



YOUNG LIONS COMPETITIONS



BRIEFING DAY

16TH FEBRUARY, DENTSU IRELAND

PRINT 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 over 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 also provides welcoming and wayfinding services in CHI at Crumlin and advocates on behalf of all children and their families to ensure they have access to the supports and information 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 hospitalisation.

THE CREATIVE CHALLENGE

Communications objective: To call for and encourage donations to CIH. This in turn helps us develop our supporter and volunteer base and build on raising awareness of the work of Children in Hospital

What problem are we trying to solve?

Meeting the needs of children and their families around the time of hospital care requires funds, resources and public support. We strive to meet this demand by growing our volunteer team and raising funds to continue our support services, but we need to donations to build all aspects of our work, with funding we can advertise more, deepen our reach with volunteers and work on building corporate partnerships and possible additional funding

Who is the target audience?

Primary: General public

Secondary: Corporate and business world

Insight/truth:

- Everyone has a story whether they were in a hospital as a child or know someone who was in hospital as a child. We are an organisation that resonates with everybody and can one day help you, family members, neighbours or colleagues. By supporting us, you are supporting your local community and communities across Ireland.
- Families face many challenges when they have a child in hospital, including long wait times, leave from work and the medical and non-medical costs of being in hospital.
- Children and young people in hospital are stripped of their usual social and developmental opportunities that they would usually receive by going to school or taking part in sports or clubs. CIH volunteers can bridge some of that gap while creating a more positive experience of hospital for children and young people.
- Our work would not be possible without the generosity of the public. We welcome all kinds of support no matter how big or small. For example, a car rental company volunteered their resources by delivering our packs to hospitals nationwide. This reduced courier costs significantly for the organisation.
- By supporting/partnering with CIH, you can help us broaden our supports for children in hospital and their families. You can be part of a project that aligns with your values or CSR objectives.

Primary message:

CIH welcomes funding to develop its strategic goals and make the hospital journey easier for children and their families.

Secondary message:

By supporting us, you are supporting your local community and communities across Ireland. You can make a national impact.

Tone of Voice:

Honest, Encouraging, Inclusive.

Proof:

Some of the challenges of having a child in hospital:

- *“I felt there was so much I had to learn the hard way while in hospital like where to get a meal or parking or find equipment to express breastmilk and a myriad of other tips and tricks to survive inside the institution of Crumlin Hospital.” - CIH Family Advisor. Children in Hospital Ireland’s information services are there to assist families who may need further information around their child’s hospital visit.*
- One-third of parents surveyed had given up paid employment to care for their sick child while 61% reported that they had to take on debt to meet non-medical costs associated with having a child in hospital care. Quote from a parent “I was on a really good wage but for the first three or four years of his life my son was in and out of hospital so much that I couldn’t keep up any kind of work. We were in the depths of despair about his illness”.

Proof that our services can make a difference:

- *Quote from Parent - “Today we were visited by two volunteers who very kindly offered to sit and play with my daughter so I could have a walk and coffee. Their kindness is greatly appreciated. I didn’t realise just how much I was struggling and needed a kind hand and support until they came to my door”*
- *From a CIH Volunteer “Although two hours volunteering on a Saturday morning doesn't sound like a long time, those two hours can mean the day to a sick child in hospital or for a parent looking to grab a cup of coffee.”*

What is the desired response? Call to Action

Donate today and help us transform the hospital journey for a child and their family

OTHER INFORMATION

Additional Resources will be provided in a zip file sent by Shreesha following the briefing.

SPECIFIC REQUIREMENTS - PRINT

- Print Advertisement (jpeg/png/PDF - max filesize: 10MB)
- 300 words detailing how the advertisement meets the brief e.g. Insight and strategy behind your work, target audience.

Entries must not contain any agency branding.