



The Public Relations Voice

A FRATERNAL NEWSLETTER

Greetings Fellow Nobles

It's pretty hard to top our two national events of January – the Rose Bowl Parade and the East-West Shrine Game. Even so, February had some important activities to help raise awareness of our unique health care system, including Burn Awareness Week and National Pancake Day. These two events are particularly good examples of our health care facilities and our fraternity working together. It may be trite, or even a cliché, but when people work together, more gets done, and more lives can be impacted and improved. I hope your temple members were out in their community sharing our message of hope and healing during Burn Awareness Week and on National Pancake Day, especially if you live in the Southwest or West. Within the fraternity itself, February was the month to especially promote the Legacy program.

I keep hearing the phrase “Shriners Hospitals for Children® is the best kept secret.” Of course, repeating it doesn't help at all – other than to remind us that we have our work already cut out for us. Our efforts must be focused on building public awareness of our fraternal and hospital missions in 2013. We are all ambassadors and each one of us must be committed to continuing to share the story of our great fraternity and philanthropy.

We continue to develop, present and share new and exciting projects designed to reach the public in a memorable way, and secure our place in the hearts and minds of the people. Telling the stories of both our great fraternity and our amazing philanthropy whenever and wherever you can will increase the chance of attracting new nobles to our ranks, new donors to our cause and new patients to our hospitals.

There is much work to do, so let's have some fun and get to it.

John A. Cinotto



John Cinotto, Deputy Imperial Potentate and Imperial PR Chairman

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Annual Burn Awareness Campaign Begins

Feb. 3-9 was Burn Awareness Week, and during this week, Shriners Hospitals for Children began its annual burn prevention campaign. This year's focus is on teaching children to "Be Burn Aware," especially at home. Campaign materials include items designed specifically for children and general awareness and scald prevention materials for adults. Scalds are one of the most prevalent and preventable types of burn injuries occurring in homes.



Homes are the sites of thousands of burn injuries to children every year, including scalds and fire-related injuries. Many of these incidents could have been easily prevented by following and implementing some basic safety tips.

"At Shriners Hospitals for Children, preventing burn injuries and providing burn awareness education is a concerted, continuous effort," said Kenneth Guidera, M.D., chief medical officer, Shriners Hospitals for Children. "In 2013, our campaign, 'Be Burn Aware,' focuses on teaching children ways to avoid burn injuries at home, with a particular emphasis on scalds. Scald injuries account for a large percentage of pediatric burn injuries, and many of them are preventable."

The campaign again uses two popular and child-friendly characters to showcase and share our messages: Boots and Brewster – a caped, cuddly bear and a googly-eyed teapot. In the materials, the pair leads children through the various rooms of a house, pointing out dangers, and how to easily correct or avoid them.

Both the hospital and temple PR personnel were provided with additional materials to assist with promoting the campaign, including press release and proclamation



templates, and a list of suggestions of ways to involve the local community.

In terms of media, the initial campaign activity generated 152 news clips, and more than 2 million overall media impressions, according to our report from Vocus.

Kerbala Shriners of Knoxville, Tenn., is an example of a temple with an active and successful Burn Awareness Week effort. On Feb. 6, the temple distributed materials to local schools and residents, in partnership with local fire departments, reaching more than 2,500 students. They also received great media coverage of their efforts.

IHOP's National Pancake Day Benefited Charities, Including Shriners Hospitals for Children



On Feb. 5, The International House of Pancakes (IHOP)

celebrated National Pancake Day by offering guests a free short stack of buttermilk pancakes. With every short stack of pancakes served, diners were invited to make a donation to designated organizations, including Shriners Hospitals for Children. The IHOP restaurants that

chose Shriners Hospitals for Children as the beneficiary of this event were primarily in Texas.

According to Noble Tom Smith, who works with the temples on this event, 24 temples were involved and had representatives (both nobles and ladies) at 280 IHOP locations, where they greeted customers, answered questions about our health care system and, in some cases, even helped cook pancakes.

The ever-popular Shrine clowns rotated to the different locations; mini-cars and mini motorcycles were displayed, and available for pictures, and there was even a Shriner calliope at one location. The all-day event raised \$473,000 for Shriners Hospitals for Children, Smith said.

