Our Community, Our Commitment

PALMETTO HEALTH

Report of the Tithe 2013

To be remembered by each patient as providing the care and compassion we want for our families and ourselves.
It is with pleasure that we present the *Report of the Tithe Fiscal Year 2013: Our Community, Our Commitment.*

The report details our accomplishments and goals, and provides an overview of services and resources provided by Palmetto Health’s Office of Community Health.

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Charles D. Beaman, Jr.
Chief Executive Officer
Palmetto Health

December 2, 2013

Ms. Catherine Templeton
Director
SC Department of Health and Environmental Control
2600 Bull Street
Columbia, South Carolina 29020

RE: COPA Annual Report

Dear Director Templeton:

We are pleased to provide the Annual Report covering the period October 1, 2012 through September 30, 2013 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: Jamie Shuster, Director, Public Health, SC Department of Health and Environmental Control
   Stephanie Corbett, Deputy Director, Health Regulations, SC Department of Health and Environmental Control
   Vince Ford, Chief Community Services Officer, Palmetto Health
   William L. Freeman III, Chairman of the Board, Palmetto Health
Office of Community Health

"The health and wellness of the community is a major part of the health system’s mission and vision. It is critical that Palmetto Health is concerned with creating a healthier community."

Vince Ford, Palmetto Health
Chief Community Health Services Officer

Created in 1998, the Office of Community Health continues to be true to its mission. The department consists of five initiatives that are strongly committed to improving the physical, emotional and spiritual health of all individuals and communities that it serves:

- to impact individual health status;
- to impact community health;
- to provide quality screening and education; and
- to foster and promote collaboration among various agencies and organizations.

Diabetes Health Initiative
This initiative has comprehensive screening programs designed to detect and diagnose diabetes at an early stage of development while providing education and programs to those at risk.

Cancer Health Initiative
This initiative addresses five cancers: breast, cervical, lung, prostate and colorectal. Through the use of clinics, health fairs, schools, faith-based and civic organizations, free screenings are made available to the community.

Maternal and Child Health Initiative: Teen Health and Palmetto Healthy Start
These two sub-initiatives aim to improve the health and well-being of infants, children and families. They also provide primary and secondary teen pregnancy prevention.

Richland Care
This is a collaborative initiative designed to improve access to care and improve health outcomes for low-income, uninsured residents of Richland County.

Community Partners
Palmetto Health funds many outstanding initiatives designed to improve community health. The initiatives selected for funding are approved by the Community Health Committee, a sub-group of the Palmetto Health Board of Directors.

84,281 number of people served in FY 2013 by programs offered by the Office of Community Health and its partners.

$4.2 million dollars returned to the community in FY 2013 through programs and services provided by the Office of Community Health.

405,077 number of services provided in FY 2013 to the uninsured, underinsured and low-income people of the Midlands.

As a result of 16 years of service to the community, the Palmetto Health Office of Community Health has invested $42,624,144 on health care services targeted to indigent, uninsured and medically underserved individuals. Palmetto Health’s commitment is to return to the community 10 percent of its annual bottom line for 35 years, since 1998.

Awards and Recognition for Palmetto Health Office of Community Health

2013
2013 Palmetto Award of Excellence: Healthy Palmetto/Diabetes Health Initiative
American Hospital Association’s Community Connections 2014: Palmetto Health Dental Initiatives

2012
Finalist for the Jackson Healthcare Award

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

$4.2 million dollars returned to the community in FY 2013

84,281 number of people served in FY 2013

405,077 number of services provided in FY 2013

$42,624,144 dollars invested in 16 years

84,281 number of people served

405,077 number of services provided

As a result of 16 years of service to the community, the Palmetto Health Office of Community Health has invested $42,624,144 on health care services targeted to indigent, uninsured and medically underserved individuals. Palmetto Health’s commitment is to return to the community 10 percent of its annual bottom line for 35 years, since 1998.
Cancer Health Initiative

- Through the Cancer Health Initiative, 6,650 screenings were performed for 3,270 participants. Through those efforts, 16 cancers, 31 cervical dysplasias and 44 colon polyps were detected.
- There were 1,202 patients screened at the weekly screening clinic.
- The cancer health case management team followed 261 patients for abnormal findings following cancer screenings.
- The cancer health team partnered with First Baptist Church of Columbia to host the annual women’s health community program. Other partnerships included:
  - Benedict College’s Annual Multicultural Heritage Celebration, Harambee, to provide prostate cancer education and screenings
  - American Cancer Society’s annual African-American Men’s Health program, to provide prostate cancer education and screenings.
  - The Smoking Cessation program provided prescriptions to 100 patients, and cessation services to 105 participants.

Diabetes Health Initiative

- There were 7,493 screening and education services for early detection and prevention of type 2 diabetes.
- Of the participants screened, 1,519 were found to have abnormal HbA1c type 2 diabetes. Of those, 988 were diagnosed as pre-diabetic and 72 were diabetic.
- There were 304 diabetes screening events held.
- There were 2,876 people educated about diabetes, nutrition, physical activity and heart disease.
- 974 people attended the Women at Heart Forum and Exhibition. A total of 367 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 750 new walkers in the walking program bringing the total number of registered walkers to 9,736.
- Healthy Palmetto walking club members walked more than 300 million steps.
- Adults enrolled in lifestyle change programs made significant health improvements. Of those enrolled, 64 percent showed measurable improvement in health indicators including HbA1c, body fat percentage, weight, BMI, blood pressure and waist circumference.

Maternal and Child Health

Maternal and Child Health Palmetto Healthy Start

- Enrolled 1,496 pregnant women and 806 infants were born during the reporting period.
- Provided services to 2,645 women and 1,381 infants.
- Provided 3,653 home visits.
- In collaboration with the March of Dimes, honored five individuals at the seventh annual Heroes in the Field award luncheon symposium and baby shower.

Maternal and Child Health Teen Health Initiatives

- There were zero reported pregnancies among Teen Health Initiative participants.
- The Teen Health Initiative enrolled 2,555 participants and provided 91,426 services to teens in Richland and Lexington counties.
- The Teen Health Initiative trained 443 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 98 parents on parent/child communication.
- The Ninth Annual Teen Summit provided teen pregnancy prevention education to 329 students and 116 parents.
- The Teen Health initiative distributed 70,883 ITZ Time newsletters, a monthly publication for teens.
- Through the Teen Reach program, 166 teens received pregnancy prevention education through their faith community.
- The Teen Health Initiative hosted Teen Talk in 35 schools in Richland and Lexington counties.

