



## **Museums for America**

Sample Application MA-20-17-0100-17

Project Category: Community Anchors

Funding Level: \$5,000 – \$500,000

### **San Diego Zoo**

Amount awarded by IMLS: \$473,847

Amount of cost share: \$584,650

Attached are the following components excerpted from the original application.

- Abstract
- Narrative
- Schedule of Completion

Please note that the instructions for preparing applications for the FY2018 Museums for America grant program differ from those that guided the preparation of FY2017 applications. This year, the maximum that may be requested from IMLS is \$250,000. Be sure to use the instructions in the FY2018 Notice of Funding Opportunity for the grant program and project category to which you are applying.

## ABSTRACT

San Diego Zoo Global (SDZG) requests a \$473,847 grant from the IMLS Museums for America program to implement *Bringing Community Catalysts Together Through San Diego Zoo Kids Channel*. This project, which serves ill children and their families, caregivers, and clinicians, deploys an innovative digital platform to bring healing and happiness to children when they need it most.

SDZG discovered the need for San Diego Zoo Kids organically. We received repeated feedback from clinicians and caregivers about the healing properties of our live-streaming panda cam. Clinicians stated that patients who viewed panda cam experienced less pain, were able to sleep through the night, had less depression, and took less medication. In fact, clinicians began considering it a treatment that they named panda therapy.

During a one-year pilot program, SDZG developed a technology-driven connector between animals and a population of children that need connections to animals in therapeutic ways. San Diego Zoo Kids is a 24-hour, commercial-free broadcast channel that combines compelling video from San Diego Zoo and more than 20 zoo and aquarium partners to create educational, entertaining, and enjoyable animal stories that children—and their parents—can experience during their stay in a children’s hospital, pediatric facility, Ronald McDonald House, or hospice center.

With support from IMLS, SDZG will bring San Diego Zoo Kids to 75 pediatric facilities around the country. Half of the children served will be Medicaid patients. Over 2 million face chronic diseases such as cystic fibrosis, diabetes, and asthma that require on-going treatment. The channel not only offers young patients comfort and hope, it also provides an invaluable learning resource for them. Particularly important are the stories of animals facing medical challenges including cancer, heart disease, and the loss of a limb. These stories help the children realize they are not alone in their struggles. Children’s hospitals also report that the channel provides an invaluable calming effect when used in emergency rooms and during flu shot clinics.

San Diego Zoo Kids is currently hosted at more than 80 facilities in 26 states and reaches more than a million children each year. This request will distribute the channel to 75 more facilities across the U.S., impacting a million more children by the end of three years. Half are from low-income families. SDZG will also bring together children’s hospitals, Ronald McDonald Houses, pediatric facilities, and hospice centers with their local zoos and aquariums to provide this therapeutic service to children.

SDZG’s vision is to lead the fight against extinction and this project is an important component in this fight to save one species at a time. The patients and their families will see examples of conservation efforts underway in their communities and those throughout our country and world. When they return home, they will be inspired to visit their local zoo and aquarium and become involved with conservation efforts around the world.

We have seen demonstrative evidence of the positive impact of San Diego Zoo Kids on sick children and their families. In the Phase I evaluation, 95% of caregivers agreed that children enjoyed watching the channel and 85% felt that the channel made them happy. In the Phase II Evaluation, 100% of children stated they enjoyed watching the channel and 95% of parents stated that the program provided a distraction from the discomfort their children were feeling. Even during a family’s most challenging times, we find the channel makes a palpable difference as demonstrated in the following testimonial from a parent at Ronald McDonald House of Intermountain Area: “Our son had the fight of his little life here. While on hospice we would put the zoo channel on and he loved it. Even though our son passed away, we will be grateful we had access to see animals in our room and for the joy it brought to our little fighter and angel.”

Ongoing evaluation of the channel is integrated into the project plan. The evaluation strategies are matched to the project emphasis on community needs and connections and a variety of models inform the evaluation plan design. We purposely place equal emphasis on formative, in-process feedback and monitoring and summative judgments of worth. The intent is to provide data that can be used to monitor and improve the project along the way, and offer evidence of project impact, based on the defined outcomes. Evaluation results will be shared within the organizations that involve zoos, aquariums, children’s hospitals, and Ronald McDonald Houses and will help to expand the program’s reach further.

