Continuing Our Commitment

Report of the Tithe 2012
November 27, 2012

Ms. Catherine Templeton  
Commissioner  
Bureau of Health Facilities and Services  
SC Department of Health and Environmental Control  
2600 Bull Street  
Columbia, South Carolina 29201  

RE: COPA Annual Report  

Dear Commissioner Templeton:

We are pleased to provide the Annual Report covering the period October 1, 2011 through September 30, 2012, in accordance with the terms of our Certificate of Public Advantage (the COPA) issued by your Department on May 8, 1997 and modified on November 18, 2003.

It is a privilege for us at Palmetto Health to have this opportunity to continue our role as a leader in providing services benefiting our communities.

We look forward to reviewing this report with you and your staff and are prepared to respond to any questions you may have regarding the content of this report.

Sincerely,

Charles D. Beaman, Jr.  
Chief Executive Officer

Attachment: COPA Annual Report

c: Beverly Patterson, Director, Bureau of Health Facilities and Services Department, SC Department of Health and Environmental Control, William L. Freeman III, Chairman of the Board, Palmetto Health
Following Fiscal Year 2012 and as a result of 15 years of service to the community, the Palmetto Health Office of Community Health has spent **$38,774,232** on services targeted to indigent, uninsured and medically underserved individuals.

### Awards and Recognition for Palmetto Health

#### 2012
Finalist for the Jackson Healthcare Award

#### 2010 and 2011
Finalist for the American Hospital Association’s Foster G. McGaw Award

#### 2008
Palmetto Healthy Start finalist for the American Hospital Association’s NOVA Award

#### 2007
Palmetto Health's Richland Care Program recipient of the American Hospital Association's NOVA Award
Palmetto Health's Cancer Initiative receives S.C. Healthy Challenge Award for its Trumpeter Program

#### 2006
Palmetto Health's Cancer Initiative receives the S.C. Healthy Challenge Award for its smoking cessation program
Palmetto Health’s Vision and Dental Initiatives are finalists for the Premier Cares Award
2012 IN REVIEW

OUR TITHE
Palmetto Health’s commitment to return to the community 10 percent of its annual bottom line for 35 years.

We continued our commitment in 2012.

Cancer Health Initiative
- During FY2012, Cancer Health Initiative performed 14,643 screenings and intervention services to 9,728 participants.
  » 7,317 screenings to 3,128 participants
  » 7,326 lung health intervention services for 6,609 participants
- Partnered with Benedict College’s Annual Multicultural Health Heritage Celebration, Harambee, and provided prostate education and screening for 49 men.
- Hosted the first Real Men “Know Your Numbers” Campaign, partnered with 5 faith-based/civic organizations and provided 141 men with prostate cancer education and screening.
- Held 144 community cancer screening events as a result of community requests.
- The Cancer Initiative Case Management Team followed 280 patients who had abnormal findings during a cancer screening. Of these abnormal findings, there were 16 cancers, 13 cervical dysplasias and 16 colon polyps detected and removed.
- In partnership with the American Cancer Society, provided prostate education and screening for 39 men during the annual African American Men’s Health Conference.
- Partnered with the Palmetto Health Breast Center mobile mammography unit to provide free screening mammograms for 151 women.
- The Smoking Cessation program provided prescriptions to 108 patients, and cessation services to 140 participants.

Diabetes Health Initiative
- Screening for early detection and prevention of Type 2 diabetes was provided for 3,571 adults.
  » 1,618 participants were found to have abnormal HbA1c test results. Of those:
    » 1,087 participants were diagnosed as pre-diabetic
    » 49 participants were diagnosed as diabetic
- 300 diabetes screening events were held
- 2,945 people were educated about diabetes, nutrition, physical activity and heart disease
- 1,027 attended the Women at Heart Forum and Exhibition. A total of 409 women were provided free blood work consisting of a fasting glucose and a fasting lipid panel. Women also made commitments to make lifestyle changes.
- Healthy Palmetto enrolled 1,722 new walkers in the Walking program bringing the total number of registered walkers to close to 9,000
- Healthy Palmetto Walking Club members walked over 240 million steps.
- Adults enrolled in life style change programs made significant health improvements. Of those enrolled, 64 percent showed measurable improvement in health indicators including hemoglobin A1c, body fat percentage, weight, BMI, blood pressure and waist circumference.
- Palmetto Health and Palmetto Health Care partnered to provide 516 children and senior citizens with physical activity education and hikes.
- Palmetto Health partnered with Eau Claire Cooperative Community Health Centers to provide free emergency medication, testing and diabetic supplies to adults managing Type 2 diabetes.

Maternal and Child Health - Palmetto Healthy Start
- Enrolled 1,435 pregnant women; 806 infants were born during the reporting period.
- Provided services to 2,628 women and 1,540 infants
- Provided 4,214 home visits
- In collaboration with the March of Dimes, honored five individuals at the 6th Annual Heroes in the Field award luncheon and symposium.
- Sponsored the first annual Infant Mortality Awareness (IMA) walk at Riverfront Park.
- Honored the practice of midwifery and its historic roots at the Journey of Life exhibit, and sponsored an IMA mini-walk at the Sumter mall in September.
- Participated in Infant Mortality Awareness Day on September 28.
- Conducted a Reproductive Health Symposium for 87 participants and service providers
- Held childbirth class for 330 participants
- Pregnancy Prevention Initiative provided 2,604 contacts
- Within the first 60 days after delivery, 42 percent of PHS Interconceptional Care (ICC) participants completed their postpartum visit. The goal was 40 percent.

Maternal and Child Health - Teen Health Initiatives
- There were zero reported pregnancies among Teen Health Initiative participants.
- The Teen Health Initiative enrolled 2,038 participants and provided 293,688 services to teens in Richland and Lexington counties.
- The Teen Health Initiative trained 669 college freshmen in reproductive health and sex education.
- Eight community advocates were trained on best practices in teen pregnancy prevention.
- The Teen Health Initiative trained 89 parents on parent/child communication.
- The 8th Annual Teen Summit provided teen pregnancy prevention education to more than 300 students and 80 parents.
- The teen website received 2,361 hits.
- Through the Teen Reach program, more than 1,000 teens received pregnancy prevention education through their faith community.
- The Teen Health Initiative hosted Teen Talk in 38 schools in Richland and Lexington counties.

Richland Care
- Enrolled 2,215 new participants
- Made 1,953 referrals for specialty care
- Partnered with 14 medical homes to provide primary care service for the uninsured
- Provided $316,113 for medical specialty services:
  » Cardiac surgery
  » Cardiology
  » Endocrinology
  » ENT
  » Gastroenterology
  » Nephrology
  » Obstetrics/Gynecology
  » Ophthalmology
  » Orthopedics
- Provided total value of care equaling $1,147,862

Other Community Partnership Initiatives
- Since implementation, 1,104 Richland County teachers have been registered and trained to use Health Teacher, an online health education training tool for K-12 teachers.
- PASOs (Perinatal Awareness for Successful Outcomes) a program designed to ensure healthy birth outcomes for Latino women, trained 32 Community Ambassadors on family planning, local child-wellness services, domestic...
Project Condom, a program designed to support interventions. 4,373 Ambassadors (along with PASOs staff) facilitated violence and breastfeeding. These Community Ambassadors (along with PASOs staff) facilitated 4,373 resource navigation and client support interventions.

- Project Condom, a program designed to promote responsible sexual behavior among college-aged students ‘edu-tained’ over 600 University of South Carolina students.
- Project LEAD (Ladies Empowered to Achieve and Dream) a program to address the needs of young women, ages 18-22 living in the 29203 ZIP code area, served 458 participants and provided 1,459 services.
- Project READY (Reality Education about Dying Young) trained 63 students and adults in injury and violence prevention.
- SC Campaign to Prevent Teen Pregnancy hosted its 12th annual Summer Institute, training more than 300 health education professionals, and a total of 742 youth-serving professionals throughout the year.
- Silver Ring Thing, a program designed to promote abstinence until marriage through an intense live concert, served 1,044 adults and youth in Richland and Lexington counties.
- SC HIV/AIDS Council performed 329 rapid HIV tests and confirmed two cases of HIV.
- Palmetto AIDS Life Support Services (PALSS) implemented WISE Women, an HIV prevention program for high risk females. Since its inception, more than 500 participants have been enrolled and 3,937 services rendered.
- 842 dental patients visited the Columbia Oral Health Clinic for low-income, HIV/AIDS adults. Patients received services such as cleanings, fillings, partial or full replacement of teeth.
- Through a partnership with the United Way, there were 2,453 dental visits for uninsured, low-income, children and adults. Patients received services including routine fillings and cleanings.
- The Parish Nurse Program provided 1,912 patients with services to the elderly living in City of Columbia Housing properties. The program offers services such as educational sessions, monitoring of chronic conditions and medications, referrals to specialty care and other services and home visits. These nurses provided 33,435 services to the residents.
- Through a partnership with Carolina Hearing Aid Bank, 15 people received free hearing aids.
- Palmetto Health partnered with Palmetto Poison Center to provide poison prevention education to students in Richland County. Over 180 seniors were served.
- A partnership with the University Of South Carolina School of Medicine provided funding for a full scholarship for one student to study medicine.
- Project Breathe Easy enrolled 170 parents into the program and provided 223 home visits and 5,065 telephone consultations to 200 children.
- Through a partnership with James R. Clark Memorial Sickle Cell Foundation, Palmetto Health provided funding for case management services for nearly 300 Richland County residents. These services led to greater compliance and fewer emergency department visits.
- Through a partnership with Mental Illness Recovery Center, Inc. (MIRCI), community-based services were provided to individuals recovering from mental illness or severe emotional problems. Clients’ hospitalizations decreased by more than 16 percent after enrolling in MIRCI, length of stay decreased by almost two days, emergency department visits decreased by more than 26 percent, and ER visits dropped by 30 percent where mental illness was the reason for the visit.
- Collaborations among Palmetto Health, the United Way of the Midlands, SC Optometric Association and SC Department of Health and Environmental Control (DHEC), enabled the establishment of the Midlands Eye Initiative, a free comprehensive eye clinic serving more than 200 patients since its inception.
- A partnership with the March of Dimes has allowed ongoing programming through its Prematurity Campaign, a multi-year national prematurity awareness and education campaign.
- Youth Voices of Lower Richland served 654 teens in Hopkins and Eastover through its youth development program.
- Beginning July 1, 2012, the Midlands Dental Initiative referred 491 patients from Lexington, Fairfield and Richland counties for emergency dental care.
- Partnered with Palmetto Health’s Ambulatory Care Transition Team (ACTT), which works to establish a community based model of care for patients at high risk for readmission, irrespective of payer source. The funding provided led to services for 180 high-risk patients, and prevented a hospital readmission within 30 days of hospital departure for 90 percent of those individuals.
- Provided Welvista $250,000, allowing them to provide prescription medications for 4,330 patients. These patients had 11,489 prescriptions filled, valued at $5,015,991.
- Palmetto Health partnered with Eau Claire Cooperative Community Health Centers to provide free emergency medication, testing and diabetic supplies to adults managing Type 2 diabetes.

