



2022 Community Outreach Initiatives



Children's
of Alabama®



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Children's of Alabama has been a valued member of Alabama's healthcare community since 1911. Our commitment to all aspects of care – and to all Alabamians – is demonstrated almost weekly by our participation in community events, innovative outreach programs and lifesaving emotional, medical and social programs.

Alabama Poison Information Center (APIC): The Alabama Poison Information Center (APIC) has been serving Alabamians since 1958 and offers free and confidential poison information and treatment recommendations to the public and health care providers 24/7. The APIC engages in providing rapid poison information to professionals and public. APIC handled more than 110,000 calls with > 50,000 incoming and > 60,000 follow-up calls resulting in almost 40,000 cases. Of these cases, more than 35,000 were human exposures that have occurred in patients from 4 hours old to 105 years old. Calls were received from every county in Alabama with more than 60,000 follow-up calls being made to ensure no adverse events occurred.

The Amelia Center: The Amelia Center at Children's of Alabama is a nationally-recognized – and in many cases one of a kind – grief counseling program. The vision for The Amelia Center is that all grieving children, parents, and families statewide have access to a caring and compassionate environment that fosters hope and healing. Founded in 1997, thousands of grieving individuals have been provided hope and counseling by the Center's team of licensed professionals.

CHIPS Center: Children's Hospital Intervention & Prevention Services (CHIPS Center) promotes health and healing for those affected by suspected child abuse and neglect. The CHIPS Center has served as an outpatient clinic and counseling center where children and families impacted by suspected abuse can receive support, forensic medical examinations, case management services, counseling services, and prevention education. The CHIPS Center also provides education for professional development and continued education around child abuse. An extension of the CHIPS Center is the Sunrise Clinic, where every survivor of child sexual exploitation (human trafficking) is welcomed and treated as a whole, healing person. Services include survivor informed care, comprehensive health examinations, forensic medical examinations, case management and counseling services.

Community Health and Wellness Fairs: While difficult to formally quantify, divisions of Children's of Alabama participate in dozens of community health and wellness fairs annually. From the City of Birmingham's annual "Take a Child or Adolescent to the Doctor Day" to special needs expos, Babypalooza and church and school functions, Children's staff dedicates hundreds of volunteer hours each year to community gatherings. Topics range from encouraging safe routes to school and injury prevention to specialized care for children with medical complexities and newborn and infant care.

Girlology/Guyology: Children's collaborates with the nationally-renowned Girlology initiative to provide age-appropriate, medically-sound education to adolescents about puberty, the human body and growing up strong and safe. Dozens of young adults and their parents or guardians attend these in-person and virtual courses annually to learn about healthy lifestyles, age-appropriate relationships, and bodily functions. The courses are taught by Children's of Alabama pediatricians who have a passion for adolescent medicine and care.

Injury Free Coalition for Kids (IFCK): This national organization comprised of injury prevention physicians and nurses works to educate the community on all aspects of safety for infants, children, and adolescents. Injury Free Coalition for Kids works with schools throughout the state to educate children, parents, and guardians on a variety of health and safety topics.

PATHS: The Pediatric Access to Telemental Health Services (PATHS) program is a groundbreaking, federally funded initiative dedicated to increasing capacity for primary care providers in Alabama's rural communities to care for children/adolescents with mental health needs. The program aims to enable pediatric primary care providers to be able to diagnose, treat, and manage mild to moderate behavioral health conditions in children and adolescents using local provider expertise in consultation with Children's of Alabama's mental health specialists.



Psychiatric Intake Response Center (PIRC): Children’s of Alabama’s innovative PIRC program helps connect the community with the most appropriate child and adolescent mental healthcare services in Alabama. The PIRC is a free, confidential phone response center which assists parents, guardians, community leaders and healthcare providers. The PIRC team also provides psychiatric consultation services in Children’s Emergency Department.

Safe Sitter: With the addition of the former Patient Health and Safety Center to the newly-formed Children’s of Alabama Center for Health Education and Safety, Children’s can continue offering virtual Safe Sitter courses for adolescents committed to the health and safety of infants and children they babysit. These virtual, three hour courses are offered during summer months and times of school breaks, and cover lifesaving skills and simple strategies for ensuring infants and children are well cared for mentally, physically, and emotionally by the sitters that serve them.