Richland Care

- There were 2,133 first time enrollees. This surpassed the 23,000 all-time participants, at 23,147 enrollees.
- There were 2,389 referrals for specialty care services.
- Participants received more than $1.85 million dollars in specialty services.
- Participants receiving disease management services for diabetes had an average decrease of 18 percent in HbA1c readings.

Community Partners

- Since implementation, 1,218 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, enrolled 3,179 participants and provided 6,894 services to its participants.
- Project Condom, a program designed to promote responsible sexual behavior among college-aged students ‘edu-tained’ 421 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 333 participants and provided 821 services.
- Project READY (Realistic Education about Dying Young) trained 974 students and adults in injury and violence prevention.
- SC Campaign to Prevent Teen Pregnancy hosted its 14th annual Summer Institute, which attracted 136 adolescent health education professionals. The organization also engaged 150 college and university staff to promote healthy sexuality among college students through seminars and workshops.
- Silver Ring Thing, a program designed to promote abstinence until marriage featuring an intense live concert, served 1,330 adults and youth in Richland and Lexington counties.
- SC HIV/AIDS Council performed rapid HIV tests and found no positive cases.
- Palmetto AIDS Life Support Services (PALSS) provided 434 case management services to 154 HIV+ adults.
- 1,097 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 3,097 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 31,767 services to the residents.

- Through a partnership with Carolina Hearing Aid Bank, 13 people received free hearing aids.
- Palmetto Health partnered with Palmetto Poison Center to provide poison prevention education to students in Richland County. More than 250 seniors were served.
- A partnership with the University of South Carolina School of Medicine provided funding for a full scholarship for one minority student to study medicine.

- Project Breathe Easy provided 6,511 home visits, telephone consultations and case management services to 333 participants. Through a partnership with James R. Clark Memorial Sickle Cell Foundation, Palmetto Health provided funding for case management, and 2,523 Midlands residents received more than 4,000 hours of direct case management to decrease the incidence of sickle cell crises. These services led to greater compliance and fewer emergency department visits.

- Community Partners of the Midlands Eye Initiative, a free comprehensive vision clinic, served 350 patients and provided 314 pairs of glasses.

- A partnership with the March of Dimes has allowed continued programming through its Every Woman SC Campaign, a multi-year national premature birth awareness and education initiative.

- The Midlands Dental Initiative provided 4,607 emergency dental services to 2,556 Richland and Lexington county residents.

- Palmetto Health partnered with Eau Claire Cooperative Community Health Centers to provide free emergency medication, testing and diabetic supplies to 244 patients managing type 2 diabetes.

- 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 22 percent after enrolling in MIRCI, length of stay decreased by almost two days, emergency department visits decreased by 38 percent and emergency department visits dropped by 49 percent where mental illness was the reason for the visit. Schizophrenia disorder-related emergency department visits decreased by 29 percent. For the 150 clients linked to the Office of Research and Statistics psychiatric specialty hospital system, inpatient hospital visits decreased by 79 percent. The average hospitalization in specialty hospitals decreased by four days.

Office of Community Health
Signature Events

SC Mission 2013
Aug. 2-3, 2013
Providing care for those who do not have access to health care is a community-wide effort. For the third year, more than 230 providers from local hospitals and organizations around the Midlands volunteered during SC Mission 2013 to take care of patients at the SC State Fairgrounds.

More than 1,300 free medical and eye care services were provided to patients. The goal was to meet the critical health care needs of people in the community who are uninsured and underserved.

SC Mission 2013 Patient Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical patients</td>
<td>600</td>
</tr>
<tr>
<td>Vision patients</td>
<td>589</td>
</tr>
<tr>
<td>Prescriptions filled</td>
<td>545</td>
</tr>
<tr>
<td>Eyeglasses provided</td>
<td>493</td>
</tr>
<tr>
<td>Pap smears</td>
<td>108</td>
</tr>
<tr>
<td>Mammograms</td>
<td>85</td>
</tr>
<tr>
<td>Radiological exams</td>
<td>79</td>
</tr>
<tr>
<td>HIV rapid tests</td>
<td>49</td>
</tr>
</tbody>
</table>

SC Mission 2013 Community Partners

AccessHealth SC
Carolina Care
Chick-fil-A
Clarion Hotel Columbia
Columbia Metro
Baptist Association
Columbia Police Department
Diversified Medical
Diversified Ophthalmics
Dream Center
Event Management
Free Medical Clinic
Henry Schein
Hood Construction
Ivoclar-Vivadent
Dental Division
Large Moving Systems
Lexington County EMS
Lexington Medical Center
McCraw Corporation
The Nord Family Foundation
Palmetto Health
Pepsi
Peter Fawcett
Proforma Impact Print

SC Mission is a part of Palmetto Health’s commitment to care for everyone and a collaborative effort supported by a list of community partners.
Women’s Health in Full Bloom
June 1, 2013
Palmetto Health’s fourth annual Women’s Health in Full Bloom was held at First Baptist Church of Columbia. This free event featured speakers including Members of USC Witness Program, Brooke Brittain of the Department of Health and Environmental Control and fitness instructor Taquina Davis. Women learned how to properly do a self-breast exam, read nutritional labels to detect sodium and sugar content and spread their daily exercise during the day. Vince Ford, Chief Community Health Services Officer, encouraged women to get more sleep, take care of their bodies, and above all, choose to be happy.

Qualifying participants received free clinical breast exams and mammograms, diabetes screenings and BMI/weight readings.

Of the 135 women who attended, 12 received free mammograms and 20 were screened for diabetes.

Women at Heart
Sept. 14, 2013
As the number one killer among diabetics and women, heart disease has become a major concern for the Diabetes Health Initiative. Since 2008, the department has annually hosted the Women at Heart Forum and Exhibition. Women receive important information regarding heart disease risk factors, symptoms of heart attack that differ from men, and heart healthy cooking recipes. Women also learn about the effects of stress and lack of sleep on their heart. Fitness and cooking demonstrations are the most popular activities offered as participants have an opportunity to move and learn. Free heart health screenings also are offered prior to and during the event, with nurse case managers available for counsel and advice.

Since its inception, the Women at Heart event has engaged more than 5,000 women. In 2013, there were 974 women who attended the event at the Columbia Convention Center and 367 heart health screenings were performed.