Note: Contacts are defined as the number of times a person receives a service, attends a workshop or participates in an event hosted by Palmetto Health.
Providing care for people who don’t have access to healthcare is truly a community-wide effort. For the second year in a row, S.C. Mission 2012 did just that with more than 1,200 medical professionals and volunteers (500 clinical and 739 non-clinical volunteers). Its purpose is to meet immediate healthcare needs of the low income uninsured population and to link people to medical homes and locations for ongoing care in their home counties.

S.C. Mission provides an innovative approach to health care because of its structure in the way its providers work together. Medical staff offers care and support that truly makes a difference for someone’s healthcare future.

### Healthy People 2020 Objectives

The Healthy People 2020 Objectives are used to influence funding decisions. Initiatives must address Healthy People 2020 Objectives and seek to improve health status based on these objectives. Funded initiatives will target the following Healthy People 2020 Objectives:

**Access to Quality Health Services**
Healthy People 2020 Goal: Improve access to comprehensive, high-quality health care services.

**Educational and Community-based Programs**
Healthy People 2020 Goal: Increase the quality, availability and effectiveness of educational and community-based programs designed to prevent disease and improve health and quality of life.

**Oral Health**
Healthy People 2020 Goal: Prevent and control oral and craniofacial diseases, conditions, and injuries and improve access to preventive services and dental care.

**Vision**
Healthy People 2020 Goal: Improve visual health through prevention, early detection and treatment.

**Hearing**
Healthy People 2020 Goal: Increase access by persons who have hearing impairments to hearing rehabilitation services and adaptive devices, including hearing aids, cochlear implants, or tactile or other assistive or augmentative devices.

---

**ITEM** | **S.C. Mission 2011** | **S.C. Mission 2012**
--- | --- | ---
Treated in Medical | 1075 | 830
Treated in Dental | 500 | 1456
Treated in Eye Care | 650 | 465
Glasses Provided | 523 | 355

**Race Percentages**
- Black: 63% 66%
- White: 23% 24%
- Hispanic: 11% 8%

**Gender Percentages**
- Female: 61% 74%
- Male: 39% 26%

**SC Counties Represented**
- 36 31

**Prescriptions Provided**
- 1142 453

**X-rays Completed**
- 198 92

**Total Budget**
- $189,562 $140,029

Click here for more information about S.C. Mission 2012
She’s a survivor. Deloise Chambers knows that she’s a fortunate woman.

A little over a year ago, she had a sinking feeling after she found a lump in her breast. She was scared to call her doctor, but she did. The results were what she feared. Without insurance or a full-time job, she knew that paying for life saving medical care was going to be difficult, if not impossible. However, her doctor referred her to Palmetto Health Office of Community Health through which she qualified for care, support and the medical attention she needed.

“Early detection saved my life,” says Deloise. “I’ve been cancer-free for more than a year now. Things would have been a lot different without the care from Palmetto Health.”

Today, Deloise is healthy, happy and strong. She also urges women to take control of their health.

“Don’t let financial worries stop you from getting checked,” she adds. “If you need help, ask. Early detection could save your life.”

» Click here for an interview with Deloise and her advocacy for early detection.
**Cancer Health Initiatives**

**OVERVIEW**
The Cancer Health Initiative has completed its 15th year of providing services to the uninsured and underserved residents of Richland, Lexington, and Fairfield counties. This initiative addresses the following five cancers:

- breast
- cervical
- lung
- prostate
- colorectal

Cancer education, screenings and lung health services are available to qualifying participants at health fairs, schools, faith-based and civic organizations, businesses and clinics. The program also provides intensive follow-up care and case management for patients with abnormal screening results.

Since South Carolina has one of the highest prostate and lung cancer mortality rates in the nation, an exception was made by the S.C. Department of Health and Environmental Control (DHEC) to provide prostate cancer screenings and lung health services to the general public.

In FY2012, Palmetto Health provided:

- 7,317 screenings to 3,128 patients
- 7,326 lung health intervention services for 6,609 participants.

**PROGRAMS**
To address the community’s needs regarding racial and socioeconomic disparities between those who receive preventive cancer care and treatment and those who do not, Palmetto Health created the Cancer Health Initiative.

**Clinic Screening**
In order to provide clinic-based services, partnerships were created with Palmetto Health Women’s Center (1801 Sunset Drive), Palmetto Health Breast Center’s mobile mammography van and Palmetto Health’s Celia Saxon Health Center. Abnormal breast and cervical findings are referred to the clinics at 1801 Sunset Drive. Abnormal prostate findings are referred to the patient’s primary care physician, Columbia Urological Services and to Richland Care through a unique partnership. Those eligible for colonoscopies also are referred to Richland Care or Columbia Gastroenterology Associates for further evaluation. Mammograms are scheduled for age-appropriate participants through the Palmetto Health Breast Center located on the Richland and Baptist campuses.

**Community Requests**
Prostate cancer (PSA/blood draw) and diabetes (HbA1c) screenings are offered weekly throughout the community at established health fairs and community events.

**CANCER SCREENING PROTOCOLS**
Participants make an informed decision regarding their choice to receive testing after obtaining health and screening facts from our cancer screening team. Patients are required to sign a consent form and list a primary health care provider. If they do not have a primary health care provider, they must select one from a list provided. Patients with an abnormal finding receive a telephone call and/or a letter from a health care provider and are referred for additional services. These evaluative services are free to the patients. Patients receive an appointment letter that serves as an authorization for payment of services. Arrangements are made with the provider prior to the patient’s visit to ensure the patient is not billed for services. The Cancer Initiative partners with numerous providers to ensure patients have ongoing access to medical care.

**CASE MANAGEMENT**
The case management system is a vital component of the screening process. The case management team provides assistance to patients to ensure identified populations receive the level of health care that represents Palmetto Health’s mission and values. Our primary goal is to provide case management to all patients who have abnormal findings requiring further evaluation and/or treatment. The case management coordinators assist patients in ensuring their follow-up medical appointments are kept and the patient understands the findings. The case management team also provides psychological support and resources.

In FY2012, 280 patients were followed by team members, due to abnormal findings during one of their screenings. Of these abnormal findings, there were 16 cancers, 13 cervical dysplasias and 16 colon polyps detected.

**PSYCHOSOCIAL SUPPORT GROUP**
The case management team facilitates MARYS (Meeting and Reviving, Your Spirit) on the second Tuesday of each month at Palmetto Health’s Celia Saxon Center. MARYS is designed specifically for the unique needs of African-American women diagnosed with cancer. This group provides a safe environment in which women can share their experiences with others and receive psychosocial, educational and spiritual insight and support.

**During Fiscal Year 2012, the Cancer Health Initiative provided 14,643 services to 9,737 participants.**

**Cancer Screening & Intervention Outcomes FY2012**

<table>
<thead>
<tr>
<th>Cancer Screening</th>
<th>Participants</th>
<th>*Services</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breast exams</td>
<td>1,534 (total for both breast and cervical)</td>
<td>4,392 (total for both breast and cervical)</td>
<td>8 breast cancers</td>
</tr>
<tr>
<td>Cervical exams</td>
<td>18</td>
<td>18</td>
<td>13 cervical dysplasias</td>
</tr>
<tr>
<td>Colorectal exams</td>
<td>18</td>
<td>18</td>
<td>1 colon cancer, 16 polyps removed</td>
</tr>
<tr>
<td>Prostate exams</td>
<td>1,576</td>
<td>2,907</td>
<td>7 prostate cancers</td>
</tr>
<tr>
<td>Lung Health</td>
<td>6,609</td>
<td>7,326</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>9,737</strong></td>
<td><strong>14,643</strong></td>
<td><strong>16 cancers found and referred for follow-up treatment</strong></td>
</tr>
</tbody>
</table>

* Participants may receive multiple services

**FY2012 Abnormal Findings**

<table>
<thead>
<tr>
<th>Finding</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-cancer diagnosis</td>
<td>243</td>
</tr>
<tr>
<td>Colon polyps</td>
<td>16</td>
</tr>
<tr>
<td>Cervical dysplasias</td>
<td>13</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>7</td>
</tr>
<tr>
<td>Breast Cancer</td>
<td>8</td>
</tr>
<tr>
<td>Colon Cancer</td>
<td>1</td>
</tr>
</tbody>
</table>
SMOKING CESSATION
This report covers baseline and end-of-year treatment assessment of smokers admitted to the smoking cessation program from October 2011 to September 2012. There were a total of 140 persons enrolled in the program and 104 smokers who attended at least one class in the program. Of those attending the classes, 44 completed the entire treatment plan (42 percent). Each session was conducted over six meetings of about 90 minutes each. The first three classes non-coercively dealt with motivation to quit smoking and the final three sessions dealt with cognitive-behavioral skills to quit smoking as refined over the course of the project. All data are self-reported.

The participants’ initial meeting is a consultation with Gary Ewing, MD. During this meeting, participants receive a medical check-up and, if desired, a prescription for Chantix, Zyban or the Nicotine Patch. Of the patients enrolled, 77 percent received medication.

Program Results
75 percent of program participants reported to be smoke-free (no usage of tobacco products). The remaining participants that were not smoke-free reported an average decrease of 83 percent in their tobacco usage.

Palmetto Health’s Third Annual Women’s Health in Full Bloom was held June 2 at the Palmetto Health Baptist auditorium. Kim Irwin, breast cancer survivor, served as the mistress of ceremonies for this free event. Featured speakers included Sharalyn Wilburn, Nurse Practitioner, who spoke about the life stages of women and Tiffany Winslow, Palmetto Health Breast Center Nurse Navigator, who shared information on Breast Health. There also were workshops on skin and hair care facilitated by Lithonia Barnes, stylist and director of Virginia College cosmetology and Joveta Gordon, stylist.

There were 215 attendees who participated in aerobic exercise sessions led by T.Q. Billups, the financial tips session facilitated by Natalia Bostic and hands-on healthy-cooking demonstrations demonstrated by Ava Dean and Pampered Chef representative, Naitia (Tina) Hill.

