

# The Launch of Hospital Mascot – KK Super Bear

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## Background

As the only hospital for women and children, KKH treats the majority of paediatric patients in Singapore. It is important to create a fun and relaxed environment that is conducive for our junior patients so that they can have a positive experience in the hospital.

## Aim

The KK Super Bear was developed for the purpose of connecting with our patients, providing some cheer and creating a positive association with KKH. His presence helps to distract our junior patients from the stress and physical discomfort from their illnesses and treatments.

KK Super Bear is strong and has super powers but he is also friendly and warm towards people. He has his childish side which makes him super adorable and helps him engage our junior patients. He is an inspiration to our patients and that through him, our patients can find within themselves that supernatural strength to fight the adversities in their lives.

## Methodology

An informal survey was conducted in December 2010.

- 100 paediatric in-patients surveyed.
- Top two animals were cats and dogs.
- Taking into consideration our ethnic and religious sensitivities, the third most popular animal, bear, had a more neutral stance.
- It also signifies strength and is popularised by general media as cute and cuddly.
- The bear mascot has to personify the values held by KKH and to inspire and give hope to our patients.

Hence, the KK Super Bear was conceived and brought to life with his own identity and personality.

## Result

A life-size KK Super Bear Mascot was designed and produced. He makes special appearances during festive occasions and walkabouts in the wards to delight our patients.

A selection of premiums featuring the KK Super Bear such as stickers, magnets, phone dust caps and bookmarks were produced to be given away to our patients on special occasions.

More premiums and collaterals with an emphasis on the KK Super Bear's character and personality as well as messages of hope and encouragement would be rolled out in phases to give him a distinct identity among our patients and visitors.



"KK Super Bear made the children happier, especially the younger ones. His presence diverts their attention so they become less clingy to adults." ~ Roxanne Kaye (Staff Nurse, Ward 31)

"He is so cute, he brightens up our days. The children get very excited and it makes us happy when the patients feel happy." ~ Vikneshwari (Patient Care Assistant, Ward 31)

"The young patients get very excited when they see our mascot. It makes visiting the hospital less scary." ~ Susan M. Babu (Specialist Clinic Assistant, Children's Specialist Clinics)

"Our women patients are pleasantly surprised when they see KK Super Bear at the wards. They will pose for photos with the mascot." ~ Faridah Haidir (Senior Staff Nurse, Ward 32)

"When the mascot visited the children's wards, the excitement and happiness is evident – with all the children jumping and running around him. They give big hugs and high fives to the super bear. Smiles and surprises can be seen when the bear is over at the women's ward. I don't mind the sweat and heat when the patients are happy. When they are happy, it is definitely a speedy recovery for them." ~ Brandon Feng (Exercise Assistant, Sports Medicine Programme)



Our KK Super Bear premiums never fail to bring a smile and spread some cheer to our patients.

## Conclusion

A mascot can have a therapeutic role in a hospital setting and we hope that the KK Super Bear can inspire and encourage our patients to persevere in their fight against their illnesses.

The mascot also adds a fun element to hospital visits and helps create a special affinity between our patients and the hospital. Through the use of a mascot and giving him a personality through publicity collaterals and the premiums produced, we hope that the KK Super Bear can add some colour and joy to our patients during their visits and stay in the hospital.