

Institute for Family-Centered Care

Pinwheel Sponsors Program

Working Together to Improve the Quality
of Health Care in the 21st Century



The pinwheel symbolizes the Institute's commitment to enhance partnerships among health care providers, patients of all ages, and their families in hospital and community settings.

The pinwheel represents interaction and synergy. When all parts of the pinwheel work well together, each part supports another. This is our vision for patient- and family-centered systems of care.

An Invitation to Join

We invite you to become an Institute for Family-Centered Care Pinwheel Sponsor. By participating, your institution will join others in supporting the goals of the Institute and in advancing the understanding and practice of patient- and family-centered care. With your support, the Institute can continue its leadership through:

- Guidance and educational resources, both written and audiovisual;
- In-depth seminars;
- A Web site highlighting innovation and available resources;
- Information dissemination on promising practices;
- National/International conferences; and
- Training and technical assistance for individual hospitals.

The Pinwheel Sponsors Program is an opportunity for academic medical centers; community hospitals and clinics; public health agencies; health provider organizations; family-led organizations; schools of medicine, nursing, and allied health professions; and others who are committed to improving health care through family-centered care.

As a Pinwheel Sponsor, your institution will formally affiliate with the leading national organization for patient- and family-centered care. Sponsorship offers you an opportunity to develop a valuable network of colleagues who are also committed to this approach to care. Participation in the Pinwheel Sponsors Program will enable your institution to more effectively tap into the Institute's resources, enhancing your ability to better serve your patients, their families, and your community.

Pinwheel Sponsors Program Application Form

Institution Information

Institution Name: _____

Address: _____

City: _____ State/Province: _____ Zip/Mail Code: _____

Phone: _____ Fax: _____

Web site: _____

Pinwheel Sponsors Program Contact Person: _____

Position or Title: _____

Phone: _____ Fax: _____

E-mail: _____

Level of Sponsorship (please check one): Pinwheel Champion \$1,000 Pinwheel Partner \$500

Please return completed application and sponsorship fee to:

Pinwheel Sponsors Program

INSTITUTE FOR FAMILY-CENTERED CARE

7900 Wisconsin Avenue, Suite 405, Bethesda, MD 20814

For more information, visit our Web site at www.familycenteredcare.org; or phone us at 301-652-0281.

Two Levels of Commitment

In return for your generosity as a Pinwheel Sponsor, your institution will receive national and international recognition for your support. You will also benefit from the Institute's numerous educational programs



Pinwheel Partner Annual Investment \$500

As a Pinwheel Partner, your institution will receive the following:

- National and international recognition for supporting the work of the Institute for Family-Centered Care at all seminars and meetings sponsored by the Institute.
- Commemorative plaque to be proudly displayed at your institution.
- Exclusive access to the on-line directory of Pinwheel Sponsors to facilitate networking and sharing of information and "lessons learned."
- Inclusion in the listing of Pinwheel Sponsors that will appear in each issue of *Advances in Family-Centered Care*, which has a circulation of 23,000.
- Inclusion in the list of Pinwheel Sponsors that will be featured on the Institute's Web site, with a link back to your institution's Web site.
- Special "Sponsor Ribbon" attached to the name badges of staff and family members from your institution who attend Institute seminars or meetings.
- Priority consideration in the site selection process for hosting the Institute's nationally acclaimed seminars.
- 10 copies of each new issue of the *Advances in Family-Centered Care* newsletter to distribute to staff and family leaders.

and its practical, user-friendly resources for enhancing the practice of patient- and family-centered care. Choose the level of support that best matches your institution.



Pinwheel Champion Annual Investment \$1,000

As a Pinwheel Champion, your institution will receive all of the benefits entitled to Pinwheel Partners. You will also receive the following additional benefits:

- 20 copies of issues of *Advances in Family-Centered Care* newsletter to distribute to staff and family leaders.
- Complimentary package of four core Institute publications:
 - *Developing Family-Centered Vision, Mission, and Philosophy of Care Statements*;
 - *Developing and Sustaining a Patient and Family Advisory Council*;
 - *Creating a Patient and Family Faculty Program*; and
 - *Collaborative Design Planning*.
- 5% discount on all orders of Institute publications and videotapes.

The Institute for Family-Centered Care

The Institute for Family-Centered Care, a non-profit organization, provides essential national leadership to advance the understanding and practice of patient- and family-centered care. By promoting collaborative, empowering relationships among health care professionals, patients, and families, the Institute facilitates change in all settings where individuals and families receive care and support.

The Institute serves as a central resource for policy makers, administrators, program planners, direct service providers, educators, design professionals, and family members. Institute staff promote change and enhance the quality of health and other human services through seminars, development of print and audiovisual resources, information dissemination, policy and research initiatives, training, and technical assistance.

The Institute also provides on-site consultation, training, and technical assistance to hospitals for advancing the practice of patient- and family-centered care. Institute staff:

- Review key hospital documents for consistency with patient- and family-centered principles.
- Conduct comprehensive assessments of hospital facilities, policies, programs, and practices and recommend a plan for change.
- Provide guidance on facility design and collaborative design planning.
- Facilitate the development of patient and family advisory councils, patient and family faculty programs, and other advisory roles for patients and families.
- Assist hospitals in developing materials for staff, patients, and families that reflect family-centered principles.
- Conduct workshops, seminars, train-the-trainer sessions, and customized educational programs for advancing patient- and family-centered care.
- Plan and conduct retreats on patient- and family-centered issues for hospital personnel, governing boards, and community-wide groups.
- Work with hospitals to develop evaluation and research initiatives to measure patient- and family-centered change.

Family-centered care is an approach to the planning, delivery, and evaluation of health care that is grounded in mutually beneficial partnerships among patients, families, and health care providers. Family-centered practitioners recognize the vital role that families play in ensuring the health and well-being of infants, children, and family members of all ages. They build on family strengths and support families in caregiving and decision making. They welcome them as partners in policy and program development. Family-centered care improves the experience of care, enhances health outcomes, and creates more supportive workplace environments.