While enjoying lunch, participants heard a comical and heartwarming presentation from Cherrie Nettles, comedian and cancer survivor. Nettles shared her story and encouraged women to include laughter as a tool in their ‘Surviving Life’ kit.

Palmetto Health provided 77 free clinical breast exams, mammograms and diabetes (A1c) screenings. All breast exam results were normal; however, there were eight people identified as pre-diabetic.
Leon Hines

After receiving results of a diabetes and prostate screening as a part of a South Carolina Minority Business Vendor Fair, Leon Hines knew it was time to start thinking differently. The results he received indicated he was pre-diabetic. He almost immediately began a program through Palmetto Health that provided him the education he needed for fitness, lifestyle habits and diet management. It was this six-month program, he says, “that allowed me to improve my health.”

At the end of the program, Leon had lost weight and improved his numbers that determine pre-diabetic conditions. He says that what he learned during this nearly year-long journey has led to his improved health. “Diabetes and heart disease are hard diseases, but this program allows patients like me to obtain training that leads to improved health.”

Leon is proud to be taking a strong focus on his healthy lifestyle.

› Click here for an interview with Leon and how he is improving his health.
Diabetes Health Initiatives

OVERVIEW

According to the American Diabetes Association, 8.3 percent of the American population has been diagnosed with diabetes, accounting for around 26 million people with diabetes in the United States. If the current trend continues, more than 37 million will be living with the disease by the end of 2015. South Carolina ranks eighth in the country of people with diabetes (percentage of population). Approximately 371,476 people in South Carolina are aware that they have diabetes. However, there are likely hundreds of thousands more who are unaware they may have this disease. To compound this, 27.8 percent of adults in South Carolina are physically inactive, which is a major risk factor for developing Type 2 diabetes.

In addition to death from acute complications, diabetes increases the risk of death from cardiovascular disease and end-stage renal disease. Although increased death rates are seen for all ages and races, minority populations and older populations experience the highest rates. South Carolina has the 16th highest rate of diabetes among African-Americans in the nation (BFRSS, SC DHEC 2007). Likewise, African-Americans of either gender are twice as likely to have diabetes as their Caucasian counterparts. About 13.8 percent of African-Americans said that they had diabetes, while only 8.2 percent of Caucasians reported having the disease.

The Diabetes Screening, Education and Prevention Initiative at Palmetto Health was born out of the need for a comprehensive screening initiative to detect and diagnose diabetes at an early stage of development while providing education to those at risk for developing Type 2 diabetes. While there are programs that provide education and other services to people with diabetes, there are few that offer ongoing community screening and education to those at risk.

Risk is determined by the patient’s age or responses to the American Diabetes Association “Diabetes Risk Assessment” test. In 2012, there were 2,809 diabetes-screening tests performed. It is expected that by providing screening to individuals at an early stage we are able to refer patients to their physicians for early intervention and the possible prevention of diabetes or diabetes complications.

DIABETES SCREENINGS

Screenings are provided to adults who are at high risk for developing Type 2 diabetes. Screenings are held in churches, at community events, health fairs, health and human services organizations and at stationary clinic sites throughout the community. There are no income eligibility requirements and all screening tests are performed free of charge. The screening test used is the Hba1c test, a venous blood sample, and is drawn by a licensed professional.

A unique component of this screening initiative is the level of follow-up provided to the patient. All patients with values that are considered abnormal are referred to a primary care physician for a fasting plasma glucose test or a repeat Hba1c to definitively diagnose diabetes. A patient is not classified as a diagnosed with diabetes until this second test is performed and diabetes is confirmed. In addition, the patient receives a letter in the mail stating that the Hba1c test results were abnormal.

Test results for patients with abnormal results are forwarded to their primary care physician. The case manager follows up with the patient to provide support and encouragement. Next, the case manager contacts the patient’s primary care physician to determine whether or not diabetes has been diagnosed.

All patients diagnosed as having diabetes receive a packet of information from Palmetto Health that includes information on diabetes care, a cookbook and a guide to foot care. Diagnosed patients also are provided information on Palmetto Health’s Diabetes Education programs.

During Fiscal Year 2012, the Diabetes Health Initiative provided 11,947 services to 8,897 participants.

Patients whose test results are considered normal receive a letter from a staff nurse stating that the test performed yielded normal results. Patients who are not diagnosed with diabetes are put into a yearly reminder queue and sent annual reminder letters for diabetes screening.

In FY2012 diabetes screenings were offered at various sites throughout the community. As a result of partnerships with various agencies and community organizations, 3,571 men and women were screened for diabetes in FY2012.

The more traditional venues for screening include our sub-leased space at the 1801 Sunset Drive clinic. A positive relationship also is maintained with area churches and schools so screenings can be offered in those locations.

Screening Outcomes

The total number of screening tests performed was 3,571. Of those screened, 54.6 percent had abnormal test results. There were 49 cases of Type 2 diabetes and 1,087 cases of pre-diabetes diagnosed as a result of our efforts.

Sixty percent of those screened were women. Of those screened, 68 percent were African-American, 20 percent were Caucasian, nine percent were Hispanic and three percent listed themselves in other categories. Of those screened, 63 percent were from Richland County and 23 percent were from Lexington County. The remaining 12 percent were from other counties.

Often, people at high risk for Type 2 diabetes exhibit signs and symptoms. The highest reported risks of those screened were overweight (35.8 percent), race/ethnicity (25.9 percent) and physical inactivity (16 percent).

Case Management Outcomes

All patients found to have test results that show a pre-diabetic or abnormal level are referred to a social worker case manager (SWCM) for follow-up. Each patient with an abnormal Hba1c value receives a phone call and a letter from the staff nurse. The SWCM follows the patient to ensure that appointments are kept and to determine the outcome of subsequent doctor’s appointments. A diabetes diagnosis is made after the patient has had a second test.

FY2012 Diagnoses

<table>
<thead>
<tr>
<th>Finding</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abnormal results</td>
<td>1,618</td>
</tr>
<tr>
<td>Pre-diabetes</td>
<td>1,087</td>
</tr>
<tr>
<td>Type 2 diabetes</td>
<td>49</td>
</tr>
</tbody>
</table>
universities, elementary schools, work sites and other
Diabetes, nutrition and physical activity education was
least five times per week. Classes are taught by physicians
and maintain a
and increase their physical activity can prevent or delay
have shown that people with pre-diabetes who lose weight
among those with pre-diabetes is not inevitable. Studies
blood glucose levels higher than normal but not high
condition that raises the risk of developing Type 2 diabetes,
provide educational sessions throughout the community.
practitioners, nurses, social workers and health educators
Education regarding Type 2 diabetes is provided through
performed by his or her doctor. A physician’s signature on
identified as diabetes. Progression to diabetes
reporting diabetes warning symptoms

| Percentage of participants screened reporting diabetes warning symptoms |
|---------------------------------|------------------|
| Symptom                        | Percentage Reporting |
| Extreme thirst                 | 18.2%             |
| Blurry vision                  | 18.8%             |
| Frequent urination             | 23.2%             |
| Unexplained tiredness or drowsiness | 16.6%         |
| Unexplained weight loss        | 0.6%              |
| Frequent or recurring infections | 0%               |
| Tingling/Numbness in hands or feet | 22.7%            |

DIABETES EDUCATION
Education regarding Type 2 diabetes is provided through various sites in the community. Physicians, nurse
practitioners, nurses, social workers and health educators provide educational sessions throughout the community.

The Diabetes Prevention Program is designed for those
diagnosed by a doctor as pre-diabetic. Pre-diabetes is a condition that raises the risk of diabetes.
heart disease and stroke. People with pre-diabetes have
people with pre-diabetes who lose weight
and increase their physical activity can prevent or delay
diabetes and even return their blood glucose to normal
levels. Participants in this program are asked to achieve
and maintain a seven percent weight loss and exercise at
least five times per week. Classes are taught by physicians
and nurses and are free to Richland County residents.

Diabetes, nutrition and physical activity education was
provided at locations, including churches, colleges/universities, elementary schools, work sites and other
community organizations.

Heart disease is the number one killer among those with
diabetes and women. Palmetto Health addressed this issue
by providing the Women at Heart Forum and Exhibition.
Women received information regarding heart disease risk
factors, symptoms of heart attack that differ from men,
and heart healthy cooking. Women also learned the effects
of stress and lack of sleep on their heart health. Fitness
and cooking demonstrations were provided as part of this
fun, interactive event. Free heart health screenings
provided.

HEALTHY PALMETTO
The Healthy Palmetto Program addresses poor nutrition and
physical inactivity, which are major risk factors for
diabetes. Healthy Palmetto participated in more than
213 health fairs, walks, health talks, and events. Healthy
Palmetto’s programs include: Healthy Palmetto Walking
Program, Fit.Together, WE CAN, and the
Healthy Palmetto Challenge.

Healthy Palmetto Walking Program
This program is an incentive-based walking program.
Members receive a pedometer, access to America on the
Move’s online service that tracks progress, a monthly
newsletter and incentives for reaching achievement levels.

A total of 1,722 people enrolled in the Healthy Palmetto
Walking Program in FY2012. The U.S. Department
of Health and Human Services and the Department of
Agriculture developed Physical Activity Guidelines, which
were designed to complement the Dietary Guidelines
for Americans.

The walking program participants are encouraged to walk
the recommended 10,000 steps per day. The walking
program continues to promote increased physical activity.
Participants receive a pedometer and walking log to keep
track of their steps, and are given goals to reach for
incentives such as key chains, water bottles, sweat towels,
T-shirts and tote bags. Participants are encouraged to
participate in walking challenges and walks throughout the
year.

Several organizations participated in Healthy Palmetto
Walking Challenges. Walking challenge partners included
local businesses, Palmetto Health employees and churches.

In total, 21 walking challenges were organized for local
groups and organizations. There were 1,722 people
who enrolled in the walking program. In FY2012, Healthy
Palmetto Walking Program participants walked
241,349,970 steps.

More than 168,000 Healthy Palmetto Food for Thought
emails went out every Friday.

A total of 1,722 people were enrolled in the 2012 Healthy Palmetto
Walking Challenge, with 241,349,970 steps taken.

Fit.Together
A series of classes focusing on diabetes, nutrition and
physical activity are offered to fifth-grade students at
participating schools and churches. The goal of the
program is to encourage children to make healthy choices
to prevent chronic diseases, such as Type 2 diabetes.
Health professionals teach this course during school
hours. Schools and organizations participated in the
Fit Together and Healthy Campus programs. Nutrition and
physical activity assessments were given at the beginning
of each class and at the end of the program to measure
the health behaviors of the students. Children in the
Fit Together program reported improved health behaviors
post intervention.