## NARRATIVE

### **1. PROJECT JUSTIFICATION**

- ***What do you propose to do?***

San Diego Zoo Global (SDZG) proposes to bring together zoos, aquariums, and children's health care facilities throughout the United States to create and distribute therapeutic San Diego Zoo Kids programming to young patients during their challenging hospital visits. IMLS funding will provide this programming to 75 of the over 400 children's hospitals, pediatric units, Ronald McDonald Houses, and children's hospice facilities across the nation. As part of this multi-faceted request, SDZG will also forge partnerships between zoos, aquariums, hospitals, and Ronald McDonald Houses located in close proximity to each other—many of which will work together for the first time—to benefit their communities for years to come.

San Diego Zoo Kids is a broadcast channel designed for hospitals that provides an educational and heartwarming look at zoos and aquariums, giving young patients something to learn from and smile about as they recover from illness or injury. Fascinating footage from live animal cams, keeper and scientist interviews, and field research is used to create entertaining and enjoyable animal stories that children—and their parents—can experience during their stay in a hospital.

Through a channel added to a hospital's television network, children learn about animals from the keepers who care for them at the San Diego Zoo and more than 20 American zoo and aquarium partners. They can watch giant pandas at play, elephants tussling in a pool, and orangutans enjoying treats. Children can view short, age-appropriate stories about lowland gorillas growing up, how researchers find koalas in Australia's forests to help with conservation efforts, how giraffes select a babysitter to watch the calves while they go out browsing, and how animals take their medicine. Especially important is the ability for children to see animals experience the same medical challenges that they face from diabetes and cancer to heart disease or losing a limb. These stories have been, and will continue to be, written and produced by SDZG in collaboration with local zoos and aquariums in communities where the channel is featured. The children may not be able to visit their local zoo or aquarium due to their medical condition, but we can bring heartwarming, therapeutic animal connections to them in the hospital and Ronald McDonald House.

- ***What community need, problem, or challenge will your project address and how was it identified?***

There are limited opportunities for children's hospitals and Ronald McDonald Houses to provide comfort and joy to children and their parents during significant pediatric medical care. With a grant from IMLS, SDZG and its partner zoos and aquariums will address this community need by providing high-quality children's television programming to 75 children's care facilities throughout the United States.

Many facilities rely exclusively on their cable television programming as a distraction tool for their patients. This is particularly alarming as studies show children in hospitals are often exposed to inappropriate television content, despite recommendations by the American Academy of Pediatrics. The Center on Media and Child Health reported that, out of 199 pediatric patients, 91% watched television during their observation times and 53% were exposed to inappropriate content.<sup>i</sup> This presents significant challenges for hospitalized children and their path to recovery, including:

- 1) Children's media can be significantly violent. A 2011 survey of the 23 all-time most popular animated films recorded 906 physically violent acts and 269 cases of verbal aggression. One violent act was shown, on average, every 1.7 minutes.<sup>ii</sup>
- 2) Symptoms of being frightened or upset by TV shows can include anxious feelings, not wanting to be alone, withdrawal, fear that something bad will happen to them, and sleeplessness. The Seattle Children's Research Institute linked viewing violent programming as likely to affect the quality of young children's sleep, making it harder for them to fall asleep and more likely to have nightmares.<sup>iii</sup>

Ill and injured children are extremely vulnerable. Becoming frightened or upset by watching television creates additional stress and limits the full efficacy of their prescribed care regimen. Yet television is still the most frequent tool used to distract hospitalized children, especially those who are confined to their rooms. San

Diego Zoo Kids is commercial-free and contains no violent, sexual, or political content. It features one- to seven-minute segments created especially for young patients who cannot focus for long periods of time.