Teen Health Summit
June 7, 2013
The 2013 Teen Health Summit was held at Dreher High School, with 445 teens and parents in attendance. The 2013 theme was “Press Pause: Think B4 You Play.” For seven hours, parents and teens engaged in deep conversations about personal, peer and parental relationships while being entertained by Silver Ring Thing and a host of community adolescent health educators. Palmetto Health partners with local school districts, teen-friendly organizations, and supporting businesses. Lunch was provided by Chick-fil-A, and Baskin Robbins hosted an ice cream social.

Teens overwhelmingly enjoyed the event and 89 percent reported that they would attend again next year. The Teen Health Summit is a large, comprehensive program that requires the commitment of Palmetto Health staff, local school teachers, administrators and community members. It is the 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.

Heroes in the Field
Sept. 26, 2013
The Palmetto Healthy Start staff hosted its seventh annual Heroes in the Field Symposium and Awards Luncheon and honored several community members. The symposium began with speakers Judith Burgis, MD, FACOG, presenting “Rally Call to the Field,” and Jacquetta Chatman, EdD, presenting “State of the Family.”

The “Voices from the Field” panel discussion followed with Judith Burgis, MD, Jaquetta Chatman, Jennifer Gantt, LMSW, of Palmetto Healthy Start, Mondarryl Smith of Palmetto Healthy Start, Kimberly Reaser, RN, of Palmetto Health and Brian Livingston, community consumer and self entrepreneur.

Along with the audience, panelists discussed family economics, health education, adverse effects of an absent father, the importance of effective contraception use, family planning and pregnancy spacing and the seriousness of infant mortality. Educational resources also were available. City of Columbia Mayor Steve Benjamin was the luncheon keynote speaker for 187 program attendees.

2013 Heroes in the Field Honorees
Stepping to a New Beat
Diabetes Health Initiative

Background
According to the American Diabetes Association, 8.3 percent of the American population has been diagnosed with diabetes, or about 26 million people. If the current trends continue, more than 37 million will be living with the disease by the end of 2015. Approximately 450,000 South Carolinians are affected by diabetes, many of who were still undiagnosed in 2010 (Burden of Diabetes Report 2012, SC DHEC). Diabetes is the seventh leading cause of death in South Carolina.

There are several complications associated with diabetes. Heart disease is the leading cause of diabetes-related deaths. Adults with diabetes have heart disease death rates about two to four times higher than adults without diabetes. The risk of other health concerns and conditions that are elevated include stroke, high blood pressure, new blindness, kidney disease, amputations, dental disease, diabetic ketoacidosis, nervous system disease and coma. Although increased death and illness rates are seen for all ages and races, minority 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).

Unfortunately, 27.8 percent of adults in our state also are physically inactive, a major risk factor for developing type 2 diabetes. Obesity and low level of physical activity among young people, as well as exposure to diabetes during pregnancy, also may be major contributors to the increase in type 2 diabetes specifically during childhood and adolescence.

One of every five patients in a South Carolina hospital has diabetes, and one in every 10 visits to a South Carolina emergency room is diabetes related. The total charges for diabetes and diabetes-related hospitalizations and emergency room visits were over $4.2 billion in 2010 (Burden of Diabetes Report 2012, SC DHEC). The Diabetes Health Initiative provides comprehensive screenings to detect and diagnose diabetes at an early stage of development to prevent hospital visits while providing education to diabetics and those at risk for developing type 2 diabetes.

Health Education
Diabetes health education is provided through various sites in the community using licensed and trained health care professionals including physicians, nurse practitioners, nurses, social workers and public health educators.

Diabetes prevention programs are reserved for those clinically diagnosed as pre-diabetic. Pre-diabetes participants have blood glucose levels higher than normal but not high enough to be considered diabetic. Though they still may be at risk for heart disease, stroke and chronic diseases, their progression to diabetes is not inevitable. Studies show that 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 enrolled in diabetes prevention programs are asked to achieve and maintain a seven percent weight loss and exercise at least five times per week. Classes are free for Richland County residents.

In conjunction, Healthy Palmetto, which promotes nutrition and physical activity, is offered to the general public. The program is comprised of the Healthy Palmetto walking program and Fit Together. Each of the Healthy Palmetto programs has seen phenomenal results and participant successes in 2013.

The Healthy Palmetto Walking 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 levels of achievement.

The United States Health and Human Services and the United States Department of Agriculture developed national physical activity guidelines designed to complement the national dietary guidelines. Key points emphasized:

- Some physical activity is better than none, but greater intensity, higher frequency and/or longer duration of physical activity offer additional benefits for most health outcomes
- Children and adolescents should engage in one or more hours of physical activity daily,

Participants are encouraged to follow these guidelines by walking the recommended 10,000 steps per day. Participants receive incentives such as key chains, water bottles, sweat towels, T-shirts and tote bags when they reach certain goals. Large walking challenges and smaller group walks are organized throughout the year, and several local businesses have engaged their employees.

In FY 2013, 750 Healthy Palmetto walking program participants walked 190,118,393 steps.

Healthy Palmetto walking challenges were facilitated:

1. Step Up Challenge
   Dates: Jan. 23-Sept. 23
   Participants: 346
   Steps: 71,783,006

2. Employee Challenge
   Dates: May 27-July 26
   Participants: 115
   Steps: 74,677,306

3. DHL (Dalsey, Hillblom and Lynn) Challenge
   Dates: May 1-Aug. 30
   Participants: 93
   Steps: 19,251,523

Step Up was a great incentive for Healthy Palmetto. The program launched at the beginning of the year when most people were setting personal goals and felt empowered to make lifestyle changes. Although only a small percentage (six percent) submitted program results, hopefully the program served as a gateway for improved health. All health measures improved for participants.
**2013 Step Up Challenge Program Results (n=21)**

<table>
<thead>
<tr>
<th>Weight Pre</th>
<th>Weight Post</th>
<th>BMI Pre</th>
<th>BMI Post</th>
<th>Body Fat Pre</th>
<th>Body Fat Post</th>
<th>Waist Pre</th>
<th>Waist Post</th>
<th>Self-efficacy Pre*</th>
<th>Self-efficacy Post*</th>
</tr>
</thead>
<tbody>
<tr>
<td>190.12</td>
<td>182.44</td>
<td>33.06</td>
<td>31.69</td>
<td>39.61</td>
<td>37.33</td>
<td>40.41</td>
<td>36.74</td>
<td>7.36</td>
<td>8.73</td>
</tr>
</tbody>
</table>

*Note: Self-efficacy scores are based on a survey with eight questions with a possible score from 1 to 10 (1 being low and 10 being high self-efficacy).