College students participating in the Healthy Campus
program received information and tips regarding proper
nutrition and physical activity. Students also received
information on Type 2 diabetes, hypertension and heart
disease. Students in the program reported weight loss and
behavioral changes regarding diet and exercise.

When I first started the challenge, I was not able to
walk the recommend daily 10,000 steps. Not even
close! By the end of the challenge, there were several
days that I took, 9,000 or more steps. Now, just a few
weeks after the challenge has ended, I am able to get
10,000 steps most every day...

I am so thankful that I was able to participate in the
challenge and am excited by the changes it is
helping me make towards better health for both my
family and myself.

– Healthy Palmetto Walking Club participant

Eating and Physical Activity Assessment
An eating and physical activity assessment was given as part
of the Fit Together classes. There were seven knowledge
questions, including fill-in-the-blank and multiple choice
response sets. There also were three behavior-related
questions. There were a total of 335 respondents for the
pre-test and 425 respondents for the post-test. On
average, from pre- to post-test, students increased their
knowledge scores by 30.35 percent with about 48 percent
more students able to correctly answer six or more of the knowledge questions in the post-test.

Students generally struggled with differentiating between
the symptoms and risk factor for Type 2 diabetes and
identifying healthy drink options.

Students did very well with questions about choosing
healthy snacks, differentiating between sedentary
and non-sedentary behaviors, and physical activity
recommendations in the post-test. They also came to the
classes with a better understanding of these concepts.
Additionally, students showed an increased understanding
of glucose and insulin in the body.

Pre- and Post-test data for Fit.Together

<table>
<thead>
<tr>
<th>Pre-test data for Fit.Together Participants</th>
<th>Pre-test (n=328)</th>
<th>Post-test (n=360)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average score</td>
<td>36.7%</td>
<td>66.75%</td>
</tr>
<tr>
<td>Highest score (1 student)</td>
<td>100%</td>
<td>100% (25 students)</td>
</tr>
<tr>
<td>Lowest score</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

WE CAN
The Ways to Enhance Children’s Activity & Nutrition (WE CAN) program is designed to help children 8 to
13 years old stay at a healthy weight by improving food
choices, increasing physical activity, and reducing screen
time. This program focuses on parents and families in
community settings. Families have a big impact on shaping
the behavior of children. Currently, Palmetto Health is one
of two providers approved by NIH in the South Carolina
to offer this program.

Other programs began in 2012 including a training
program at Benedict College in Columbia. On Sept. 26,
an additional class was started at a local church that
will conclude at the end of 2013.
The Healthy Palmetto Challenge (HPC) was developed to address the issues of childhood obesity by helping children and their families lose weight and develop healthy lifestyles. Children in the program receive a complete physical, a readiness to change assessment, a health behavior assessment, two sessions per week with a personal trainer, weekly Family Fitness Friday Sessions, a free six-month family membership to the YMCA, weekly nutrition and weigh-in sessions with a registered dietitian and group nutrition sessions twice per month with recipe ideas and cooking demonstrations. They also receive individual and group counseling, cookbooks, recipes and other nutrition support materials and food and physical activity logs.

The Healthy Palmetto Challenge is a collaborative effort between Palmetto Health, USC Goodbodies, USC psychology department, ENjoy Fitness and Food, and the YMCA. The HPC began in January and concluded in May with three children: two boys and one girl. The children’s ages ranged from 9 to 13 years. Participants were screened using a behavioral health questionnaire to assess their readiness for the challenge. They received an initial physical examination by their pediatrician to assess body mass index (BMI), weight, and blood pressure. In addition, participants weighed in before each session, and waist circumference was measured monthly.

Children and parents of the Healthy Palmetto Challenge reported increased self-esteem, confidence in making healthy food choices and a desire to live a healthy lifestyle. Food logs demonstrated a change in eating behaviors and Goodbodies evaluations showed an average improvement in physical activity tasks. While there wasn’t a significant weight loss in the children, weights did not increase and waist circumferences decreased.

Healthy Palmetto also helped take 633 BMI and body fat totals throughout the year.

### Community Partnerships and Programs

Partnerships began with several schools in Richland and Lexington school districts this fiscal year to offer walking challenges for their staff and teachers. Lexington/Richland District 5 signed up 374 employees and has reported over 10,635,066 steps. Their challenge ends January 2013. Palmetto Health also partnered with the EnClaire Cooperative Health Center.

Palmetto Health partnered with several organizations to present HBO’s documentary: The Weight of the Nation. The first three sessions of the four-part series were held at Palmetto Health Richland. The last session was held at USC School of Public Health.

Partnerships continued with the South Carolina Public Health Association and Oak Grove Elementary. The Pre-Diabetes: Now What program is a general overview of nutrition and physical activity. The USDA’s MyPlate guide and the exercise pyramid were used to discuss recommendations for diet and physical activity. In addition to the health knowledge section, goal-setting was taught. About 60 percent more participants scored at least 80 percent on the post-test when compared to the pre-test.

As a follow up to this general class, Palmetto Health offers monthly topic-specific classes. A partnership with the DHEC SNAP program allows the nutrition classes to be taught by a registered dietitian. An exercise and physical activity specialist teaches the physical activity classes.

### Pre- and Post-test Data for Pre-Diabetes: Now What Participants

<table>
<thead>
<tr>
<th>Pre-test (n=41)</th>
<th>Post-test (n=48)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Score</td>
<td>53.25%</td>
</tr>
<tr>
<td>Highest Score</td>
<td>83.33%</td>
</tr>
<tr>
<td>Lowest Score</td>
<td>16.67%</td>
</tr>
<tr>
<td>No. of 100%</td>
<td>80% and above</td>
</tr>
<tr>
<td></td>
<td>scores</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### NEXT STEPS

In FY2013, The Diabetes Health Initiative will continue to provide screening and education to those at risk for developing Type 2 diabetes. We also will continue to expand the Diabetes Prevention Program (DPP) modeled after the national study. Results from the study show that with modest weight loss and physical activity, there was a substantial reduction in diabetes among older adults who were at very high risk for diabetes. The results from the DPP were so compelling that the trial was ended a year early. Palmetto Health will continue to:

- Provide free screening for Type 2 diabetes to high-risk adults in the community
- Increase the percentage of diagnoses confirmed by case management when patient test results are “elevated”
- Provide free education regarding healthy lifestyles and Type 2 diabetes to adults and children
- Provide educational training and materials to physicians, patients, caregivers and others on the importance of early diagnosis of pre-diabetes and diabetes
- Increase number of physician referrals into the Diabetes Prevention Program

### Pre-Diabetes: Now What

The introductory class to the “Pre-Diabetes: Now What!” program is a general overview of nutrition and physical activity. The USDA’s MyPlate guide and the exercise pyramid were used to discuss recommendations for diet and physical activity. In addition to the health knowledge section, goal-setting was taught. About 60 percent more participants scored at least 80 percent on the post-test when compared to the pre-test.

As a follow up to this general class, Palmetto Health offers monthly topic-specific classes. A partnership with the DHEC SNAP program allows the nutrition classes to be taught by a registered dietitian. An exercise and physical activity specialist teaches the physical activity classes.
The Fannie E. Rippel Foundation was founded by Julius Rippel in 1953 with a mandate to focus on women, seniors, hospitals, cancer and heart disease. Rippel saw the need for fundamental healthcare reform more than 45 years ago. Out of his challenge grew Rippel’s focus on:

- Seeding innovation
- Catalyzing change
- Creating new models in healthcare

In 2007, what began as a roundtable conversation among some of the nation’s thought leaders from health, business and energy, evolved into successful models of system change from other fields that can accelerate the transformation of American health care. ReThink Health has grown into a number of initiatives. The programs focus on developing the capacity of individuals, organizations and communities to achieve significant, sustainable improvements in population health and care quality while reducing spending.

The Institute for Healthcare Improvement (IHI) in 2007 developed the idea that in order to improve health care three critical objectives must be pursued simultaneously, the “Triple Aim”:

- Improve the health of the population;
- Enhance the patient experience of care (including quality, access, and reliability); and
- Reduce, or at least control, the per capita cost of care.

In 2010, ReThink Health asked if community organization might be used to achieve the Triple Aim. Columbia, South Carolina was selected and a Vision Team was chosen in January 2011.

Vision Team members agreed that in order to improve the health of a community and reduce costs, greater access to and utilization of primary care was needed. In order to test community organization, the Vision Team decided to focus on an area of Columbia that had high disease rates, high health care costs, high non-emergency use of the emergency department, limited access to primary care and poor health outcomes. The Vision Team decided to focus on the 29203 ZIP code area first, then reach eventually throughout South Carolina. In May 2012, the Core Leadership Team (CLT) began taking on more ownership of the program as the Organizing for Health Team began to play more of a supporting role.

Healthy Columbia accomplishments (October 2011 through September 2012) are listed below:

- Teams created: community, providers, health coaches, students, data, media/communications, training, policy, care, sustainability, support
- Eight recruiting events
- 500 door knocks
- 1,200 calls
- 565 attendees
- 1,816 Commitment Cards signed
- 65 community members learn about health resources available in the Midlands in order to share the info with other members of the community
- 1,000 recruiting calls
- 95 people screened for BMI, BP, Blood Sugar, Diabetic Foot exam, and eye screening
- 53 vouchers provided for follow-up physician visits
- Back to School Bash Campaign (August)
- Dianne’s Call Womens’ Conference, Grace Chapel
- Senior Games held (September)
- Screening at Meadowlak Park, (September)

The CLT began to raise local funds to support the on the ground efforts in Columbia, hired a Campaign Director and Community Organizer, and opened an office in the 29203 community.

In Focus: Palmetto Conservation Foundation

Palmetto Health partners with the Palmetto Conservation Foundation to provide education and awareness about hiking, life skills, first aid treatments and conservation efforts in South Carolina. These programs are targeted to a few elementary schools in Richland and Lexington counties along with senior citizens.

The Palmetto Conservation Foundation recently completed the 2012 sessions of the Junior Trailblazer Club program. Fifth-grade students from Conder, Webber and Bookman Road elementary schools participated in this four-week program.

A total of 251 fifth-grade students participated in the program this year. Each school is located in a rural area and about 85 percent of the students are minorities. The students participated in four educational classes, recorded weekly miles using a pedometer and a walking log, and participated in a nature hike at the end of the program.

Webber Elementary participated in this program during their summer school session. This was the first time this program was offered as a summer school option. Due to the smaller class size and more flexible hours, there was an increase in the number of students who completed walking logs each week along with a greater understanding of the curriculum.

