run Forrest Run 5K Race on April 28. The race began and ended in front of Bubba Gump Shrimp Co. Restaurant and Market on Decatur Street. More than 50 children participated in the new "Lil' Forrest's Kids Quarter Run." The event raised more than \$26,000 for Children's Hospital.

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Darlene Trepagnier

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Zachary Waterson

Lawrence Federico



Rite Aid Pre-party & Golf Tournament



The 12th annual Rite Aid Golf Classic raised more than \$66,000. The pre-party was held at Ernst Café on April 30. The next day, more than 120 golfers enjoyed playing English Turn Golf & Country Club, food & drinks on the course, a parade of prizes and silent auction.



Walmart Golf Tournament

Nearly 100 golfers hit the links at Windance Country Club in Gulfport, Miss., for the inaugural Biloxi Wal-Mart Golf Classic. The golfers got a special treat before tee-off, lunch catered by Tony Chachere's. They also got a chance to hear the story of one of our former oncology patients from the Mississippi Gulf Coast area who is currently cancer free. Major sponsors included Rex Distributing Co., Energy Beverage, Frito-Lay Inc., Coast Coca-Cola, Bimbo Bakeries and Ocean Potion. The organizers from the Biloxi Wal-Mart store were thrilled to raised close to \$20,000 through the tournament and can't wait to make next year bigger and better.

F. Christiana Golf Tournament

The F. Christiana Golf Tournament was held on Wednesday, April 10, at Audubon Park. The golfers in attendance completed their round of golf and feasted on the tournament's traditional crawfish boil afterwards. Frank and Cindy Christiana hosted the outing, which raised \$10,000 for the hospital.

Golden Oldies Motor Club

Members of the Golden Oldies Motor Club of Hammond donated \$6,010 raised during its 13th annual Car for Kids Southern Style Show in June, which included 155 vehicles. From left are Jim Anderson, Bruce and Dot Savoy, Children's Hospital Development Director Roger Gorman, Joe Cashio, Tony Kinchen, Louis LeBlanc, Beth Cashio, Brian Lacome Jr., and Amy Allen.

Children's Hospital thanks the following individuals and organizations for the goods and services they provided for the 2013 Telethon:

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 The Hot 8 Brass Band
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 The Howlin' Wolf
 The Inn on Bourbon Street
 The National WWII Museum
 The Plant Gallery
 The Ritz-Carlton
 The Roosevelt Hotel
 The Rusty Nail
 The SGC Foundation
 The Swamp
 The Tim Laughlin Band
 Tomba Communications
 Tours by Isabelle
 Tujague's Restaurant
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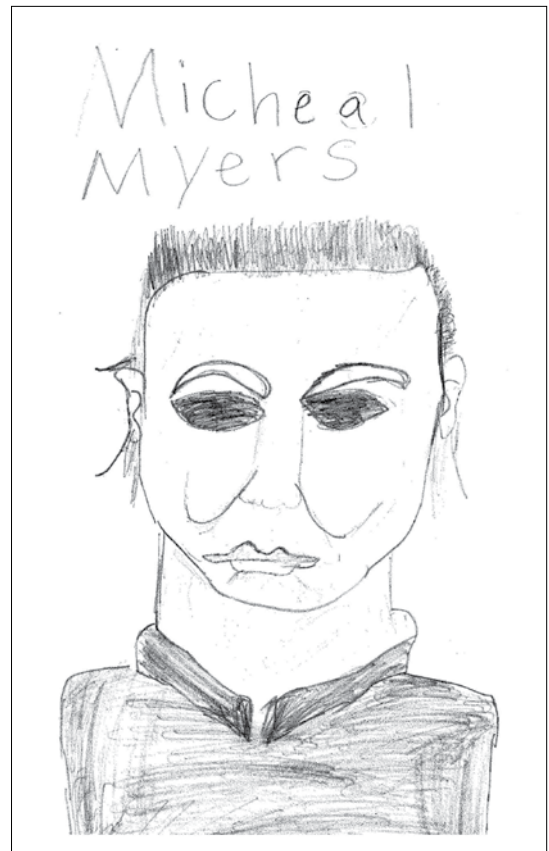
SMALL WORLD GALLERY

patient inspirations



SNOWY OWL

Emma Evans, 11



MICHAEL MYERS
Pencil on paper

Darnell Brooks, 12



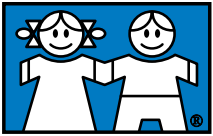
THANK YOU, TAKE 5
Crayon on paper

Gabrielle Hidalgo, 14



NEW ORLEANS SAINTS
Pencil and marker on paper

Darnell Brooks, 12



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