The Junior Doctors of Health® program is a series of nutrition sessions for fourth- and fifth-grade students at Joseph Keels Elementary School.

Healthy Palmetto partnered with the Medical University of South Carolina to provide this program based in Charleston, SC. Junior Doctors of Health® targets modifiable behaviors related to obesity through education, skill building and mentorship.

Through inter-professional interaction, health profession students from MUSC teach elementary-age students about the importance of healthy eating and exercise, with an emphasis on maintaining an overall healthy lifestyle.

The program has served several schools in the Charleston area for nearly eight years and has shown a positive impact on nutrition behaviors and confidence in healthy eating among its participants.

To expand this program to other sites across the state and increase inter-professional education among future health care providers, Dr. Scotty Buff, founder and program director, along with Drs. Christine Blake, Betsy Blake and Ten Browne at the University of South Carolina, brought the program to the University of South Carolina in the fall of 2012.

**Junior Doctors of Health® session topics**

Students also make healthy snacks during the session.

Session one: Introduction to MyPlate and choosing healthy beverages
Snack: Fruit smoothie with low-fat yogurt and fruit

Session two: Benefits of exercise and how sugar-sweetened beverages affect the body
Snack: Carrots, celery and hummus

Session three: Discover health professions and how exercise and nutrition affect the human body
Snack: Healthy drink with seltzer water and 100 percent fruit juice

Session four: Sharing health messages with family and friends
Snack: Trail mix with cereal, raisins, unsalted sunflower seeds and dark chocolate chips

Students were given Palmetto Health’s Fit Together assessment at the beginning and end of the Junior Doctors of Health® program. The assessment consisted of eight knowledge questions and two behavioral-based questions. Below are the results from the assessments.

**Clinical Diabetes Screenings**

Clinical diabetes screenings offered through the Diabetes Health Initiative are reserved for those most at risk for type 2 diabetes, as determined by the American Diabetes Association (ADA) Diabetes Risk Assessment (see page 16). Participants age 18-44 must complete the risk assessment and score a 10 to be determined high risk for developing type 2 diabetes in order to be screened. According to American Diabetes Association Clinical Practice Recommendations, anyone over the age of 45 is eligible for testing regardless of risk score.

Screenings are held at churches, community events, health and human services organizations, worksites and stationary clinic sites throughout the community. There are no income eligibility requirements and screening tests are free.

The clinical screening test used is the hemoglobin (HbA1c) blood test. Patients with values that are considered abnormal are referred to primary care physicians for a fasting plasma glucose test or a repeat HbA1c to definitively diagnose diabetes.

A patient is not classified as a diabetic until this second test is performed and diabetes is confirmed.

During FY 2013, there were 3,340 people screened through the Diabetes Health Initiative. Of those screened, 45 percent had abnormal test results. There were 988 cases of pre-diabetes detected and 72 cases of type 2 diabetes diagnosed.

**2012-2013 Junior Doctors of Health® Program Results**

<table>
<thead>
<tr>
<th></th>
<th>Pre-test n=39</th>
<th>Post-test n=32</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average score</td>
<td>23.4%</td>
<td>43.2%</td>
</tr>
<tr>
<td>Highest score</td>
<td>75%</td>
<td>100%</td>
</tr>
<tr>
<td>Lowest score</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Fit Together** is a series of classes focusing on diabetes, nutrition and physical activity for fifth-grade students at participating schools and churches. The goal is to encourage children to make healthy choices that prevent chronic diseases such as type 2 diabetes.

Nutrition and physical activity assessments are given at the beginning of each class and at the end of the program to measure the health behaviors of the students. Information about diabetes, nutrition, and physical activity is shared over four classroom sessions, then students are re-assessed.

**2012-2013 Fit Together Program Results**

<table>
<thead>
<tr>
<th></th>
<th>Pre-test n=108</th>
<th>Post-test n=81</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average score</td>
<td>29.9%</td>
<td>63%</td>
</tr>
<tr>
<td>Highest score</td>
<td>75%</td>
<td>100%</td>
</tr>
<tr>
<td>Lowest score</td>
<td>0%</td>
<td>12.5%</td>
</tr>
</tbody>
</table>

**FY 2013 Diabetes screenings by participant demographic and screening result**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Race/Ethnicity</td>
<td>African American</td>
<td>70%</td>
</tr>
<tr>
<td>White</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>64%</td>
<td>23%</td>
</tr>
<tr>
<td>County</td>
<td>Richland</td>
<td>64%</td>
</tr>
<tr>
<td>Lexington</td>
<td>23%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Number of abnormal screenings 1,519**

<table>
<thead>
<tr>
<th>Diagnosis</th>
<th>Pre-diabetes</th>
<th>Diabetes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>65%</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

Often, people at high risk for type 2 diabetes exhibit signs and symptoms. The chart below illustrates the signs and symptoms reported by those screened.

**Diabetes warning signs reported by screening participants**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequent urination</td>
<td>25.3%</td>
</tr>
<tr>
<td>Blurry vision</td>
<td>21.5%</td>
</tr>
<tr>
<td>Tingling/numbness in hands or feet</td>
<td>19%</td>
</tr>
<tr>
<td>Unusual tiredness or drowsiness</td>
<td>17.17%</td>
</tr>
<tr>
<td>Extreme thirst</td>
<td>15.2%</td>
</tr>
<tr>
<td>Frequent or recurring infections</td>
<td>1.4%</td>
</tr>
<tr>
<td>Unexplained weight loss</td>
<td>0.6%</td>
</tr>
</tbody>
</table>
Throughout the 16 years of service to the community, the Diabetes Health Initiative has screened 32,606 individuals resulting in 6,214 abnormal screenings. Of those, 5,071 cases of pre-diabetes were detected and 398 cases of type 2 diabetes were diagnosed.

**Case Management/Medical Home**

Follow-ups and case management is provided to the patient. A patient with normal test results receives a letter from a staff nurse stating that the test performed yielded normal results. All patients found to have test results that show pre-diabetic or abnormal levels are referred to a staff nurse and a social worker/case manager for follow-up. Patients are able to see their results and are encouraged to schedule an appointment with a primary care physician in order to have a fasting plasma glucose test or a repeat HbA1c test to diagnose diabetes.