Conder and Bookman Road Elementary Schools provide Google Chrome Books (small laptops) for their students to use in the classroom, which allowed the students to take advantage of the online activities on the Junior Trailblazer website. The students were able to have a better understanding of the material due to the interactive learning process of the program.

This program also addressed the issue of childhood obesity and lack of physical activity by simply showing the students how to keep track of their daily activity. Students cumulatively logged more than 8,000 miles during this four-week program.

The program is developing a new generation of environmental stewards and promotes outdoor recreation. Through this program, children are able to engage in active lifestyles, while at the same time being taught how to be safe in the outdoor environment. Conservation, recreation and education go hand in hand, and the Junior Trailblazer program combines each of these into one comprehensive program.

Senior adults also were given the opportunity to be a part of Palmetto Conservation Foundation. In 2012, 265 seniors participated in a variety of events. They traveled around the state to participate in outings that included hikes, history tours, and even a cooking class. These programs helped to develop a generation of environmental stewards while promoting outdoor recreation.
She’s a teenager with a passion for biology. In fact, she’s hoping to become a dentist one day. But Tera Jackson does a lot more than study and think about a bright future ahead. As a junior at A.C. Flora High School, she’s making sure to get some good advice about life before graduation next year.

“The teen programs here are great. The best thing about it is that what happens in TeenTalk, stays in TeenTalk.” From topics including relationships, alcohol, drugs and getting along with parents, Tera knows when she hears her mentors say “Let’s Talk,” she can really talk about the things that matter to her.

Teen Talk is available in 38 schools throughout Richland and Lexington counties. This initiative is just one of many designed for students to actively engage with their peers.
Maternal and Child Health: Teen Health Initiatives

OVERVIEW
According to South Carolina Department of Health and Environmental Control (DHEC), the teen birth rate in South Carolina has decreased by 26 percent in the last decade. From 2009 to 2010, South Carolina saw its largest decrease (13 percent) in the teen birth rate for three decades. In Lexington and Richland counties results are even more promising with 15 and 18 percent decreases, respectively.

Teen Talk
To help address this issue, Palmetto Health developed a program called Teen Talk, a weekly youth development program for middle-high school students held during each participating school’s lunch period. A standard abstinence-based, youth development curriculum is used by each program facilitator. In FY2012, the program was hosted in 38 Richland and Lexington County schools, including one private school and three after-school programs.

The curriculum includes a combination of group discussions and role-plays to allow teens to express their concerns in a safe and confidential setting. The curriculum allows open discussion of youth-related topics including self-esteem, personal and family values, decision-making, communication, alcohol, tobacco and other drugs, personal responsibility and accountability. Palmetto Health staff adhere to the South Carolina Comprehensive Health Education Act (CHEA) and each respective school district’s sexual health guidelines.

Through effective marketing strategies, Teen Talk consistently recruits over 1,000 students each school year. In FY2012, the program recruited 2,038 students.

Freshman Focus
According to SC DHEC, 71 percent of South Carolina pregnant teens are between the ages of 18 and 19. To address this issue, the Teen Health Initiative partnered with Benedict College in FY2007 to implement a college-based sexual health program for college freshmen. Freshmen Focus is a 50-minute session that provides accurate information to college freshmen on creating healthy relationships, signs and symptoms of sexually transmitted diseases, and the appropriate use of contraceptive methods to protect themselves against sexually transmitted diseases (STDs) and unintended pregnancy. Within two semesters, the program was able to reach 669 freshmen.

Teen Health Summit
Research has shown that risky behaviors among teens heighten during unsupervised times. To confront and combat the potentially crippling consequences of these behaviors, Palmetto Health sponsors the Teen Health Summit annually on the second Friday of summer vacation. It is the program’s mission to address pressing teen health issues that teens battle during the school year and throughout the summer. Although the theme changes each year, the workshops typically address healthy relationships, self-esteem and body image, parent-child communication, nutrition and physical activity, and sexuality education. More than 300 students and 80 parents attended the Teen Health Summit “Dating and Waiting” in FY2012.
ParenTeen
Palmetto Health understands the importance of parent-child connectedness in increasing overall teen health outcomes. In 2005, Palmetto Health implemented ParenTeen – a program for parents of teens designed to help them enhance communications about sexuality and health education. The program’s goal is to raise awareness of the important issues facing teens, inform parents of the economical and social impact of teen pregnancy and nurture parental skills to assist in developing strong, positive and connected parent/child relationships. One session is hosted per quarter. In FY2012, ParenTeen conducted workshops for 89 parents and adults that work with teens.

Summer Connections
In an effort to support the community in educating teens about pregnancy prevention, Summer Connections was created. This six-week program incorporates weekly youth development sessions into existing summer programs. Students are engaged in discussions and activities regarding self-esteem, body image, decision-making, goal-setting, values and building positive relationships. These topics are universal, and can be transferred and translated for all age groups. One-hour sessions are conducted by trained Palmetto Health staff. Programs and organizations within Richland and Lexington counties that serve youth (ages 10 to 19) are eligible to participate and each session should include a minimum of 10 youth (ages 10 to 19). Between June and July 2012, staff served 180 youth at 11 locations.

Teen Health Website (ITZ TIME)
Being a teenager can be a challenging time in life. Teens have questions and concerns about their physical and emotional health. The Teen Health Website (ITZ TIME) provides teens with accurate information online about issues that matter to them. It includes information about the Teen Talk program and online issues of the monthly Teen Talk newsletter. Palmetto Health wants to provide teens with information to help them make good choices when faced with difficult decisions, at any time of the day or week. Parents and adults also are encouraged to visit the site. In FY2012 the website received 2,300 visits. The site features teen health-related topics as well as an “Ask an Expert” forum.

Each month, Palmetto Health publishes a teen health newsletter to provide helpful information for teens and promote communication between teens and parents. Topics for the most recent months included stress management, college life, SAT/ACT tests, weight management and teen budgeting.

Each newsletter is archived on the Teen Health Website. More than 100,000 newsletters were distributed to teens and adults in Richland and Lexington counties in FY2012. In addition, more than 6,000 e-newsletters and 1,200 parent notices were distributed. More than 8,000 teen health fliers, pamphlets, brochures and Teen Health Initiative promotional items were distributed to local teen health providers and community organizations.

Dating and Waiting
More than 300 teens and 80 parents attended the Teen Health Summit “Dating and Waiting” in June 2012. For seven hours, parents and teens engaged in deep conversations about themselves and their relationships and were entertained by noteworthy speakers. Palmetto Health does its best to partner with local school districts, teen-friendly organizations, and supporting businesses. The 2012 summit was hosted at Dreher High School, lunch was provided by Chick-fil-A, and Baskin Robbins hosted an ice cream social.

Teens enjoyed the daylong event and said the following:

• “Thank you for everything you do”
• “This one was the best one yet with fast progress.”
• “It was awesome, can’t wait for next year.”
• “I learned so many things in the Birds, Bees, and Babies class”
• “Continue to do what you did this year, it was very fun, informative, and interesting.”

The Teen Health Summit is a large, comprehensive program that requires the commitment of Palmetto Health staff, school teachers and school administrators and community members. It is this consistent commitment that keeps students coming from across the state. Palmetto Health has sponsored the summit for nearly 10 years and has reached more than 3,000 students.
At 20 years old, Jameika Jacobs is learning the ropes of juggling family and motherhood. And she’s doing that with the support of Palmetto Healthy Start.

When she found out she was pregnant, Jameika says she was scared. She knew that whatever she decided, her life would never be the same. After finding out about Palmetto Healthy Start, she immediately got plugged into the resources she needed to deliver her baby and become a great mom.

Fast forward to the present, and Jameika, her daughter Ja’miya and dad Ronald, are doing very well. The Fatherhood Initiative within Palmetto Healthy Start plays an important role in their family.

“This is the supportive family that we need,” says Jameika. “We wouldn’t be here without them.”

Her advice to others that may be in her situation is to reach out for help. “Don’t stress. Call Palmetto Healthy Start. They can help you.”
Maternal and Child Health: Palmetto Healthy Start

OVERVIEW
Palmetto Health’s Maternal and Child Health Program targets medically indigent, expectant mothers and infants in Richland, Fairfield, Lexington and Sumter counties. Palmetto Healthy Start (PHS) was formed in 1997 and is a community-based federally funded program under the auspices of Palmetto Health. The goal of PHS is aimed at reducing infant mortality, low birth weight and racial disparities in perinatal health outcomes.

Palmetto Healthy Start began providing prenatal care services to low-income pregnant women in four ZIP code areas of Richland County in 1998, and expanded to all of Richland and Fairfield counties in 2001. The service area was expanded to include Lexington and Sumter counties in 2010 through an additional grant received from the Bureau of Maternal and Child Health of the Health Resources and Services Administration (HRSA).

Increasingly more low-income pregnant women are receiving prenatal care services through PHS. The number of participants enrolled in Palmetto Healthy Start has steadily increased. In FY2012, there were 2,628 women - including 1,435 newly enrolled pregnant women - and 1,540 infants, who received prenatal care and/or interconceptional care in addition to well baby services.

Prenatal and Adequate Care
Early and adequate prenatal care significantly improves the chances of having a healthy baby. Through prenatal visits, Palmetto Healthy Start provides education to expectant mothers about nutrition and the dangers of substance abuse during pregnancy. Education helps prevent poor birth outcomes including low birth-weight and infant death. Prenatal care that begins early and is risk-appropriate, continuous and comprehensive is associated with improved maternal and infant outcomes. Palmetto Healthy Start works to bring prenatal care to participants in their early stage of pregnancy to help them have a healthier baby. By intervening with pregnant women as early as possible, PHS strives to help them receive risk-appropriate, regular and consistent prenatal care, in addition to connecting mothers and their infants with health and social services.

In 2012, 74.4 percent of program participants initiated prenatal care in their first trimester, compared to the overall rate of 69.3 percent among those African-Americans in the target area in 2011. The target area consists of Fairfield (63.6 percent), Lexington (70.7 percent), Richland (68.8 percent) and Sumter (68.8 percent) counties.

Palmetto Healthy Start worked very hard to ensure participants received adequate prenatal care as outlined by the Kessner Index (criteria for adequacy of prenatal care). In 2012, 70.5 percent of PHS participants received adequate prenatal care. That is compared to the 2011 overall rate of 62.6 percent in Fairfield (63.6 percent), Lexington (65.6 percent), Richland (62.6 percent) and Sumter (56.6 percent) counties.

