



### **The Client:**

The Whee Wagon program, conceived and developed by the Western Carolina University School of Nursing, is a student-run program that aims to donate wagons to medically fragile children as a mode of transportation and distraction from their conditions. These wagons allow kids to play and just be a kid, while also improving their overall health status. Research has shown that kids at play have an increase in their overall health status due to play time. In turning to Catamount Communications for help, the challenge was to help the program grow by creating promotional material. In Spring 2016 the program worked with Catamount Communications and a flyer and brochure were created; however, there was more material that still needed to be developed.

### **The Solution:**

After an initial communications assessment, a plan was to first create a website for the program. Other suggested items were a social media page and an article about the wagons medical use. The purpose for the website and other suggestions were to bring awareness to the non-profit program. The goal was to generate higher donation levels, grow the number of sponsored and donated wagons, and most importantly, help change the lives of the children under pediatric care.

### **The Results:**

Over the course of the Fall 2016 semester, a specific brand identity was developed continued and marketing materials were a continued asset to the program. The website took form of the brand identity established during the previous semester. The website included information about the program, the wagons impact, an area to donate, and also to be able to request a wagon. We were also able to put together a

news story about a grant the program was able to accept this semester; however, it was not published. The efforts made this semester will allow the program to move forward in their efforts to better the lives of medically fragile children.

Outcomes:

#### Whee Wagon Accepts Grant

By Jeffery Neufeld

WCU's School of Nursing Whee Wagon Program accepted a \$1,000 grant on Sept. 8, 2016. This grant was given as a part of the 2015 Thrift Shop Grant Awards presented by the Great Smokies Health Foundation.

"This grant will supply 3-4 IV wagons to medically fragile children," said Susan Hester, program coordinator. "These children are dependent on infusion pump therapy in Jackson or Swain counties."

This is the second year the foundation has given out these grants. This year the foundation will have given out \$99,886 in grants to local charities. The wagon program received its grant as a part of the Jackson county thrift shop giving. Swain county charities will receive their grants on Sept. 16 at the Swain Country Thrift Shop.

Whee Wagon is a program that seek to provide IV pole wagons to families or facilities with medically fragile children. The wagons provide safe travel and a form of distraction therapy that is proven to help improve overall health of children.

For more information about the Whee Wagon program contact Susan Hester at [wheewagon@wcu.edu](mailto:wheewagon@wcu.edu).

For more information about the Great Smokies Health Foundation visit [greatsmokieshealthfoundation.com](http://greatsmokieshealthfoundation.com).

The website and its entire content can be seen at [www.wheewagon.org](http://www.wheewagon.org)

The image displays two screenshots of the website [www.wheewagon.org](http://www.wheewagon.org). The top screenshot shows the 'About' page, which features a background image of a red Radio Flyer wagon with medical equipment. The page includes a purple text box with the following content:

This program seeks to provide specially equipped IV Pole Radio Flyer wagons for children with medical needs free of charge.

The Whee Wagon Program was developed in 2015 by faculty and students at Western Carolina University's School of Nursing in Cullowhee, North Carolina.

Our team has witnessed the joy that a simple wagon ride can bring to a medically fragile child, and evidence shows that play can have a significant impact on pediatric health status. Our group feels it is vitally important that children who have complex health needs be able to enjoy the same experiences that other children do, and we feel a wagon ride is just the way to do this!

Below the text box, the heading 'About the Wagon' is followed by the question 'Is it safe for kids?' and a bullet point: 'The wagons provide distraction'. A footer banner states: 'A WHEE Wagon a Radio Flyer wagon that is specially'.

The bottom screenshot shows the 'CONTACT US' page, which has a dark purple background. It features a photograph of the Health and Human Sciences Building at Western Carolina University. To the right of the photo, the contact information is listed:

Western Carolina University  
Whee Wagon Program

Health and Human Sciences Building  
3971 Little Savannah Rd  
Cullowhee, NC 28723, USA

WheeWagon@wcu.edu

Below this information is a 'Contact Form' with fields for Name, Email, Subject, and Message. A footer banner at the bottom of the page states: 'This site was created using WIX.com. Create your own for FREE >>'.

whee-wagon | Donate x

www.wheewagon.org/donate

Create a WIX site!

# Whee Wagon

About Impact Donate Request a Wagon Contact



## Help A Child Receive A Wagon

If you'd like to sponsor a tax deductible wagon for a facility or child (\$225), please contact us. All wagons have placards with donor information. The donate link below connects to the WCU Foundation giving page.

VERY IMPORTANT  
\*\*\*After clicking make sure the designation portion of the page is selected to the Whee Wagon Program \*\*\*

DONATE

This site was created using WIX.com. Create your own for FREE >>


whee-wagon x

www.wheewagon.org

Create a WIX site!

# Whee Wagon

About Impact Donate Request a Wagon Contact



Our mission is to give medically fragile children wagons equipped with IV poles to grant them the opportunity to play and just be a kid

Play it forward  
..... and help us change lives

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Whee Wagon | Impact x

www.wheewagon.org/impact



## IV Pole Wagons Recipients

Two wagons given to Harris Regional Hospital, Sylva, NC

One wagon given to Mission Memorial Hospital, Asheville, NC

Two wagons given to Irene Wortham Center, Asheville, NC

Four wagons given directly to families in the Asheville Area.

One wagon given to the Royal Hospital for Sick Children, Edinburgh, Scotland

We are currently working with a 2016-2017 Great Smoky Mountain Health Foundation Grant to give several wagons to Jackson County families

Eight wagons to Levine Children's Hospital, Charlotte, NC

## Whee Wagon Donors

### 2015-2016

Linda Greene  
Diann Ferguson  
Bryson City Rotary  
WCU SON May 2015 Cohort  
Davyn Griswold family  
David O & Susan Belcher  
WCU SON Faculty

### 2016-2017

Linda Greene  
Great Smoky Mountain Health Foundation

*Scroll down for testimonials*

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Whee Wagon | Request x

www.wheewagon.org/request-a-wagon

# Whee Wagon

About Impact Donate Request a Wagon Contact

## Click Below

### Thanks so much for your interest in a Whee Wagon!

These wagons have the capacity to impact the lives of hundreds of children in medical need. If you are interested in having a wagon donated to your family or facility, please fill out and return the application to the Whee Wagon Program at [WheeWagon@wcu.edu](mailto:WheeWagon@wcu.edu). A team member will be in contact when we receive your request.

**\*\*Unfortunately due to shipping, our program focuses on families in the regional Western North Carolina area. This also includes eastern Tennessee, northeastern South Carolina, and northern Georgia. \*\***

#### Whee Wagon Request

Please fill out for your family or a Whee Wagon. Please send back the request to request the use of hundreds of children in medical need. Give us feedback on how you would use the wagon. We will be happy to help you and your family.

Name  First Name

Address

City  State  ZIP Code

Phone  E-mail

Why are you requesting a WHEE WAGON?

Describe how the WHEE WAGON would be utilized?

WESTERN CAROLINA UNIVERSITY  
101 UNIVERSITY BLVD. CANTON, NC 28601-1000

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