Children’s of Alabama’s designation as the state’s only freestanding children’s hospital doesn’t mean that we simply work alone. Our commitment to aiding other hospitals in their pediatric training and care is stronger than ever. At Children’s, we believe that every child deserves world-class care from the right doctor, at a state-of-the-art facility and at the most appropriate time.

Allied Health and Professional Training: Children’s of Alabama serves as the teaching hospital for pediatrics for the University of Alabama at Birmingham and many other two- and four-year community colleges and institutions of higher education. From clinical instruction in physical and occupational therapy to more than 20 other specialties, Children’s allows hundreds of students, interns, and pediatric fellows to gain critical experience in its halls each year. Continuing education and graduate medical education are critical to the learning environment and care that make up Children’s of Alabama.

COACHES: The Children’s of Alabama Community Healthcare Education Simulation (COACHES) program is a multidisciplinary team of pediatric critical care trained physicians and nurses who travel to community hospitals throughout the Southeast to conduct simulation training, with the goal of improving pediatric patient outcomes. The program provides hospital assessments and simulation education to ensure community hospitals are better equipped with the training and tools necessary to provide quality care to critically ill children.

Safe Sleep Sacks: Statistics reveal 3,500 sleep-related deaths occur each year among infants under 12 months. Alabama has the highest rate of sleep-related deaths across the nation — approximately one hundred or more babies die each year due to unsafe sleep environments. Children’s of Alabama and its neonatal intensive care unit and emergency department provide safe sleep sacks to parents of newborns and infants to combat these sobering statistics.

Motor vehicle and non-motorized modes of transportation are leading causes of injury and even death among children. For close to three decades, Children’s has focused a significant amount of time, talent, and energy to making Alabama’s roadways the safest they can be for Alabama’s young drivers and passengers.

Child Passenger Safety: Certifying, checking, and installing infant car seats and booster seats has been a cornerstone of the Children’s of Alabama Health Education and Safety Center for more than two decades. In 2021, certification courses for new installers were held in Huntsville, Trussville, and Tuscaloosa. Virtual installations – a first-of-its-kind project in the United States – were held in coordination with the University of Alabama at Birmingham and the National Institute of Health (NIH).

Other than time spent at home, a day in the life of a child is largely spent at school. Alabama's elementary, middle, and high schools should be safe places for children to learn and play. Children's of Alabama works closely with administrators, school nurses and students themselves to ensure that all schools are safe places.

Alabama LifeStart: Children's of Alabama has been a statewide leader in providing AEDs (Automatic External Defibrillators), AED trainer units and signage to elementary, middle, and high schools statewide since 2007. Alabama LifeStart is an affiliate of the nationally-recognized Project Adam initiative. Current efforts are focused on ensuring that schools and school districts are classified as 'Heart Safe' and that these schools and districts adhere to a rigorous fourteen-point checklist evaluated every three years.

Safe Kids: The overarching umbrella program of the Children's Center for Health Education and Safety, Safe Kids Worldwide partners with corporations, nonprofits, and advocacy groups statewide to provide a variety of safety training. These trainings and programs focus on issues ranging from drowning and pedestrian safety to all motorized and non-motorized wheeled forms of transport. The URKEYS2DRV initiative educated thousands of high school students from communities around the state in safe driving tactics and being responsible behind the wheel.

School Nurse Workshops and Trainings: With the addition of the former Patient Health and Safety Center to the newly-formed Children's of Alabama Center for Health Education and Safety, Children's can provide four (4) CEU (continuing education unit) eligible nursing education workshops for more than 1,500 school nurses statewide each summer. Additionally, Children's hosts virtual workshops on gastrointestinal tubes (g-tubes) and tracheotomy tubes for hands-on clinical applications. Ongoing monthly webinars and trainings are offered as well through www.myschoolnurse.net.

ThinkFirst Alabama: Founded in 1986, the ThinkFirst National Injury Prevention Foundation has worked to prevent brain, spinal cord and other traumatic injuries through education, research, and advocacy. Children's of Alabama was an early adopter of this initiative nationally along with more than 100 other entities. Thousands of school children in Alabama each year are presented with safety training, fitted with free bicycle helmets, and educated on how to avoid traumatic brain injuries in sports, school and at home.

The mission of Children's of Alabama

is to provide the finest pediatric health services to all children in an environment that fosters excellence in research and medical education. Children's will be an advocate for all children and work to educate the public about issues affecting children's health and well-being.



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