Low Birth Weight/Infant Mortality
All Palmetto Healthy Start services are designed to improve the health of infants and to reduce infant mortality rates. These efforts have made significant progress in reducing the number of low birth-weight babies and infant mortality among participants in the past several years. In FY2012, 11 percent of infants in the program were low birth-weight; lower than the rate of African-Americans in the target area (13.8 percent) in 2011. The target area consists of Fairfield (13.7 percent), Lexington (11.3 percent), Richland (14.6 percent) and Sumter (12.8 percent) counties.

In FY2012, there were 861 birth outcomes recorded among participants. The infant mortality rate among participants was 3.5 per 1,000 live births in 2012. The infant mortality rates were significantly lower than the overall rate of 10.3

During Fiscal Year 2012, Palmetto Healthy Start provided services to 2,628 women and 1,540 infants.
In Focus: Infant Mortality Awareness Month

In 2007, the US Congress voted to recognize the month of September as Infant Mortality Awareness Month. The goal of Infant Mortality Awareness Month is to increase national awareness of infant mortality and contributing factors, and to urge community leaders to assist in efforts to meet the objective of reducing the rate of infant mortality in this country. Parents, family members, friends, health care workers, and community organizations who have been touched by the loss of a pregnancy or the death of an infant wore awareness ribbons of remembrance. Awareness activities were held across the nation to promote the global cause of infant mortality prevention, intervention and abatement. In South Carolina, Palmetto Healthy Start established the following initiatives to encourage awareness:

Infant Mortality Awareness Day recognized infant mortality by wearing awareness ribbons of remembrance.

Infant Mortality Awareness Walk was established to encourage awareness in our community. Donations from the walk were used to promote safe sleep initiatives. An IMA mini-walk also was sponsored at the Sumter Mall along with a tribute to the practice of midwifery and its historic roots.

Heroes in the Field Awards Luncheon honored individuals for their significant contributions in reducing the incidence of infant mortality in South Carolina, especially within the greater Midlands area.

Heroes in the Field Provider/Staff Symposium was designed to educate providers, staff and consortium members. The topics focused primarily on common health conditions, pre-term births and infant mortality.

Heroes in the Field Perinatal Educational Workshop was created for the purpose of providing education and resources to expectant parents and family members.

In addition, a collaboration with the Morris College Pan-Hellenic Council, Palmetto Healthy Start had a very successful month long diaper drive for Palmetto Healthy Start participants.

There has been an impressive decrease in infant mortality rates, especially among African-Americans, in Richland and Lexington counties since Palmetto Health began rendering services. However, when compared with South Carolina rates, the great racial disparity is still unacceptable. The decreases in the infant mortality rate have resulted from improving health measures and/or health behaviors (e.g. prenatal care, reducing teen pregnancy and low birth-weight), as well as advances in technology available for improving the survival of very low birth-weight infants born prematurely.

Childbirth, Infant Care and Newborn Care Classes

One of the Healthy People 2010 objectives addressed increasing the number of pregnant women who attend a series of prepared childbirth classes. The Maternal and Child Health Initiative seeks to increase patient education regarding the importance of prenatal care and the childbirth process by offering a series of free classes.

Childbirth education, newborn care, infant CPR and breastfeeding classes were provided to pregnant women, new moms and teens in Richland, Lexington and Fairfield counties. Childbirth education increases women’s knowledge regarding the importance of prenatal care and the childbirth process. In 2012, Palmetto Health provided 50 classes to 818 participants.

Round-trip transportation to classes was provided if needed. Women and teens were encouraged to bring the expectant father and/or support person with them to the classes. CareCall staff members (Palmetto Health’s call center) enrolled the participants in the classes, sent a follow-up letter and called to remind participants about the class.
“Ms. Millie” as she’s better known, is an employee at The Free Medical Clinic, as well as a Richland Care participant. That makes her uniquely qualified to help take care of others. It wasn’t long ago that she knew the struggles that the participants face.

“A few years ago, I found myself in a tough place. I needed health care, eye care, dental care, and I had nothing. But I found out about Richland Care and I was able to get the medical attention I needed. I am just grateful that now I can help others find the care that they need,” says Mildred. Her best advice is for people to not be afraid to ask for the care they need.

In addition to access to medical homes across Richland County, Richland Care also provides discounted pharmaceutical services, and access to specialty care services. They also refer participants for dental and vision care. In 2012, Richland Care participants received a total value of more than $1.1 million in health care services.
Richland Care

OVERVIEW
Richland Care is a healthcare delivery system designed to improve access to care and improve health outcomes for low-income (below 200 percent of the federal poverty level), uninsured residents of Richland County, South Carolina. Richland Care participants choose a medical home and have access to primary care, specialty care, hospital and pharmacy services, and referral to mental health and substance abuse services as needed. Richland Care services also include care management activities and supportive services for participants with hypertension and/or diabetes and demand management capability for subspecialty areas.

The Richland Care Intervention
Through September 30, 2012, Richland Care participants have gained access to a number of healthcare services. This access has allowed participants to address their health concerns through primary care, specialty care and/or medications, and participants reported increased health status.

Initiative
Richland Care’s goal is to continue the development of a coordinated healthcare delivery system. Medical homes provide primary care and pharmaceuticals to low-income, uninsured persons. Four hospitals within Richland County (Palmetto Health and Providence Hospitals) also provide inpatient services to low-income, uninsured persons.

Richland Care Community Coalition
Richland Care participants have access to subspecialty care and services through specialty groups that have contracted with the program for partial payment of fees and through groups that provide services at little or no cost. Contracted specialists were paid on a fee-for-service basis, and participants were responsible for a $20 office visit copayment. As of September 30, 2012, Richland Care was contracted with 20 specialty groups covering 16 different subspecialty areas.

During Fiscal Year 2012, Richland Care provided services to 7,404 participants. Richland Care paid $316,113 for specialty services. Participants received a total value of care equaling to $1,147,862.

The contracted specialty care areas that comprise the specialty network are:
- Cardiac surgery
- Plastic and Reconstructive Surgery
- Endocrinology
- Podiatry
- ENT
- Pulmonology
- Gastroenterology
- Rheumatology
- Nephrology
- Surgery
- Obstetrics/Gynecology
- Urology
- Ophthalmology
- Orthopaedics
- Orthopaedic Surgery

Richland Care made 1,953 referrals in the reporting period for participants to receive specialty services from contracted specialty providers. The three specialty areas that were the most frequently utilized were: gastroenterology (21.56 percent), cardiology (11.01 percent), and surgery (10.04 percent).

NEXT STEPS
In FY2013, Richland Care will continue implementation of the healthcare delivery system to improve access to care and improve health outcomes of the target population. Through continued outreach efforts, our goal is to enroll 2,281 new persons into the program. The community coalition and healthcare delivery system subcommittee will continue to discuss capacity within the primary care safety net for additional low-income, uninsured patients.

Results
Between November 1, 2001 and September 30, 2012, Richland Care gained 20,594 participants.

Twenty percent (4,296) of the total participants were active in Richland Care on September 30, 2012. The demographic characteristics of active Richland Care participants have remained constant:
- 85 percent unmarried
- 75 percent African-American
- 6 percent Hispanic
- 67 percent female

Having access to primary care is the cornerstone of Richland Care. All participants select one of 14 medical homes for primary care and pharmaceutical services. They choose from the following provider organizations:
- Brookland-Cayce Medical Practice
- Celia Saxon Health Center
- Eastover Family Practice
- Eau Claire Internal Medicine
- Family Medicine Center at Palmetto Health
- The Free Medical Clinic
- Hopkins Pediatrics and Family Practice

At the end of the reporting period Laurel Medical Practice had the highest number of participants with 6,985 total participants (includes active and non-active participants). The Free Medical Clinic had the second highest number of participants at 2,395, and the Internal Medicine Clinic had the third highest enrollment at 2,342 total participants.

Richland Care participants have access to subspecialty care and services through specialty groups that have contracted with the program for partial payment of fees and through groups that provide services at little or no cost. Contracted specialists were paid on a fee-for-service basis, and participants were responsible for a $20 office visit copayment. As of September 30, 2012, Richland Care was contracted with 20 specialty groups covering 16 different subspecialty areas.

The contracted specialty care areas that comprise the specialty network are:
- Cardiac surgery
- Plastic and Reconstructive Surgery
- Endocrinology
- Podiatry
- ENT
- Pulmonology
- Gastroenterology
- Rheumatology
- Nephrology
- Surgery
- Obstetrics/Gynecology
- Urology
- Ophthalmology
- Orthopaedics
- Orthopaedic Surgery

Richland Care made 1,953 referrals in the reporting period for participants to receive specialty services from contracted specialty providers. The three specialty areas that were the most frequently utilized were: gastroenterology (21.56 percent), cardiology (11.01 percent), and surgery (10.04 percent).
A smile can warm your heart. It can give more than words can say or money can buy. But for some South Carolina residents, access to having a great smile can be far from heart-warming. Barriers such as poverty, lack of insurance, social stigmas, costs and a decreased level of oral health education, are causing hundreds of adults and children to go without dental care. Poor dental health can lead to serious medical conditions such as heart disease, pre-term labor and low-birth weight babies. Those without access to dental care also may experience low self-esteem, thus hindering the possibility of social and employment opportunities. Their smiles are few and far between.

In response to the rising emergency department dental visits at our hospitals, Palmetto Health was recently charged with creating a program that would redirect patients to dental homes. Unwarranted visits to emergency departments decrease available hours for more urgent patients with serious or critical conditions. Since FY2009, following the end of Medicaid dental services for adults, dental visits in our emergency departments increased significantly each year. To combat this issue, the Midlands Dental Initiative was created and began referring patients on July 2, 2012. In FY2012 (July – September), the Adult Dental Clinic. Of the 1,194 children referred to the dental clinic, 1,149 children received free dental services.

In addition, the Community Partners of the Midlands Dental Clinic provides comprehensive dental services to uninsured and underinsured adults 11 hours per week during adult clinic hours. With assistance from Palmetto Health, the adult program became the first of its kind in Richland County. Adult residents are able to receive preventative care, restorative care, tooth extractions, fillings and emergency treatment. In FY2012, Palmetto Health dental residents volunteered nearly 300 hours to the adult dental clinic. However, a full-time dentist performs most operations. In FY2012, 1,259 patients were provided nearly $460,000 in dental services at no cost.