This community need was first identified by SDZG after receiving letters from hundreds of parents and health care providers across the globe, explaining how the Zoo's "panda cam" provided relief and comfort for their children or patients during medical procedures. These letters resulted in the creation of a taskforce to assess the need for more extensive SDZG programming content for children's hospitals. After contacting numerous children's hospitals and Ronald McDonald Houses, our team learned that many facilities do not have the resources, staff time or expertise to create and provide these critical services for their patients. They were thrilled to learn of SDZG's interest in expanding its digital programming, and many were among the first to request this service for their community. Today, the San Diego Zoo Kids channel is featured at more than 80 children's hospitals and Ronald McDonald Houses, with installations being added to more than 40 facilities over the next six months. Requests from children's hospitals and Ronald McDonald Houses for this community service continue to grow, and we hope with IMLS funding to meet this community need.

- ***How will the community benefit from your project?***

Zoos, aquariums, children's hospitals, and Ronald McDonald Houses provide vital services for their communities and the audiences they serve. Their missions are uniquely entwined, sharing a common mission of "saving, healing, caring, and nurturing." Yet, even with a likeminded community focus, many of these organizations have limited resources to collaborate together to address pressing needs in their community. This project will bring together experts from zoos, aquariums, and health care facilities across the U.S. to improve the quality of life for young patients and their families during an extended stay at a hospital. This collaborative effort will address the needs of the most fragile families across America's communities. The San Diego Zoo Kids programming will benefit young patients at 75 additional children's hospitals and Ronald McDonald Houses, with special emphasis on children from low-income families. Approximately one-half of all children who seek care at children's hospitals receive paid care through Medicaid. Of these 33 million children, approximately 2 million require ongoing care for medically-complex, long-term conditions.

- ***How will your project advance your institution's strategic plan?***

San Diego Zoo Global's mission is to save species worldwide by uniting our expertise in animal care and conservation science with our dedication to inspiring passion for nature. Our vision is to lead the fight against extinction. Our strategic plan, *The Call*, provides a framework for our mission, vision and strategic priorities. Our strategic priorities include three crucial elements that will bring our vision to life: Unite internally and externally, with a laser focus on our cause; Fight against extinction of animal and plant species; and Ignite a life-changing passion for wildlife. Two of these three major tenets align directly with this project. They include Unite: Focus on stemming the tide of species extinction by...building a mighty league of external collaborators and, Ignite: Awaken a global audience to take personal responsibility for the future of wildlife.

San Diego Zoo Kids reaches into communities nationwide to a mighty league of external collaborators—children's hospitals and Ronald McDonald Houses, and in many cases, their local zoos—to deliver to young patients wholesome, soothing and delightful content based on the extraordinary animals and plants of our natural world. Thus far we have over 80 collaborating care facilities across the U.S. and more than 20 collaborating zoos, with the potential to reach a much greater audience.

Research has shown that local communities must become engaged and involved to save wildlife. Every community within our country is home to species that have been impacted by human activity. San Diego Zoo Kids lets children know of the measures being taken to ensure that there is a mighty league of caregivers who work on behalf of wildlife, protecting them in managed care and in the wild. It also introduces children to the career possibilities in wildlife conservation, and to the easy, practical steps each of us can take in our daily lives to help conserve rare animals and plants locally and globally for future generations.

In 1916, our founder, Dr. Harry Wegeforth dedicated the Zoo to the children of San Diego. This long-standing commitment to children, education, and inspiring a passion for wildlife remains an integral part of our organization's mission, vision and strategic plan. SDZG serves more than 400,000 learners annually through 90 programs on site and through outreach and millions more through digital offerings that are accessed by individuals around the world. Helping people connect with nature is the very core of this work.

- ***How will your project address the goals of the Museums for America program and the Community Anchors project category?***

The design of the channel, its content and delivery technology makes it work for any facility across the nation—whether it be a small or large facility, urban or rural, or whether the hospital is associated with a Ronald McDonald House or is a stand-alone children's hospital. What is remarkable about the San Diego Zoo Kids channel is that it brings together hospitals, pediatric care facilities, and zoos and expands their partnerships in ways we would have never imagined when the program debuted. In this way, our work is helping to connect children with nature, but also connect local zoo and aquarium staff with health care facilities in their regions.