Strengthening our Fraternity through the Legacy Program

For many men, being a Shriner is a family tradition. To honor these family traditions, Shriners International created the Legacy Program as a way to show pride in having generations of Shriners within one's family. The Legacy Program is open to all male Shriner family members including uncles, fathers, grandfathers, sons-in-law, etc. The program also honors and recognizes existing legacy families who started their Shrine heritage prior to the program's establishment in 2011. All families that meet the legacy criteria must complete the application on shrinersvillage.com.

To recognize Legacy families, Shriners International designated February as Legacy Month to honor those who display a keen sense of pride and commitment to the Shriners' fraternity within their own family lineage. Members of the program receive a gold Legacy pin and signed certificate from the Imperial Potentate and Imperial Recorder to commemorate their membership in the program. During Legacy Month, temples were encouraged to host Legacy Nights with family members and fellow nobles to honor members of the program and educate families on the importance of furthering their own Shrine lineage. Profiles of legacy families were posted on Shriners Village throughout the month to further recognize fraternity members who continue their Shrine legacy and values of the fraternity.

This year, the legacy stories of the Madsen and Sugden families were shared on Shriners Village. John Sugden, of Aleppo Shriners in Wilmington, Mass., is part of a Shrine lineage that dates back more than 90 years – his grandfather joined the fraternity in 1919. Now an employee of Shriners Hospitals for Children — Boston, Sugden proudly displays his grandfather's fez in his office. Imperial Potentate Al Madsen became part of the Legacy Program when his son, Paul, joined El Kalah Shriners in Salt Lake City in the summer of 2012. The Madsen family expects to continue their legacy as Paul's son hopes to become a Master



Mason and Shriner one day. As we learn of legacy families, we will continue to share their stories as a way to showcase the program and strengthen the fraternity.

To learn more about the program, please visit shrinersvillage.com.



News From Our Health Care Facilities

Researchers Discover Cause of Debilitating Bone Disease

Researchers at Shriners Hospitals for Children — Canada were the first to identify the genetic defect underlying a painful bone disease that causes an unusual series of symptoms including severe tooth decay, osteoporosis and spine fractures in teenagers.

Led by Frank Rauch, M.D., a pediatrician, and Pierre Moffatt, Ph.D., a basic scientist, the team discovered that a part of the RUNX2 gene was duplicated, and therefore caused a disease called metaphyseal

dysplasia with maxillary hypoplasia and brachydactyly, or MDMHB.

They were able to link the unusual series of symptoms observed in patients to the changes observed in the RUNX2 gene, which is essential for creating bone forming cells. In doing so, they established that these changes in the RUNX2 gene result in disordered bone cell production which is the cause of MDMHB. The discovery was published in *The American Journal of Human Genetics* in February.

Hospital has New Imaging Center

Shriners Hospitals for Children — Portland recently opened its state-of-the-art imaging center, complete with a new EOS Imaging System. This imaging system is the first technology capable of providing three-dimensional, full-body images of patients in a natural standing position, with a low radiation dose.

Research shows the EOS system leads to accurate, precise diagnoses and informed treatment of orthopaedic conditions. It may be particularly appropriate for use with children and adolescents due to the reduced radiation exposure, compared with conventional methods.

“EOS represents a true breakthrough, offering the most advanced low-dose X-ray technology for orthopaedic imaging,” said Michael Aiona, M.D., chief of staff. “We are very excited to bring this technology to patients in the community.”

The EOS system provides high-quality radiographic images of the patient skeleton. It also delivers a radiation dose up to nine times less than a computed radiography X-ray, and up to 20 times less than a CT (computed tomography) scan. This low dose makes the system of particular value for pediatric patients, especially children who need to be imaged frequently to monitor disease progression, such as those with scoliosis.

The EOS system is also the only three-dimensional, full-body technology capable of scanning patients in a weight-bearing standing or sitting position to capture natural posture and joint orientation. Research has demonstrated an intricate relationship between regions of the musculoskeletal

system, particularly between the spine and lower body.

The new imaging center was made possible through a directed-use gift from a friend of Shriners Hospitals for Children — Portland.