The patient also receives a letter in the mail stating that the HbA1c test results were abnormal. The patient is encouraged to schedule an appointment with their primary care physician. Test results for patients with abnormal results are forwarded to the patient and their primary care physician. The case manager follows up with the patient and the primary care physician to provide support and encouragement. Diagnoses of diabetes are made after patients have had a second test performed by their doctor. A physician’s signature on a diagnosis form is required.

All patients diagnosed as diabetic receive information on diabetes care, a cookbook, a foot-care guide, and Palmetto Health program information. Patients who are not diagnosed as diabetic are put into a yearly reminder queue and sent annual reminder letters for diabetes screening.

**Next Steps**

The Diabetes Health Initiative will continue to provide screening and education to those at risk for developing type 2 diabetes and expand the diabetes prevention programs modeled after the National Diabetes Prevention Program Study (DPP).

The following will be continued:
- Free screenings 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”
- Free education regarding healthy lifestyles and type 2 diabetes to adults and children
- Educational training and materials for 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 programs

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**For more information about the Diabetes Health Initiative, contact:**

**Tiffany Sullivan, Director**

803-296-3070

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Jennie Porth and Debra Long are two of the many successful participants in the Healthy Palmetto program.

During 2012 and 2013, both lost weight and inches and decreased their body mass index and body fat. Both feel healthier and encourage others to do something to change their lifestyle.

Learn more about how you can be involved in the new Healthy Palmetto 1 Pledge campaign at HealthyPalmetto.org.
**Background**

Cancer is a chronic health condition that plagues the lives of thousands each year. In the United States, it is the second leading cause of death and accounts for one of every four deaths. According to the American Cancer Society, an estimated 1,660,290 new cases of cancer were diagnosed and 580,350 deaths were projected in 2013. Like the United States, cancer is the second leading cause of death in South Carolina and the first cause of death in Richland County (SC DHEC, 2012).

The Cancer Health Initiative addresses five of the most prevalent types of cancer in South Carolina:
- Breast
- Cervical
- Colorectal
- Lung
- Prostate

Cancer education, screenings and lung health services are available to participants at health events, schools, faith-based, civic organizations, businesses and clinics. Intensive follow-up care and case management for patients with abnormal screening results also is provided.

Because South Carolina has one of the highest reported rates of prostate and lung cancer mortality rates in the country, an exception was made by the SC Department of Health and Environmental Control to provide prostate cancer screenings and lung health services to the medically underserved and the general public.

**Health Education and Cancer Screenings**

Free cancer awareness events, screenings and prevention workshops are provided throughout the year in more than 100 community locations. These events help educate the community about the signs and symptoms of cancer, as well as prevention. Clinical screenings are also provided weekly at the Palmetto Health campus.

In order to provide clinical-based services, the Cancer Health Initiative partners with a variety of Palmetto Health specialty health care offices, including Palmetto Health Women’s Center, Palmetto Health Breast Center at the Baptist and Richland locations, SC Cancer Center and Richland Care. Numerous primary care providers also are recruited to ensure patients have ongoing access to medical care regardless of health insurance coverage.

**Case Management and Support Groups**

Health care can be complicated following a cancer diagnosis. Case management and psychosocial support groups are vital to the continued care and well-being of cancer patients and their families. Case management is provided to all patients who have abnormal breast, cervical, colorectal or prostate screenings requiring further evaluation or treatment. Case management coordinators assist patients with follow-up medical appointments and diagnostic results analysis. Of the abnormal screenings identified, 75 percent were provided case management services. The remaining 25 percent were unavailable due to phone/address changes or no response to certified mail.

In addition, the case management team facilitates two support groups: MARYS (Meeting and Reviving Your Spirit) for breast cancer survivors and a smoking cessation program.

MARYS is designed 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. Each monthly session averages 10 women, accounting for more than one hundred contacts throughout the fiscal year.

The Smoking Cessation program consists of six 90-minute group meetings for smokers eager to quit. The initial meeting is a medical consultation with the program physician. Participants receive a medical check-up and, if desired, a prescription for Chantix, Zyban or the nicotine patch. During initial sessions, participants can discuss personal motivations to quit smoking and throughout the program learn cognitive-behavioral skills to quit smoking.

**FY 2013 Cancer Health Initiative Program Results**

<table>
<thead>
<tr>
<th>Cancer Screening</th>
<th>Clinical Partner</th>
<th>Participants</th>
<th>Services</th>
<th>Diagnosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breast (Clinical breast exam, mammogram and ultrasound)</td>
<td>Palmetto Health Breast Center</td>
<td>1,727</td>
<td>4,957</td>
<td>11 breast cancers</td>
</tr>
<tr>
<td>Cervical (Pelvic exam, Pap smear, ultrasound and colposcopy)</td>
<td>Palmetto Health Women’s Center</td>
<td></td>
<td></td>
<td>31 cervical dysplasia</td>
</tr>
<tr>
<td>Colon (Colonoscopy)</td>
<td>Midlands Gastrointestinal Associates</td>
<td>105</td>
<td>105</td>
<td>44 benign polyps</td>
</tr>
<tr>
<td>Lung (Smoking cessation and Trumpeter)</td>
<td>Dr. Phillip Michels and Dr. Gary Ewing</td>
<td>6,651</td>
<td>7,329</td>
<td>16 cancers found and referred for follow-up treatment</td>
</tr>
<tr>
<td>Prostate (Prostate specific antigen and digital rectal exam)</td>
<td>SC Urological Consultants</td>
<td>1,467</td>
<td>1,617</td>
<td>5 prostate cancer</td>
</tr>
</tbody>
</table>

**Total**

9,950 14,008

18 Saving Lives, One Person at a Time
Teenage pregnancy is a serious public health issue that affects the lives of teenage parents and their children. According to the National Campaign to Prevent Teen and Unintended Pregnancy, teenage parents and their children face high risk of social challenges. Teen parents are less likely to receive prenatal care and more likely to deliver prematurely. Less than one-third of teenage mothers graduate from high school and are more likely to live at or below poverty level. Children of teenage parents are at increased risk for violence and drug use exposure, and as they grow older, more likely to become high school dropouts themselves. Daughters of teenage mothers are more likely to become teenage mothers and sons are more likely to become incarcerated.

According to the SC Department of Health and Environmental Control, 6,024 teenagers gave birth in 2011. The report indicates that more than half of South Carolina high school students reported having sex. The Maternal and Child Health Initiative has created and implemented four school and community-based teen pregnancy prevention programs, supplemented by a teen health website and monthly newsletters.

