

# Starlight Hospital Wear

## Program Overview



Hospital wear is often a source of discomfort for seriously ill children. It leaves them feeling exposed or embarrassed in an already overwhelming situation. The transition from their clothes to hospital gowns is one of the highest stress moments in a child's hospital journey. Also, traditional hospital gowns do not easily accommodate certain medical procedures or patient needs. Starlight Gowns™ meet both the functional requirements of hospital staff and the psychosocial needs of kids. They replace unattractive, uncomfortable, and embarrassing hospital gowns with ones that are high-quality, comfortable, and brightly colored. Starlight Gowns come in a variety of fun designs, including superheroes, sports teams, and kids' favorite characters, making them far superior to traditional gowns.



*"When kids receive a cool hospital gown, it changes their whole experience," Kelsey explained. "I've seen parents moved to tears when I hand their child a Starlight Gown and they smile. They didn't expect their child to smile at all during the hospital visit."*

—Kelsey Davis, MS, CCLS, John's Hopkins Children's Center

## Reach

Since 2016, **261,309 Starlight Gowns** have been distributed to seriously ill children at **394 hospitals and pediatric units** in all 50 states.

## Program Impact



### Comfort

*"As a mother to a medically complex child, my main goal is keeping her comfortable in the hospital. These gowns are so soft that I never have to worry! It's like she's wrapped in a blanket!"*

—Laurie C., Starlight Mom, Advocate Children's Hospital

- Starlight Gowns have been specifically designed with input from Certified Child Life Specialists and clinicians to ensure that they are softer than regular gowns, provide coverage, movement, accessibility, and fit. These attributes all provide physical comfort to children.



## Socialization

- Starlight Gowns feature brightly colored, engaging, and fun designs that provide ongoing opportunities for connection and conversation between children, families, and medical staff.
- 86% of staff reported that Starlight Gowns make it easier for medical staff to build rapport with seriously ill children and their families.<sup>1</sup>



## Normalization

*"When wearing a Starlight Gown, our son's experience during treatments gave color and the feeling of being home. The Starlight Gown gave inspiration to our family. It not only gave an impression and feeling of being home, but it gives an impression of being normal. 'Normal' is a simple word in definition, but to us, it's defines hope, and hope gives you the strength to continue fighting."*

—Lovely, Starlight Mom

- 92% of family survey respondents agree or strongly agree that their child feels better about how they look in a Starlight Gown than a traditional hospital gown.<sup>1</sup>



## Procedural Support

- The average hospital gown does not easily accommodate certain medical procedures, such as connecting IVs or taking X-rays. 86% of families and 87% of staff report that the Starlight Gown's design makes performing these routine tasks easy and efficient for medical staff and less stressful for children.<sup>1</sup>



## Emotional Support

- *"The gowns have been a great addition as this gives patients comfort and something they can relate to."*

—Jessica Claspill-Garcia, CCLS, Good Samaritan Hospital

- Starlight Gowns become an outlet for children to express their emotions and their identity through play and their appearance.

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## The Future

- Starlight's ultimate goal is for every hospitalized child to receive a Starlight Gown.
- Starlight plans to launch its first ever Evergreen Gownline.
- Starlight will reveal and launch a new gown pattern that will feature side pockets and new snaps for patient privacy and comfort.
- Starlight will conduct focus groups with Certified Child Life Specialists and clinicians to determine the most impactful additions to the Hospital Wear program (i.e. pants, socks, blankets etc.).

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<sup>1</sup> Rackow, A., Ishofsky, R., & Ostrow, A. (2018). Starlight Gowns: Pilot Program Research and Evaluation Report(Rep.). WhyWhisper.