



## Partnership Highlight

This month the Lids Foundation donated \$100,000 to Hope for Henry to fund the expansion of Hope for Henry's Super Rewards for Super Kids program to a minimum of five new hospitals. Hope for Henry's Super Rewards for Super Kids is a transformative program, grounded in data and evaluation, that is the culmination of nearly two decades of innovation. It applies principles of behavioral economics to pediatric care.



Hope for Henry's Super Rewards for Super Kids program incentivizes kids to adhere to intimidating – yet critical – medical procedures. More than 90% of the hospital staff using Super Rewards report robust evidence that the program works.

Not only have they reported that child after child no longer relies on sedation to complete necessary medical procedures, but they describe patients and families who understand what to expect before procedures and no longer experience debilitating anticipatory anxiety leading to costly delays and unnecessary trauma.





### Meet Henry:

In trying to save Henry's life, his parents, Laurie Strongin and Allen Goldberg, spent hundreds of nights in hospitals. High-quality medical care treated Henry, the Patient, but the needs of Henry the Kid went unmet. Laurie and Allen found that the chance to have a birthday party in the hospital, trick-or-treat in the hospital corridors, or meet his favorite superheroes brought normalcy to Henry's life and motivated him to get better. Everything they learned about the importance of optimism and play in the lives of seriously ill children inspired them to found Hope for Henry in 2003.

Go to  
<https://hopeforhenry.org/>  
to learn more about what  
Hope for Henry does and to  
find out which hospitals they  
are serving in.

Follow the Lids Foundation on  
Instagram @lidsfoundation to  
see all the foundation is doing.



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The Lids Foundation  
would love to know which  
organizations you would  
like to see us partner  
with! Email us at  
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