With IMLS support, we will expand the reach of the San Diego Zoo Kids channel to benefit millions of young patients at 75 children's hospitals and Ronald McDonald Houses across the country. Our ultimate goal is to bring this community service to 400 children's health care facilities nationwide, and this request to IMLS will help us achieve this significant goal. Our foundational network of more than 80 hospitals has provided opportunities to improve and enhance the programming and logistics. We also conducted an initial evaluation, led by James Marshall, Ph.D. of San Diego State University, of the program and its perceived impact to children, parents, and caregivers. With this solid foundation in place, now is the time to expand the channel's reach and, in turn, expand and deepen the connections between children and nature.

## **2. PROJECT WORK PLAN**

- ***What specific activities, including evaluation and performance measurements, will you carry out?***

The performance goals for this project are as follows:

- 1) Facilitate long-term community partnerships between zoos, aquariums, children's hospitals, Ronald McDonald Houses, and children's hospice facilities as well as businesses and philanthropists throughout the country to provide healing and happiness for ill children and their families.
- 2) Assist health care providers and parents by providing a distraction for ill children in children's health centers in the United States.
- 3) Inspire patients with enriching, animal-oriented content that develops a passion for wildlife and its preservation, while also raising awareness of species in the communities where the channel is featured.

IMLS funding would bring the San Diego Zoo Kids channel to 75 children's hospitals and Ronald McDonald Houses, over a three-year period. First, our San Diego Zoo Kids team will contact interested children's hospitals and Ronald McDonald Houses. They will meet with key staff members to determine the community care facility's specific needs and goals for the programming. A technical meeting will then help determine equipment needs. SDZG will forge partnerships between the care facility and its local zoo and/or aquarium. The channel will be launched at media events, featuring segments filmed at the zoo and/or aquarium.

Ongoing evaluation is integrated into this project plan. The evaluation strategies have been matched to the project emphasis on community needs and connections. A variety of models and frameworks inform the design of this evaluation plan.<sup>iv</sup> We purposely place equal emphasis on formative, in-process feedback and monitoring and summative judgments of worth. The intent is to provide data that can be used to monitor and improve the project along the way, and offer evidence of project impact, based on the defined outcomes.

Formative measures will monitor the extent to which the project is on track to complete stated tasks. Areas of inquiry include: (1) tracking of targeted facilities for San Diego Zoo Kids channel implementation; (2) progress against established timelines, from agreement to installation and "go live" dates for channel availability; and (3) a pre/post implementation checklist with each participating facility to record beliefs and

attitudes regarding the channel's ability to address an established need and San Diego Zoo Global's support as a community partner in accomplishing the same.

Summative measures will evaluate the program through: (1) project partner surveys, collected from San Diego Zoo Global project personnel, and key contacts at each of the 75 participating facilities (targets performance goal 1, and beliefs regarding performance goals 2-5, and incorporated selected IMLS Performance Measure Statements); (2) structured interviews with a selected set of participating facilities (12 facilities selected to represent key demographics, including location, population served, size of facility, etc.) (targets project performance goal 1); and (3) continued evaluation of the channel's impact, as measured by data collected from children, parents and caregivers, with a subset of participating facilities (6 facilities selected based on key demographics) (targets project performance goals 2 and 3). An evaluation plan will be formulated in the first six months of the program, and implemented throughout the first and second years. Results will be used to make program improvements and optimize the second and third years of the program, where necessary.

- ***What are the risks to the project and are they accounted for in the work plan?***

The biggest challenge for the roll out of the programming is the amount of time it takes for some hospitals to achieve approval from their IT Department to add the channel's equipment to their network. The fastest installation to date was completed 2 weeks and the longest required 2 years. We have averaged out the timing for an installation at 7 months to ensure we can meet our project time line. We will work closely with each facility to ensure a smooth and effective project implementation.

