

our INSPIRATION

A MONTHLY NEWSLETTER FROM SICKKIDS FOUNDATION

Helping cure childhood anemia, one Sprinkle at a time

Paediatric research at SickKids not only touches children in our own backyards, but even children in far away villages in the developing world. A great example of SickKids global outreach is the development of a product called Sprinkles.

Dr. Stanley Zlotkin, Head of Gastroenterology, Hepatology and Nutrition at SickKids developed Sprinkles – micronutrients including iron – in the late 1990s to help improve the health of hundreds of thousands of children who suffer from childhood anemia. Iron-deficiency anemia, often known as ‘hidden hunger’ is



the most prevalent nutrient deficiency in the world today. A lack of iron to the body can cause low hemoglobin levels. Hemoglobin carries oxygen to the body's cells and tissues. For children, the effects of iron-deficiency are far more severe than for adults and can include impaired motor skills and intellect, and reduced ability to learn.

Solving the childhood anemia problem has met with some challenges, as infants and children could not safely ingest pills and tablets, and syrups and drops had a low success rate because of their strong and unpleasant taste. Finally, through Dr. Zlotkin's research, Sprinkles was born – a dry, powdered, tasteless single-serving packet that is inexpensive to manufacture and simple to distribute. The powder is a mix of iron, vitamin C, D, A and zinc and can be mixed by a parent or caregiver into any home-prepared food.

Dr. Zlotkin's research into this global problem was made possible by the H.J. Heinz Company Foundation who over the years has contributed close to \$2 million to the Sprinkles project. Their support has allowed Dr. Zlotkin to take his research out of the lab and into the communities and villages.

Sprinkles research has shown, that those children who suffer from this condition can be cured of anemia or even prevented.

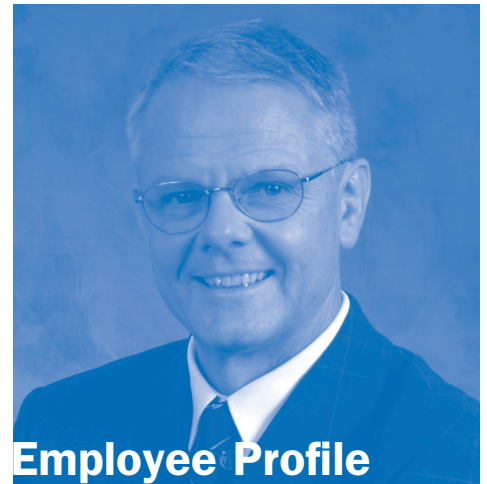
“Because of the support of Heinz, I have been able to hire staff and travel to countries to perform research studies internationally,” said Dr. Zlotkin. “Sprinkles wouldn't be what it is today without the support of the H.J. Heinz Company Foundation.”

The effectiveness of Sprinkles has been proven in such countries as Pakistan, Guyana, Bolivia and Bangladesh, with distribution channels developing in many other countries.

Anemia also affects children in Canada, and Dr. Zlotkin recently launched SuppleForte Iron Sprinkles, a commercially available version of Sprinkles that is being sold in the SickKids Specialty Food Shop.

How Donations Help SickKids

In February, SickKids Foundation granted \$4.3 million to the hospital, including \$85,000 to the Vaccine Assessment for Children with Altered Immune Systems research project under Dr. Upton Allen. Over the past 11 months the Foundation has granted more than \$60 million to the hospital.



Employee Profile

Meet Dr. James Rutka

Dr. James Rutka has been an integral part of the Division of Neurosurgery since he joined the surgical staff at SickKids in 1990. Specializing in paediatric epilepsy and brain tumour, his contributions to the research and treatment of these diseases has been recognized with several awards.

In 1993, Dr. Rutka, along with several patient families, established b.r.a.i.n.child (Brain Tumour Research and Information Network). This volunteer organization provides support and education to families caring for a child with a brain tumour. In 1997, Dr. Rutka and colleagues helped to establish the Arthur and Sonia Labatt Brain Tumor Research Centre (BTRC). Under his leadership, a team of over 50 scientists, clinician investigators, students and research associates works to advance our understanding of the molecular mechanisms which cause paediatric brain tumours. “It is this type of collaboration and support from the Research Institute and SickKids Foundation that makes SickKids so unique. I take great pride in being a part of SickKids – these scientists and physicians are all motivated to do better for the lives of children.”

Dr. Rutka has been equally involved with SickKids Foundation. In recent years, he has attended many fundraising events, including golf tournaments, dinners, and information days. Two of the signature events he attends annually for b.r.a.i.n.child are Meagan's Walk and Rigatoni for Research, which raise substantial funds for ongoing brain tumour research. “Attending these charitable events is something I look forward to as part of my job. The amount of work and time that families and friends dedicate to these fundraising events is truly inspirational.”

Thank you, Dr. Rutka!

GET INVOLVED: EVENTS FOR SICKKIDS

Check this column every month for fundraising events happening in our community for SickKids and join in the fun!

Under the Dancing Stars • April 1, 2006

Please join us for an incredible children's concert featuring Juno award winning children's performer Sandra Beech at 10 a.m. at the Winter Garden Theatre. A great family event with many prizes to be won. This event will benefit SickKids Foundation in memory of Julian McMahon who passed away in December after a very courageous battle. Tickets are \$25 each and can be purchased by calling Ticketmaster at 416 870 8000 or www.ticketmaster.ca.