South Carolina and primary target counties (Richland and Lexington counties) have experienced declines in teen pregnancy for the past five years, in part because of organizations and programs like the Maternal and Child Health Initiative.
Teen Talk
Teen Talk is a weekly youth development program for middle and high school students held during each participating school’s lunch period. The program is a standard abstinence-based program.

Each program facilitator, also known as a community advocate, uses an approved youth development curriculum. During FY 2013, Teen Talk was hosted in 35 Richland and Lexington county schools, including one private school. The curriculum includes group discussions, role-play and team-building activities to allow teens to express their concerns in a safe and confidential setting. Facilitators strictly adhere to the South Carolina Comprehensive Health Education Act (CHEA) and the school district’s sexual health guidelines. 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.

Through effective marketing strategies and an established reputation, Teen Talk recruits hundreds of students each school year.

In FY 2013, the program recruited 2,355 students. According to program pre- and post-tests, Teen Talk students reported increased levels of self-esteem, goal-setting skills, and positive perceptions of pregnancy, sex and sexuality (such as: having a baby would make it harder to reach my goals; I can explain the benefits of not having sex at my age).

Operation of this large program requires partnerships with school administrators and staff. School liaisons are trained each year, and program facilitators are required to meet with school liaisons biweekly. During these meetings, program updates and session topics are discussed as they relate to each school. As a show of appreciation for this collaboration, Palmetto Health honors a school each year for an outstanding partnership.

Fulmer Middle School, Teen Talk School of the Year 2012-2013

Pictured left to right: Melanie Ford (community advocate, Teen Talk), Johnathan Wilburn (vice principal, Fulmer Middle School), Debbie Manos (guidance counselor, Fulmer Middle School), Traci Young-Cooper (board member, Palmetto Health), Stacey McPhail (director, Palmetto Health Maternal and Child Health Initiative)

ParentTeen
Palmetto Health understands the importance of parent-child connections in improving overall teen health outcomes. Palmetto Health implemented ParentTeen, a program to help parents of teens designed to help them enhance communications about sexuality and health education. The program raises awareness of important issues facing teens, informs parents of the economic and social impacts of teen pregnancy, and nurtures parental skills in developing strong, positive and connected relationships. One session is hosted per quarter. In FY 2013, ParentTeen conducted workshops for 98 parents.

FY 2013 Teen Talk Participant Demographics

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>74.5%</td>
</tr>
<tr>
<td>White</td>
<td>13.8%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>2.4%</td>
</tr>
<tr>
<td>Other</td>
<td>9.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grade</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle</td>
<td>68%</td>
</tr>
<tr>
<td>High</td>
<td>32%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>24.7%</td>
</tr>
<tr>
<td>Female</td>
<td>74.8%</td>
</tr>
</tbody>
</table>

Session Title | Description | Attendees |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Study Skills for Struggling Students</td>
<td>Understanding learning styles to achieve academic success</td>
<td>11</td>
</tr>
<tr>
<td>Testing 1,2,3</td>
<td>SAT and ACT prep information and available study resources</td>
<td>18</td>
</tr>
<tr>
<td>Teen Suicide</td>
<td>Prevalence and warning signs of depressed and/or suicidal teens and available resources</td>
<td>18</td>
</tr>
<tr>
<td>Social Media Mama</td>
<td>Introduction to common social media outlets</td>
<td>51</td>
</tr>
</tbody>
</table>

Freshman Focus
Teen pregnancy is a major concern for older teenagers. According to the SC Department of Health and Environmental Control, 71 percent of South Carolina pregnant teens are between the ages of 18 and 19. In response, Palmetto Health partners with local colleges to implement a college-based sexual health workshop. Freshmen Focus is a 50-minute session that provides accurate information to college freshmen on healthy relationships, signs and symptoms of sexually transmitted diseases and the appropriate use of contraceptive methods to protect against sexually transmitted diseases (STDs) and unintended pregnancy. In two semesters, the program served 443 freshmen at Benedict College.

Summer Connections
Summer Connections supports the community in educating teens about pregnancy prevention. 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 incorporated into most existing summer programs. Sessions are one hour and conducted by trained Palmetto Health team members. Programs and organizations within Richland and Lexington counties are eligible to participate and each session can accommodate 10 youth (ages 10-19). Between June and July 2013, 611 youth educational services were provided at the 11 locations including summer camps hosted by the City of Columbia.

Teen Health Website

Palmetto Health recognizes that being a teen can be a challenging time in life and understands that teens may have embarrassing questions and concerns about their physical and emotional health. The teen talk website provides them with accurate information about issues that matter to them including health-related topics, an “Ask an Expert” forum, 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. Parents and adults also are encouraged to visit the site.

IztTime Newsletter
Palmetto Health publishes a monthly teen health newsletter, IztTime, to provide information and promote communication between teens and parents. Each newsletter is archived on the teen health website. In FY 2013, 70,883 newsletters were distributed to teens in Richland and Lexington counties in FY 2013. In addition, there were 1,213 teen health flyers, pamphlets, brochures and promotional items were distributed to local teen health providers and community organizers.

Next Steps
The Maternal and Child Health team will work to strengthen in the community:

• Long-term, diverse community advocates
• Clinical services for high-risk teen populations
• Local and national presentations and publications

Community advocates are the lifelines to maternal and child health programs. Consistency with staff
Background
Palmetto Healthy Start targets medically indigent expectant mothers and infants in Richland, Fairfield, Lexington and Sumter counties. The community-based, federally funded program has been part of Palmetto Health since 1997. Palmetto Healthy Start’s goal is to reduce infant mortality, low birth weights and racial disparities within peri-natal health outcomes.

Palmetto Health 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 in 2010 to include Lexington and Sumter counties through an additional grant from the Bureau of Maternal and Child Health of the Health Resources and Services Administration (HRSA).

Palmetto Healthy Start is instrumental in helping low-income pregnant women receive prenatal services. In FY 2013, 2,645 women, including 1,496 newly enrolled pregnant women, and 1,581 infants received prenatal care and/or interconceptional care in addition to well-baby services.

Education and abstinence have been the primary focus, but many teenagers are sexually active and need access to affordable clinical services. Palmetto Health helps to meet the needs of underserved populations in the Midlands. Providing clinical family planning services to teenagers, particularly older teenagers ages 18 to 19 years old, would remove many barriers to preventing pregnancy.

Documenting and sharing program successes is another goal. Other organizations throughout the state and the nation also are trying to build sustainable, youth development programs. With 35 school partnerships, Palmetto Health can continue to improve, while sharing knowledge and skills with others.