- ***Who will plan, implement, and manage your project?***

Project Director Debra Erickson will oversee the project implementation. Ms. Erickson has been Marketing Director overseeing Communications and Interpretation at San Diego Zoo Global since 2007. She has a M.A. in Educational Technology and Instructional Design from San Diego State University. In 2010 and 2014, Ms. Erickson and her team received the Marketing Excellence Award from the Association of Zoos and Aquariums. Ms. Erickson has overseen San Diego Zoo Kids since its inception. Ms. Erickson will coordinate the project including meetings with children's hospitals, Ronald McDonald Houses, and Zoo staff, with the technical consultants and manage the project timeline. She'll ensure successful equipment installation and that the community anchors have the communications tools necessary to share the channel with their patients' parents.

Production Manager Kim Turner and a Systems Analyst will oversee the daily work of interfacing with the technical consultants to ensure that each facility receives the equipment and can install it without issue. The Production Manager has overseen the daily video and photo production for San Diego Zoo Global for over 12 years and the Systems Analyst will interface with our technical consultants when needed.

Our technical consultant, Jonathan Feld, President of ComSat AV, is an expert in the installation of AV systems in hotels, hospitals, and other facilities that rely on uninterrupted, 24-hour a day access to cable content. Mr. Feld and his team have worked with every one of the 80 facilities to date, through a variety of different analog and digital systems as well as different security parameters. They successfully installed the channel at each site. The President for Neocast, Ken Goldberg, has experience in providing players for over 250 hospitals. Our San Diego Zoo Kids Advisory Board is instrumental to the success of the program. The board includes children's hospital presidents and COOs as well as individuals from the broadcast field and presidents of Ronald McDonald Houses. They provide guidance and introductions to facilities around the country.

- ***When and in what sequence will your activities occur?***

Our Project team will contact facilities in October 2017 to inform them that we received IMLS funding to bring the San Diego Zoo Kids channel to them at no cost. The Zoo will select 25 facilities each year, over three years, reaching a total of 75 installations by the end of year three. Our San Diego Zoo Kids Advisory Board as well as our work through the Children's Hospital Association will help us to select the facilities.

The installation of the channel takes place in multiple steps. First, the facility completes a technical survey that details the configuration of their AV and IT system. From this survey and subsequent meetings, the player and the appropriate support hardware is identified and sent to the facility. Parallel to the equipment testing, organizations gain approval to add the player to their network from their internal IT committees and they complete a MOU stating they will receive the channel for five years at no cost.

Over an eight-month period, our team will work with the zoo, children's hospital, and Ronald McDonald House to plan a media event that includes filming San Diego Zoo Kids stories at the local zoo/aquarium. The local zoo proposes a series of stories that include conservation and animal medical stories. For example, when filming at Utah's Hogle Zoo, we created stories on Why Elephants Don't Get Cancer (in conjunction with Huntsman Cancer Center and Primary Children's Hospital), and How Animals Get Their Medicine. Zoo animals sometime need the help of the children's hospital doctors and we highlight those stories too.

Project evaluation will be accomplished in parallel with project implementation. Formative evaluation, including process measures, will be assessed throughout each program year. Six months following program launch, each facility will engage in a structured interview that explores internal (hospital) and external (community) opportunities provided by the channel. We will identify six facilities in year 1 and six facilities in year two which will be asked to participate in the impact evaluation effort described later in this proposal.

- ***What financial, personnel, and other resources will you need to carry out the activities?***

San Diego Zoo Global has invested 10 years into developing the capacity to create San Diego Zoo Kids. We request \$473,847 from IMLS to bring San Diego Zoo Kids channel to 75 children's hospitals and Ronald McDonald Houses around the country. The Project Director, Production Manager, Systems Analyst, Senior Videographer, and Public Relations Representative will allocate their project time as an in-kind match. Our technical consultants will work with the Systems Analyst, who will oversee daily work, to ensure the installation of all of the equipment at each site.

- ***How will you track your progress toward achieving your intended results?***

The Systems Analyst oversees the San Diego Zoo Kids master database that provides details for each facility, including technical specifications for the site, equipment provided, and the equipment and labor costs associated with the installation. A master installation summary report is updated as each facility commits to installing the channel, when they receive their equipment, and when installation is finalized. The Systems Analyst maintains the database while the Project Director maintains the master installation summary report. The project team will meet with the evaluator on a quarterly basis to review formative data and progress toward project outcomes, in an effort to optimize and coordinate all efforts towards the stated results.

