

# Hong Kong Children's Hospital launches "Dress Well" project with Hong Kong Disneyland Resort (with photos)

The following is issued on behalf of the Hospital Authority:

The Hospital Authority Chairman, Professor John Leong, expressed gratitude to the Walt Disney Company (TWDC) at a launching ceremony today (September 6) for its generous donation of \$4.1 million to support Hong Kong Children's Hospital (HKCH) in its "Dress Well" project.

The "Dress Well" project is the first of its kind in public hospitals. It covers the design and production of a series of clothing for HKCH patients to wear during their hospital stay. Other officiating guests at the ceremony today included the Hospital Authority Chief Executive, Dr Leung Pak-yin; the Kowloon Central Cluster Chief Executive, Dr Albert Lo; the HKCH Hospital Governing Committee Chairman, Mr John Lee; the HKCH Hospital Chief Executive, Dr Lee Tsz-leung; the Disney Parks Eastern Region President and Asia Pacific Managing Director, Mr Michael Colglazier; the Hong Kong Disneyland Resort (HKDL) Managing Director, Mr Samuel Lau; the HKDL Communications and Public Affairs Vice President, Ms Linda Choy; the TWDC General Manager, Hong Kong and Taiwan, Mr Kerwin Lo; and the HKDL Entertainment and Costuming Director, Ms Annie Wharmby.

"The new patient clothing is one of HKCH's children-friendly initiatives to enhance the patient journey. The cheerful design, alongside the home-like environment of the hospital, should help reduce anxiety and add some joy to uplift the healing experience of our paediatric patients," Professor Leong said in his thanksgiving remarks at the ceremony.

Professor Leong also expressed appreciation to the HKCH and HKDL teams, who worked together to design the new patient clothing. "Taking paediatric patients' special needs into consideration, the designs combine visual appeal, comfort and functionality," he said.

The "Dress Well" project covers three categories of inpatient clothing at HKCH, including regular pyjamas, pyjama tops for intravenous therapy and jackets. Different colour tones are adopted for male and female patients, and there are different patterns for young children and teenagers.

Silhouettes of familiar Disney characters are hidden among colourful, nature-inspired patterns to offer treasure-hunting fun. Besides using fabric with higher cotton content for a softer touch and to reduce irritation, there will be side openings on the pyjama top for patients undergoing intravenous therapy for more body coverage and respect while facilitating clinical care.

Also speaking at the ceremony, Mr Lau said, "Last March, TWDC announced

its US\$100 million global commitment to help reinvent the patient and family experience in children's hospitals around the world. Here in Hong Kong, Hong Kong Disneyland Resort also fully supports the first specialist hospital for children and its paediatric patients, bringing them happiness and empowerment. Combining the expertise of both Hong Kong Children's Hospital and Disney, we have created clothing for child patients that embraces practicality and fun elements, encouraging them with Disney's magic and power."

HKCH will be the tertiary referral centre for serious, complex and uncommon paediatric cases requiring multidisciplinary management. Clinical services will commence in phases, starting with specialist outpatient services on December 18, followed by the gradual commissioning of inpatient services in 2019.