For more information about the Maternal and Child Health Initiative, contact:

Stacey McPhail, Director
803-296-3764

Prenatal Care
Early, 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 improves maternal and infant outcomes. Palmetto Healthy Start works to bring prenatal care to participants in the earliest stages of pregnancy, connecting mothers and their infants with health and social services.

Palmetto Healthy Start’s recruits participants from four counties centrally located in South Carolina—Fairfield, Lexington, Richland and Sumter counties. In 2013, 77.6 percent of participants initiated prenatal care in the first trimester, compared to 71.5 percent of pregnant women within the program’s target area. Moreover, 65.7 percent of Palmetto Healthy Start African-American women who enter prenatal care during the first trimester and receive adequate care compared to non-Palmetto Healthy Start women. In 2013, 71.2 percent of Palmetto Healthy Start’s African-American participants initiated prenatal care in their first trimester, compared to 65.7 percent of pregnant African-American women within the program’s target area. Moreover, 65.1 percent of Palmetto Healthy Start African-American participants received adequate prenatal care, compared to 56.4 percent of pregnant African-American women within the program’s target area.

Research has proven that African Americans have high rates for infant mortality and supporting risk factors. With an African-American population of more than 85 percent, Palmetto Healthy Start is using culturally-appropriate program strategies to engage and retain its most vulnerable population.

For the past five years, the program has been able to increase the percentage of African-American women who enter prenatal care during the first trimester and receive adequate care compared to non-Palmetto Healthy Start women. During 2013, 71.2 percent of Palmetto Healthy Start’s African-American participants initiated prenatal care in their first trimester, compared to 65.7 percent of pregnant African-American women within the program’s target area. Moreover, 65.1 percent of Palmetto Healthy Start African-American participants received adequate prenatal care, compared to 37.4 percent of pregnant African-American women within the program’s target area.

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 (2,499 grams or less) and infant mortality among participants in the past several years. In 2013, 12.9 percent of Palmetto Healthy Start infants were low-birth weight babies, compared to 14.5 percent of African-American infants within the program’s target area. However, the infant mortality rate among Palmetto Healthy Start infants was 1.2 per 1,000 live births, compared to 13.2 per 1,000 live births among African-Americans within the program’s target area.

The significant decreases in the infant mortality rate, especially among African Americans, have resulted from improving health measures and/or health behaviors (such as 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. Nevertheless, there still are opportunities that exist.

Periodontitis Prevention

Periodontitis is inflammation of the tissue surrounding the teeth, causing shrinking of the
Richland Care is a collaborative initiative designed to improve access to care and health outcomes for low-income (below 200 percent of the federal poverty level), uninsured residents of Richland County. Richland Care participants choose a medical home and have access to primary care, specialty care, hospital and pharmacy services, plus referral to mental health and substance abuse services as needed. Since its inception in 2001, Richland Care has provided health care services to 23,147 low-income, uninsured residents of Richland County. This access has allowed participants to address health concerns through primary care, specialty care and/or medications. Participants reported improved health.

Richland Care’s goal is to continue developing a coordinated health care delivery system to improve access to care and outcomes for low-income, uninsured residents. Medical homes provide primary care and pharmaceuticals, and four local hospitals (Palmetto Health and Providence Hospitals) provide inpatient services. Richland Care services also include disease, care management activities and support for participants with hypertension or diabetes, and case management for participants who use emergency departments. Health education and wellness services are available to all participants. The Healthwise Handbook, a self-care reference guide, supports these activities. In FY 2013, 2,153 handbooks were distributed.

Periodontal Screenings, FY 2011-2013

<table>
<thead>
<tr>
<th></th>
<th>FY 2011</th>
<th>FY 2012</th>
<th>FY 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screenings</td>
<td>692</td>
<td>605</td>
<td>796</td>
</tr>
<tr>
<td>Screened positive</td>
<td>18%</td>
<td>26%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Childbirth and Infant Care Classes

One of the Healthy People 2020 objectives is to increase the number of pregnant women who attend childbirth education classes. Patients are educated on the importance of prenatal care and the childbirth process during free classes.

Childbirth education increases women’s knowledge regarding the importance of prenatal care and the childbirth process. Transportation to classes is provided when needed. Women and teens are encouraged to bring expectant fathers or support people. In FY 2013, Palmetto Health provided 36 classes to 619 participants.

Baby Buzz Newsletter

Palmetto Healthy Start publishes a newsletter with health-related information regarding mothers and infants, distributing 3,497 newsletters to program and community participants and service providers in Richland, Fairfield, Lexington and Sumter counties.

Next Steps

In FY 2014, Palmetto Healthy Start will continue providing services to pregnant women, their infants and families to reduce infant mortality and health disparities in the community. Through continued outreach, the goal is to enroll 1,345 pregnant women in the program.

Goals include:

- Participant support groups
- Breastfeeding initiative
- Identify resources to purchase more breast pumps
- Safe sleep awareness
- Fatherhood initiative
- Continuing partnerships with organizations and agencies

For more information about Palmetto Healthy Start, contact:

Kimberly Alston, Director
803-296-3780

Childbirth and Infant Care Classes

One of the Healthy People 2020 objectives is to increase the number of pregnant women who attend childbirth education classes. Patients are educated on the importance of prenatal care and the childbirth process during 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.

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For more information about Palmetto Healthy Start, contact:

Kimberly Alston, Director
803-296-3780
The demographic characteristics of active Richland Care participants have remained constant:
- 84 percent unmarried, 16 percent married
- 69 percent African American, 14 percent Caucasian, 12 percent Hispanic, five percent other
- 63 percent female, 37 percent male
- 60 percent between the ages 41 and 60 (average age of 46)

Health Care Coalition
Providing access to primary care is the cornerstone of Richland Care. All participants select one of 20 medical homes for primary care and pharmaceutical services.

- Brookland-Cayce Medical Practice
- Celia Saxon Health Center
- Eastover Family Practice
- East Claire Internal Medicine
- East Claire Cooperative Clinics at St. Lawrence Place, The Cooperative Ministry and Transitions
- Family Medicine Center at Palmetto Health
- The Free Medical Clinic and The Good Samaritan Clinic
- Hopkins Pediatrics and Family Practice
- Internal Medicine Clinic at Palmetto Health
- Lake Monticello Family Practice
- Laurel Medical Practice
- Providence Internal Medicine, Downtown
- Ridgeway Family Practice
- Sandhills Foundation
- University of South Carolina School of Medicine, Department of Immunology
- Waverly Family Practice
- Winnsvoro Pediatrics and Family Practice

Richland Care paid $403,039 for specialty services during the year. For that amount, participants received a total value of care equaling $1,855,000.