The children and adult dental clinic once operated by Family Service Center of South Carolina. Many children in South Carolina are caught in a tough set of circumstances. Their family income levels are too high to qualify for Medicaid, but assistance is still needed to make full health coverage affordable for the family. A partnership with Community Partners of the Midlands provides comprehensive dental services to these children caught in the gap. Eligible children are those that receive free or reduced school lunch and have no dental coverage. Dental services include cleanings, X-rays, sealants, fluoride and fillings. The children’s dental clinic is operated using volunteer dentists. More than 450 South Carolina dentists have volunteered to ensure free dental services for children, and have done so for more than 50 years. In FY2012, 1,194 children received free dental services.

**In Focus: Dental Initiatives**

With the children and adult dental clinic once operated by Family Service Center of South Carolina. Many children in South Carolina are caught in a tough set of circumstances. Their family income levels are too high to qualify for Medicaid, but assistance is still needed to make full health coverage affordable for the family. A partnership with Community Partners of the Midlands provides comprehensive dental services to these children caught in the gap. Eligible children are those that receive free or reduced school lunch and have no dental coverage. Dental services include cleanings, X-rays, sealants, fluoride and fillings. The children’s dental clinic is operated using volunteer dentists. More than 450 South Carolina dentists have volunteered to ensure free dental services for children, and have done so for more than 50 years. In FY2012, 1,194 children received free dental services.

In addition, the Community Partners of the Midlands Dental Clinic provides comprehensive dental services to uninsured and underinsured adults 11 hours per week during adult clinic hours. With assistance from Palmetto Health, the adult program became the first of its kind in Richland County. Adult residents are able to receive preventative care, restorative care, tooth extractions, fillings and emergency treatment. In FY2012, Palmetto Health dental residents volunteered nearly 300 hours to the adult dental clinic. However, a full-time dentist performs most operations. In FY2012, 1,259 patients were provided nearly $460,000 in dental services at no cost.

**Community Partners of the Midlands (formerly Family Service Center): Children and Adult Dental Clinic**

A partnership with the United Way of the Midlands allowed Palmetto Health to sustain its relationship with the children and adult dental clinic once operated by Family Service Center of South Carolina. Many children in South Carolina are caught in a tough set of circumstances. Their family income levels are too high to qualify for Medicaid, but assistance is still needed to make full health coverage affordable for the family. A partnership with Community Partners of the Midlands provides comprehensive dental services to these children caught in the gap. Eligible children are those that receive free or reduced school lunch and have no dental coverage. Dental services include cleanings, X-rays, sealants, fluoride and fillings. The children’s dental clinic is operated using volunteer dentists. More than 450 South Carolina dentists have volunteered to ensure free dental services for children, and have done so for more than 50 years. In FY2012, 1,194 children received free dental services.

**Comparison of Emergency Room Dental Visits July-August 2011 to July-August 2012**

<table>
<thead>
<tr>
<th>Number of Dental Visits</th>
<th>July - Aug 2011</th>
<th>July - Aug 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERCENT CHANGE</strong></td>
<td>-11%</td>
<td></td>
</tr>
</tbody>
</table>

**BEFORE**

**AFTER**

**Oral Health: Periodontitis**

Evidence supporting a strong association between periodontal disease and pre-term and low birth-weight births prompted a third program through the Community Partners of the Midlands Adult Dental Clinic. Women found positive for periodontitis or gingivitis, were provided treatment and follow-up care at the Adult Dental Clinic. Of the 605 women who were screened in FY2012, 26 percent screened positive for needing follow-up treatment.

Premature birth is South Carolina’s leading cause of infant mortality, with one in eight babies born too early and too small. Periodontitis is inflammation of the tissue surrounding the teeth, causing shrinking of the gums and loosening of the teeth. This common gum disease and severe gingivitis are factors in premature and low birth-weight. The harmful bacteria that cause these diseases can enter the bloodstream and target the fetus, resulting in pre-term labor. While obstetricians encourage all pregnant women to be examined, the challenge lies in reaching low-income or uninsured pregnant women early enough to have their dental problems identified and treated. Women participating in Palmetto Healthy Start’s prenatal program are referred to the dental clinic, screened for periodontal disease and treated as needed at no cost.

**Columbia Oral Health Clinic: HIV+ Adult Dental Clinic**

Along with uninsured adults and their families, people living with HIV/AIDS also were identified as a high-risk population with oral health needs. Since the beginning of the HIV/AIDS epidemic, more than 30 oral health conditions resulting from HIV have been reported. Some conditions are almost exclusively found in people with HIV; however, common oral health conditions are more severe for these patients. A weakened immune system typically calls for more intensive and costly treatments. With a growing number of HIV/AIDS patients without dental insurance and private dentists that refuse to accept them as patients, a free dental clinic exclusively for this population was necessary.

Through a partnership with Columbia Oral Health Clinic, Palmetto Health provides dental services for HIV/AIDS patients of the Midlands. Like a private dental practice, patients are seen by appointments and provided comprehensive dental care, to include preventive and restorative care, oral surgery and prosthodontics from a staff of full-time professionals, including a dentist, dental assistant and dental hygienist. In FY2012, 1,068 patients were provided nearly $150,000 in dental services at no cost.

**Community Partners of the Midlands Visits, FY2010-FY2012**

**Columbia Oral Health Clinic HIV/AIDS Dental Program Patient Visits**

**Oral Health Screenings FY Years FY10 FY11 *FY12**

<table>
<thead>
<tr>
<th>Screenings</th>
<th>685</th>
<th>692</th>
<th>605</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screened Positive</td>
<td>45%</td>
<td>18%</td>
<td>26%</td>
</tr>
</tbody>
</table>

* Decrease due to reduced census at provider office

“Thank you for treating me with respect and calming me down. Thank you to the people who make this clinic happen. I could not have afforded to see a dentist and am so grateful that this wonderful clinic is available to those like me who have no where else to turn. What a blessing you have been to me!”

~ Midlands Dental Initiative Adult Patient
PASOs
Julie Smithwick

There aren’t many women like her in the Columbia area. Julie Smithwick is surrounded by families each day who speak another language. Fortunately, she’s fluent in Spanish.

As the director of the PASOs program (which means ‘steps’ in Spanish), a Palmetto Health community partner, Julie and her team work to achieve their vision of a ‘healthy South Carolina with a healthy Latino community’ through education, support and grassroots leadership development.

“The Latino community has so many strengths. We’re here to help them realize their goals,” she says. “We want them to provide an opportunity for these highly talented and motivated individuals to use their full potential here. They are using their liderazgo (leadership) to succeed in this community and help our state be healthier.”

The PASOs program is just one of many with whom Palmetto Health partners within the Midlands.
Community Partners

OVERVIEW
Palmetto Health funds many outstanding initiatives designed to improve community health. The initiatives that are selected for funding are approved by the Community Health Committee, a subgroup of the Palmetto Health Board.

SC Research Foundations: PASOs and Puentes (Bridges) Project
PASOs (which means ‘steeps’ in Spanish) was created in 2005 to help the Latino community and service providers work together for strong and healthy families. PASOs is based on Latino cultural values providing opportunities to sustain traditions and practices that support healthy families while navigating South Carolina health systems and resources. The program has become a well-known and trusted source of information within its target community and for organizations wanting to reach the Latino community. PASOs covers 13 counties across the state. In FY2012, PASOs was able to provide health education and leadership training to Hispanic/Latino Community Ambassadors who serve as peer educators on maternal, child and reproductive health and services to provide individualized support and navigation. Ambassadors also meet with local health and service organizations to develop resource networks, facilitate community outreach events in Latino neighborhoods, and build bridges between resources and their communities. The PASOs Program was able to provide 4,173 services to its participants and the community.

HealthTeacher
Originally developed in 1999, HealthTeacher provides comprehensive online resources to teach good health habits to children. It is comprised of Community Youth Health Literacy Collaborative health educators and professionals. Today, HealthTeacher is used in all 50 states and 14 foreign countries. They are committed to education, outreach and the promotion of health literacy.

In FY2012, Palmetto Health sponsored the implementation of HealthTeacher in Richland School District One and Richland School District Two. There were 84 active schools registered and 1,104 teachers and staff trained to use the program with a HealthTeacher employee providing technical assistance. The website and on-site associate provided 13,838 services to Richland County teachers through the website and on-site training.

Programs goals are to:
• Increase the health literacy of all teachers;
• Enable teachers to overcome constraints that limit health education in the classroom;
• Provide the knowledge, skills and tools that increase the health literacy of all students; and
• Engage parents and other key community stakeholders to reinforce healthy behaviors among children.

University of South Carolina Student Health Services: Project Condom
Intended for a young adult audience, Project Condom is an innovative intervention that grabs the attention and ignites the creativity of college-aged students, while delivering important messages about safe sex and sexual responsibility. Project Condom is an education-based, contraceptive awareness fashion show initiated by the University of South Carolina’s Office of Sexual Health and Violence Prevention.

The concept is a derivative from the popular reality show Project Runway. Each week, contestants are assigned a design challenge and given two days to complete their garments. Unlike the reality show, Project Condom allows students three to four weeks to complete their condom-constructed garments. Students are given an opportunity to display their garments during the Project Condom fashion show and contestants are judged based on creativity, theme, stage presence, and conceptual message.

Project Condom seeks to:
• Increase the quality, availability, and effectiveness of educational and community-based programs designed to prevent disease and improve health and quality of life;
• Improve pregnancy planning and prevent unintended pregnancies;
• Prevent HIV infection and its related illnesses and death; and
• Promote responsible sexual behaviors, strengthen community capacity, and increase access to quality services to prevent sexually transmitted diseases (STDs) and their complications.

The University of South Carolina has implemented this program for the past four years. In the past years, more than 35 student groups have submitted garments. In FY2012, 650 students attended the final runway awareness fashion show.

University of South Carolina School of Medicine: Minority Medical Student Scholarship
South Carolina has a disproportionate number of minority students enrolling in medical school within the state. Palmetto Health uses its partnership with the University of South Carolina School of Medicine to provide funding for a minority medical student to increase the number of minority students studying and practicing medicine in South Carolina. Since the inception of the award, four students have received the Palmetto Health Medical Scholarship. Three have graduated, and two have remained to practice in South Carolina. In FY2012, Amberly Nesbitt was the student grantee. She is a fourth-year medical student, previously studying biology at USC and was also the 2006 NCAA Track and Field national champion in the 100-meter race.

Before entering medical school, she worked as a chemistry and algebra teacher at Glenforest School in Columbia as a local personal trainer. Now in medical school, Amberly continues to lead by serving on the School of Medicine’s Admissions Committee and as treasurer of the Student National Medical Association. Upon graduation, she plans to specialize in Obstetrics and Gynecology with an emphasis on infectious disease (specifically STD/HIV).