- ***How and with whom will you share your project's results?***

The project results will be shared throughout the term of the project and afterwards. Many of the project sites will participate in media launches where local coverage is gained. These launches are shared on the San Diego Zoo Kids website and Facebook page. The content is also posted on the hospital's and local zoo's social media pages and websites. We will publish the evaluation results and will deliver presentations on the project at the annual meetings of the Association of Zoos and Aquariums, American Alliance of Museums, and the International Zoo Educators Association. It will also be shared at the Children's Hospital Association meetings and with community officials during each media event launch. Our advisory board member on the Ronald McDonald House leadership group will share the results to its national partners. In addition to reaching out to the hospitals and Ronald McDonald Houses in each community, we will connect with local government officials to share the benefits of the channel to their community and also involve them in the media event.

### **3. PROJECT RESULTS**

- ***Choose the Performance Measure Statement(s) appropriate for your project and describe how you will collect and report the corresponding data.***

San Diego Zoo Kids has a broad impact and is featured at more than 80 facilities in 26 states. IMLS funding will support the equipment costs for 75 more facilities nationwide. When the San Diego Zoo partners with a local children's hospital, Ronald McDonald House, and their neighboring zoo, it acts as a catalyst. In most cases, the three facilities have not worked closely together. After the channel launched in Salt Lake City, Utah's Hogle Zoo formed its first partnership with their local Ronald McDonald House. The zoo now brings animals to the facility each month and provides activities for the patients. As a result of the channel, the Hogle Zoo now provides complimentary zoo admission for all patients and their families. In Billings, Montana, the hospital, zoo, and Ronald McDonald House were able to raise \$14,000 for the installation equipment. Since that time, the St. Vincent Hospital has also expanded its relationship with both facilities and had a fund-raising first, raising over one million dollars for its new animal-themed pediatric unit, due to the groundwork laid through the networking and fundraising efforts for the channel.

Our Performance Goal addresses community, as defined by IMLS: *Strengthen museums and libraries as essential partners in addressing the needs of their communities*. The following table provides our selected measures and a description of the data collection strategy for each. Note: Respondents use the provided Likert agreement scale to rate each question.

<b>Measures for San Diego Zoo Global</b>	<b>Data Collection Strategies</b>
My organization is better prepared to develop and maintain on-going relationships with community partners.	These questions will be integrated into a comprehensive, evaluator-developed online survey. San Diego Zoo project team members, who have direct contact with implementing facilities, will complete the survey. The selection of personnel includes project managers, technology liaisons and videographers.
My organization is better prepared to share knowledge and other resources as an active contributor to problem solving in the community.	
<b>Measures for Implementing Facilities</b>	<b>Data Collection Strategies</b>
The museum or library offers programs, services, or resources that address community needs.	These questions will be integrated into a comprehensive, evaluator-developed online survey. The project manager at each of the implementing facilities will complete the survey.
The museum or library is an active contributor to problem solving in the community.	

- ***Describe your project's intended results. How will the knowledge, skills, behaviors, and/or attitudes of the intended audience change as a result of your project?***

Formal evaluations of many of the zoo's education programs have shown tangible increases in knowledge and attitude change. A program evaluation of the San Diego Zoo Kids pilot conducted in 2014 at Sanford Children's Hospital provided promising indicators of the program's efficacy. Informed by findings of this initial study, the channel made enhancements to its programming. This included integrating additional, community-based segments from partner zoos in cities where a hospital was implementing the channel. The amount of programming available to watch also increased following the initial evaluation period.

A Phase II program evaluation of the channel is currently in progress at four sites (three hospitals, one Ronald McDonald House). While we are in the midst of data collection, preliminary Phase II findings from 31 children and 40 parents suggest increased impact across most key measures, relative to the initial study. The following table summarizes key findings from these two evaluation efforts.