Browns Fashion Dance Spectacle • April 5, 2006

Browns and SickKids Foundation invite you to Hazelton Lanes at 7 p.m. for a glamorous evening featuring the newest fashions from Browns Shoes. The evening boasts a spectacular fashion show with music, drinks, private shopping, and much more. The event will be catered by Sotto Sotto and wines of South Africa will be featured, making this a truly memorable experience. All of the funds raised for the evening will benefit The Philip Witche! Fund for Cardiovascular Research at SickKids. For tickets or more information please contact Deb Bassett at 416 813 6166, ext. 2357 or deb.bassett@sickkids.ca.

The Banana Bash • April 6, 2006

Celebrate love, life and good health. Wake up from Winter to live music, great food, a silent auction and more. The event will take place at the Capital Event Theatre in Toronto. Proceeds will support Clinical Research in Haematology/Oncology at SickKids. Tickets are \$40 each. For more information and to purchase tickets visit www.bananabash.ca.

An Enchanted Evening • April 9, 2006

A fun-filled gala for families benefitting SickKids Foundation. There's a world of entertainment and excitement waiting for the whole family at An Enchanted Evening. For tickets or more information please contact Vivien Glencross at 416 813 7816 or vivien.glencross@sickkids.ca.

Kaitlynn's Blades in Motion: Miracles on Ice • April 23, 2006

Come by the Listowel Memorial Arena and enjoy a fun packed day of ice sports showcased to raise funds for the GI Unit and Marnie's Lounge at SickKids. Organized by Kaitlynn Schildroth, a 16-year-old competitive figure skater from Listowel, this showcase will demonstrate all ice sports that are performed or played in arenas by our youth. For more information or to make a donation, contact Kaitlynn at 519 291 4522.

SCORE! Art Exhibition • May 10, 2006

Petroff Gallery's SCORE! Exhibition will showcase 40 sports-themed contemporary works of art under one roof "for the love of the game". Works of art by an all-star team of Canadian athletes, sports journalists and commentators. Proceeds from the sale of these works of art will benefit SickKids Foundation. For more information please call Jeffrey Petroff at 416 782 1696 or visit www.petroffgallery.com.

Children's Trunk Show • May 10, 2006

The 6th Annual Children's Trunk Show will be held at Swansea Town Hall, 95 Lavinia Avenue, Toronto on May 10. The twice yearly show delivers excellence in quality and workmanship, combined with creativity and flare by offering products and services exclusively for children, family and home. SickKids Foundation is the onsite charitable partner selling our BelieveWear merchandise and a portion of admission will be donated to the Foundation. More information on vendors and the 2006 show can be found at www.childrenstrunkshow.com.

A hug like no other

Do you love SickKids so much that you want to hug it? Well here's your chance. This Mother's Day, May 14, join as thousands link arms to form a human embrace around SickKids.

Meagan's Walk: Creating a Circle of Hope – is an annual five kilometre Walk that begins at Ontario Place and ends at SickKids. At the completion of the Walk, participants, patients and staff gather around the building to create a giant human "hug". The hug is a symbol of strength and support for all the patients, families and staff within the building. Last year, over 2,000 people walked and joined hands around the hospital.

This unique event was initiated in 2001 by Denise Bebenek who lost her five-year-old daughter Meagan to an inoperable form of brain cancer.

To date, the Walk has raised over \$600,000 for paediatric brain tumour research. This year that number is expected to grow significantly as Meagan's Walk expands beyond Toronto to Guelph, London and Ottawa. The funds from each Walk will be donated to the Meagan Bebenek Endowment Fund at SickKids and a local charity in each outside community.

On Wednesday, April 26, SickKids will launch Meagan's Walk with a Japanese Crane Ceremony for the children of SickKids. Students from various schools around the city will gather on the front lawn of the hospital to perform the 'Meagan Song' and participate in a traditional Japanese ceremony for hope and healing. During the event, 1000 paper cranes will be presented to a SickKids patient being treated for brain cancer. The event is a re-creation of the ceremony held on May 2, 2001, when Meagan was very ill. Mike O'Mahoney, SickKids Foundation President, will emcee the event and Denise Bebenek will be present to deliver a heartfelt speech about what this ceremony and the Walk mean to her and the SickKids community.

Staff are invited to attend both events and are encouraged to tell patients and families to participate. For more information on the Japanese Crane Ceremony, please contact Seanna Dempsey at ext. 2936. For all other Meagan's Walk inquiries, visit www.meaganswalk.com.

Tune into Fairchild TV's SickKids Telethon

Don't forget to watch the Fairchild Telethon which will air on April 29 from 8:30 p.m. to 10:30 p.m. Fairchild Television is a Chinese media outlet that has been fundraising for SickKids since 1998 and has raised over \$700,000. This year's broadcast will feature compelling patient stories and staff interviews from our Cantonese/Mandarin speaking staff and families, as well as English-speaking interviews which will be subtitled. This broadcast will allow us to share the SickKids story with our Chinese community and will highlight the diversity of our patient population. For more information on the Fairchild Telethon please contact Anita Mah, ext.2037 or anita.mah@sickkids.ca.



Our Inspiration is published for the staff of SickKids by SickKids Foundation.

For submissions, inquiries, or comments, contact lindsey.walsh@sickkids.ca or call 416 813 7314.

THE DEADLINE FOR THE APRIL 24TH ISSUE IS FRIDAY, APRIL 14TH AT 5PM

SickKids
FOUNDATION