Columbia College: Project LEAD
In 2009, Palmetto Health partnered with Columbia College to implement a teen pregnancy prevention program called Project LEAD (Ladies Empowered to Achieve and Dream), targeted at young women ages 18 to 22. This program uses leadership development to expand participants’ understanding of personal strengths, goal setting skills, career planning, educational planning and sexual behavior. Project LEAD seeks to develop young women from the program as leaders in life and community.

The program is centered in the 29203 ZIP code area, which has the highest number of teen pregnancies in the state. Statistically, pregnant teens are less likely to graduate from high school or enroll in college than non-pregnant teens. In fact, older pregnant teens are unlikely to complete college even if enrolled. All pregnant teens have a higher likelihood of becoming long-term victims of poverty than teens who delay pregnancy. Teens with multiple early pregnancies are even more vulnerable.

In FY2012, Project LEAD provided 1,964 youth development program services to nearly 450 young women and professionals.

South Carolina Campaign to Prevent Teen Pregnancy: Building Sustainable Teen Pregnancy Prevention Programs in the Midlands
The SC Campaign to Prevent Teen Pregnancy was founded in 1994 to respond to concerns in South Carolina and across the country regarding high rates of teen pregnancy. The SC Campaign is the only organization that serves all 46 counties exclusively focused on the reduction of teen pregnancy. The organization’s core activities include community partnerships, technical assistance, education and training, public awareness and advocacy, and research.

Through funding from Palmetto Health in FY2012, the campaign has been able to host several teen pregnancy prevention awareness events, a series of regional teen pregnancy roundtables, and its 13th annual teen pregnancy prevention conference, Summer Institute. In its thirteenth year, the Summer Institute provided the latest information and research on teen pregnancy and STD/HIV prevention.
to enhance knowledge and skill level of youth-serving professionals nationally.

Intensive technical assistance also has been granted to local organizations Lexington Richland Alcohol and Drug Abuse Council (LRADAC) and Fairfield Community Health Partners to implement teen pregnancy curricula and strategic community programming efforts.

Through these initiatives and other supplemental activities, the SC Campaign was able to provide 742 direct services with adolescent sexual health providers throughout the state. Additionally, over 550 people visited the organization’s Online Learning Center, about 863 youth brochures were distributed at the local Teen Health Summit, and more than 1,500 people received the campaign’s biweekly Friday Broadcast newsletter.

**Silver Ring Thing: Abstinence Only Sexual Health Education**
The Silver Ring Thing (SRT) is a unique para-church youth ministry that promotes abstinence until marriage using two avenues—an intense live concert and a small, youth group film event called Project 434. The Silver Ring Thing program was created in 1995 by Denny and Amy Paityn as a response to the escalating numbers of teen pregnancies in Yuma, AZ, and was moved to Pittsburgh, PA in 2000. In 2001, SRT was invited to bring their program to South Carolina, and in 2006 a SRT Hub was established in Fairfield County for children under the age of 18. Serving Richland, Lexington, and Fairfield counties.

Through these initiatives and other supplemental programs, the Silver Ring Thing ministry that promotes abstinence until marriage using two avenues—an intense live concert and a small, youth group film event called Project 434. The Silver Ring Thing (SRT) is a unique para-church youth ministry that promotes abstinence until marriage using two avenues—an intense live concert and a small, youth group film event called Project 434. The Silver Ring Thing (SRT) is a unique para-church youth ministry that promotes abstinence until marriage using two avenues—an intense live concert and a small, youth group film event called Project 434.

- Exposes youth to harmful gender stereotypes which perpetuate gender-based violence.
- Explores boundaries to help youth identify their own sense of security and safety
- Teaches youth how to communicate assertively to express their needs in relationships
- Empowers youth to be positive bystanders to confront and prevent dating and sexual violence.
- Reinforces help-seeking behavior and raises students’ awareness of resources within the community
- Provides 24-hour hotline and hospital response to sexual violence survivors.

In FY2012, the STSM staff served 2,884 survivors of sexual or domestic violence through thousands of direct services to included counseling, hospital accompaniment and hotline calls. The staff also facilitated nearly 500 educational sessions to the community.

**Palmetto Health Trauma Center: Project READY**
Project READY is an injury prevention program designed to explore the consequences of risky adolescent behavior. PROJECT READY (Realistic Education About Dying Young) is a program sponsored by Palmetto Health’s Office of Community Health and Palmetto Health Richland’s Trauma Program. The READY program provides adolescents with real insight into the consequences of risky behaviors that lead to traumatic injury by exposing them to the environment of a Level I Trauma Center.

Each READY program consists of one four-hour session. Participants learn how to evaluate and anticipate consequences of their choices by witnessing real situations in which risky behavior resulted in traumatic injury. Sessions include interactive presentations, a tour of the hospital’s trauma area and morgue, and injury/disability simulation stations. In FY2012, Project Ready served 63 students and adults.

March of Dimes: Every Woman South Carolina
In FY2012, Palmetto Health provided funding to the South Carolina March of Dimes to support its mission to improve the health of babies by preventing birth defects, premature birth and infant mortality. This sponsorship has allowed for continued programming through the Every Woman Campaign and the Birth Outcomes Initiative, encouraging women to decline elective deliveries before 39 weeks.

Through the support of Palmetto Health, the March of Dimes has been able to make more than 15,000 direct contacts (parent education, grants and professional conferences) and indirect contacts (printed material and media outlets). The March of Dimes is very grateful for its longstanding partnership with Palmetto Health and looks forward to continued support of its initiatives.

**Eau Claire Cooperative Health Centers Inc.: Collaborative Pharmacological Intervention Program**
Palmetto Health partners with the Eau Claire Cooperative Health Centers to provide prescription assistance to low-income patients. This increased compliance and overall improvements in health. In addition, other supplemental community programs such as the Healthy Palmetto Walking Challenge, Project Impact Diabetes, Diabetes Boot Camp, Diabetes 101 classes and I AM WOMAN. The funding resulted in 800 significant touch points with participants.

**Community Partners of the Midlands (formerly Family Service Center): Midlands Eye Care Clinic**
Following S.C. Mission 2011, Palmetto Health recognized a great need for free comprehensive eye care in the Midlands. Thousands of residents waited in long lines for free eye care, and many were in dire need of corrective eyeglasses. To address this issue, a collaborative of local organizations including Palmetto Health have initiated and maintained a new eye clinic for uninsured residents of Richland and Fairfield counties. All patients are granted a free comprehensive eye exam and eyeglasses, as needed. Currently, the clinic operates on two half days per month with assistance from volunteer optometrists.

Since its first operational day in February 2012, the clinic has seen 214 patients. The demographics of the clinic patients are as follows: 93 percent reside in Richland county, 88 percent African-American, 30 percent male, and 85 percent needing eyeglasses.

**Palmetto Poison Center: Senior Medication Safety Program**
Poisoning is the second leading cause of death from unintentional injury in the United States. Palmetto Poison Center is the only poison resource center for the entire state of South Carolina. The center offers a 24-hour toll-free hotline staffed by nurses and pharmacists. In FY2012, the center educated 186 senior citizens through education seminars. Senior citizens represent nearly six percent of the center’s calls; and nearly 50 percent were medication concerns and errors.
FY2012, PALSS provided HIV/STI prevention information to women in their social networks to work within their social networks to disseminate HIV prevention and peer advocacy among African-American women. The women trained with the new curriculum were designated as WISE Women (Women in Support of Empowerment), serving as peer educators and charged to women who are HIV positive. Both the WISE Women prevention program is virtually essential to ensure a healthy well-being. Palmetto Health funds the James R. Clark Memorial Sickle Cell Foundation to provide direct case management to patients in Richland and Lexington counties. The foundation also collects specific patient data used to better understand and address the over-utilization of emergency departments and to determine the impact of the Foundation’s case management services. In FY2012, the Foundation provided case management services to 292 sickle cell patients of the Midlands. Mental Illness Recovery Center, Inc.

Her name is Peggy, but for most of the people around her, she’s affectionately known as the “little momma of Rosewood.” For the first time in 30 years, Peggy now has a stable place to live. Beyond that, she has a steady chain of love and support, thanks to the MIRCI program, staff, medical professionals and volunteers.

In her Rosewood community, Peggy is a true helper and angel to those around her, always willing to lend a hand. With a diagnosis of bipolar disorder and long-term disability status, Peggy says she finally feels like she’s home.

“I was on the streets for so long,” she says. “But these people here, at MIRCI, my doctors and case managers, they saved my life. I’m not leaving. This is my home.”

“MIRCI is my backbone, my heart.”

The MIRCI program provides Peggy and other participants a place to live and resources to take care of themselves. They also provide the medical and mental health care that is needed to keep them a part of the community around them. For Peggy, these people are her family. She knows that without them, her life would be much different.

As for advice she has for others that may be in her situation, headed down the same path or living a life without hope, she has this to say.

“Get help. Get MIRCI. If I can do it, anyone can do it. There’s no need to go without this type of care when it’s here.”
It’s all about women, health and heart. Palmetto Health, Blue Cross Blue Shield of South Carolina and other local organizations partnered to present “Women at Heart,” a free heart-health forum held in September. The event, in its fifth year, helps women learn to take better care of their hearts. To date, more than 4,000 lives have been touched.

The FY2012 “Women at Heart” event brought in 1,027 attendees, with 39.6 percent attending for the first time. Most of those in attendance were between 40 and 69 years old with 63.3 percent never having been screened by the Office of Community Health. “Women at Heart” combines screening with a heart-healthy day of awareness. Other event activities included heart-healthy cooking and fitness demonstrations, testimonials from women living with heart disease and a variety of vendor and informational exhibits. Palmetto Health physicians discussed heart disease risk and took questions from the audience in an “Ask the Doctor” session.

Before and during the event, there were 409 free heart health screenings, including results for lipid panel, glucose, BMI, blood pressure, waist circumference and body fat analysis. In addition, 23 clinical breast exams and 19 mammograms were conducted.

According to the American Heart Association (AHA), coronary heart disease is one of the leading causes of death for American women. National trends show that one in five Americans suffer some form of cardiovascular disease; in our state, that number is one in four.

“Heart health is an important focus for Palmetto Health. Every day our staff sees the debilitating effects that heart disease has on families, particularly women, who are the center of the family unit. We are educating women so they can take action early to help prevent this deadly disease.”

- Vince Ford, senior vice president of Community Health, Palmetto Health

At the very core of who we are, Palmetto Health provides our community with health services that reach far beyond emergency departments and exams.
To view the stories of the participant’s featured in this report along with more information about the Office of Community Health, please visit PalmettoHealth.org/CommunityHealth.