	<b>Pilot Study</b>	<b>Phase II Evaluation</b>
<b>Sample:</b>		
Children	18	31 to date



	Pilot Study	Phase II Evaluation
Parents	17	40 to date
Caregivers	20	Collecting data
<b>Finding 1: Children enjoy watching Zoo Kids TV.</b>		
Percentage of children indicating that they liked the Zoo Kids TV programs they watched.	94% of children	100% of children
Percentage of parents indicating that they believed their child enjoyed watching Zoo Kids TV.	71% of parents	91% of parents
Percentage of caregivers indicating that the children they observed appeared to enjoy watching Zoo Kids TV.	95% of caregivers	Collecting data
<b>Finding 2: Children feel happy, when watching Zoo Kids TV.</b>		
Percentage of children indicating that watching Zoo Kids TV made them feel “good” or “very good”	61% of children	88% of children
Percentage of parents who “agreed” or “strongly agreed” that Zoo Kids TV made their child feel happy.	81% of parents	90% of parents
Percentage of caregivers who “agreed” or “strongly agreed” that Zoo Kids TV made children feel happy.	85% of caregivers	Collecting data
<b>Finding 3: Parents find Zoo Kids TV to provide something enjoyable on which their child can focus.</b>		
Percentage of parents who “agreed” or “strongly agreed” that Zoo Kids TV provided a helpful focus while in a facility	71% of parents	95% of parents
Percentage of parents who “agreed” or “strongly agreed” that it appeared to counter any discomfort their child was feeling.	47% of parents	95% of parents
Percentage of parents who “agreed” or “strongly agreed” that it helped their child focus on something enjoyable, aside from his or her reason for being in a facility	88% of parents	91% of parents
<b>Finding 4: Clinicians in hospital settings deem Zoo Kids TV a helpful focus for their patients.</b>		
Percentage of caregivers who “agreed” or “strongly agreed” that Zoo Kids TV provided a helpful focus while in a facility	84% of caregivers	Collecting data
Percentage of caregivers who “agreed” or “strongly agreed” that Zoo Kids TV appeared to counter any discomfort their child was feeling.	50% of caregivers	
Percentage of caregivers who “agreed” or “strongly agreed” that it helped their child focus on something enjoyable, aside from his or her reason for being in a facility	100% of caregivers	

- What tangible products will result from your project?***

The value of bringing San Diego Zoo Kids to an additional 75 facilities throughout the U.S. is immeasurable. The channel not only brings happiness and hope to families when they need it the most, it also provides educational programming that brings children closer to animals and nature. Every month we receive feedback from parents about the healing properties of the channel.

- How will you sustain the benefit(s) of your project?***

The benefits of San Diego Zoo Kids will be sustained in every community where zoos and pediatric care facilities come together as partners. Content for the channel will be maintained free of cost for five years, after which time subscriptions will carry the program forward.

## SCHEDULE OF COMPLETION

IMLS Museums for America Grant

## Bringing Community Catalysts Together Through San Diego Zoo Kids Channel

October 1, 2017 – September 30, 2020

	Year 1				Year 2				Year 3			
	Q4 2017	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Key Project Activities</b>												
Contact facilities	X	X	X	X	X	X	X	X	X	X		
Order players	X				X							
Order modulators and filters	X	X	X	X	X	X	X	X	X	X	X	
Conduct technical meetings	X	X	X	X	X	X	X	X	X	X	X	
Conduct Childlife meetings	X	X	X	X	X	X	X	X	X	X	X	
Oversee installations		X	X	X	X	X	X	X	X	X	X	X
Contact zoos and aquariums		X	X	X	X	X	X	X	X	X		
Arrange for community channel launches		X	X	X	X	X	X	X	X	X	X	X
Film at zoos/aquariums		X	X	X	X	X	X	X	X	X	X	X
Edit channel segments		X	X	X	X	X	X	X	X	X	X	X
Develop evaluation instrument		X	X									
Deliver conference presentations								X	X			
Recruit additional Advisory Board members	X	X	X	X	X							
Conduct Advisory Board meetings	X	X	X	X	X	X	X	X	X	X	X	X
Create evaluation MOUs and IRBs			X	X	X							
Implement evaluation data collection					X	X	X	X	X			
Evaluate preliminary evaluation results						X	X	X	X			
Complete evaluation										X		
Complete annual report				X	X				X			X