Contracted specialists were paid on a fee-for-service basis, and participants were responsible for a $20 office visit co-payment. At the end of FY 2013, Richland Care had contracts with 20 specialty groups covering 16 subspecialty areas, including:
- Cardiac surgery
- Cardiology
- Dental and vision services
- Endocrinology
- Ear, nose, throat
- Gastroenterology
- Hematology/Oncology
- Infectious disease
- Mental health
- Nephrology
- Obstetrics/Gynecology
- Ophthalmology
- Orthopaedics
- Orthopaedic surgery
- Plastic and reconstructive surgery
- Podiatry
- Pulmonology
- Rheumatology
- Substance abuse services
- Surgery
- Urology

Richland Care will continue to evaluate utilization data with AccessHealth SC to improve the network’s effectiveness and efficiency.

Next Steps
In FY 2014, Richland Care will undergo strategic planning to restructure its enrollment criteria to comply with the Affordable Care Act and Palmetto Health financial assistance policies. The community coalition and health care teams will continue to evaluate capacity within the primary care safety net for low-income, uninsured patients. Richland Care will continue to evaluate utilization data with AccessHealth SC to improve the network’s effectiveness and efficiency.

Richland Care is advised by a coalition of community organizations.

- Central Carolina Community Foundation
- Columbia Area Mental Health Center
- The Cooperative Ministry
- East Claire Cooperative Health Centers, Inc.
- The Free Medical Clinic
- Greater Columbia Chamber of Commerce
- Lexington/Richland Alcohol and Drug Abuse Council
- Midlands Care Consortium
- Midlands Partnership for Community Health
- Parish Nurse Program
- Norman J. Arnold School of Public Health
- Palmetto Health
- Palmetto Public Health District
- Physicians Medical Group
- Sisters of Charity Providence Hospitals
- Richland County Department of Social Services
- Richland County Government
- Richland School Districts One and Two
- SC Department of Health and Environmental Control
- SC Department of Health and Human Services
- United Way of the Midlands
- USC College of Social Work
- USC School of Medicine
- Welvista

As of Sept. 30, 2013, there were 4,369 participants active in Richland Care. This represents the total number of participants active in the Richland Care program.
### Community Partners of the Midlands Children and Adult Dental Clinic

A partnership with the United Way of the Midlands allowed Palmetto Health to sustain its relationship with the children’s and adult dental clinic once operated by Family Service Center of South Carolina. Community Partners of the Midlands provides comprehensive dental services to these children caught in the government assistant and insurance gap. Dental services include cleanings, X-rays, sealants, fluoride and fillings. The children’s dental clinic is operated using private volunteer dentists. More than 450 South Carolina dentists have volunteered to provide free dental services for children and have for more than 50 years. The Community Partners of the Midlands Dental Clinic also provides comprehensive dental services to uninsured and underinsured adults 11 hours per week during adult clinic hours.

In FY 2013, Palmetto Health dental residents volunteered nearly 300 hours to the clinic. Services are provided to patients at no cost.

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. This common gum disease and severe gingivitis are factors in premature and low-weight births. Women participating in Palmetto Healthy Start’s prenatal program are referred to the dental clinic, screened for periodontal disease and treated at no cost.

In FY 2013, the dental clinic saw 3,097 patients, including children, adults and pregnant women. Of those, 15 percent of the pregnant women tested positive and were treated for periodontal disease.

### Palmetto Health and Lexington Medical Center Midlands Dental Initiative

In 2012, an emergency oral health program also was developed to relieve uninsured individuals of dental pain and discomfort, and discourage unwarranted emergency room visits. Palmetto Health partnered with 20 private dentists who each agreed to provide emergency dental services for a minimum of five uninsured, low-income patients per month. More than half of the dentists enrolled in the Midlands Dental Initiative treat more than 10 patients per month, doubling available appointments.

Patients are referred to a dentist from Palmetto Health and/or Lexington Medical Center who cover the costs of the 2011 Medicaid rate. Dentists schedule patients within their own practice. The hospitals are able to redirect an uninsured patient from the emergency room at a reduced cost. An uninsured dental visit to the emergency room costs approximately $700 per patient. Through the initiative, an emergency dental visit to a private dentist costs approximately $200 per patient, a $500 savings per patient served.

In FY 2013, the Midlands Dental Initiative provided 4,607 emergency dental visits to 2,556 patients from Richland and Lexington counties.

### Community Partners of the Midlands Midlands Eye Care Clinic

A collaboration of Palmetto Health, South Carolina Optometric Association and other local organizations maintain a new eye care clinic for uninsured residents of Richland and Fairfield counties. All patients receive a free comprehensive eye exam and eyeglasses, as needed. Currently, the clinic operates two half days per month with assistance from volunteer optometrists.

In FY 2013, the clinic saw 350 patients in 24 clinics and provided 314 pairs of glasses.

### Eau Claire Cooperative Health Centers

Palmetto Health partners with Eau Claire Cooperative Health Centers to fund a collaborative clinical pharmacological intervention program for patients with asthma, pre-diabetes, hypertension and metabolic syndrome. This initiative provides continuity of care within the health care team at Eau Claire Cooperative, using the diagnostic and treatment skills of pharmacy clinical staff. The pharmacy also provides drug monitoring, tracking of the patient’s physical health through lab testing and immediate feedback to facilitate self-management and education with an emphasis on low-income and uninsured patients.
patients. With careful management, patients were able to reduce blood sugars, decrease asthma attacks and improve overall health. There were 244 patient visits in FY 2013.

**Family Connection of South Carolina**

**Project Breathe Easy**

According to the SC Office of Research and Statistics, asthma is the leading cause of hospitalizations in Richland County for children under the age of 18. Serving Richland and Lexington counties, Family Connection received funding from Palmetto Health to expand Project Breathe Easy, an asthma education program for parents of asthmatic children. Parents received referrals and were educated about asthma. Through support groups, home visits and telephone calls, 6,311 services were provided.

**HealthTeacher**

**Community Youth Health Literacy Collaborative**

Health educators and health professionals wanting to provide a comprehensive online resource for teaching good health habits to children developed HealthTeacher in 1999. Today, HealthTeacher is used in all 50 states and 14 foreign countries. HealthTeacher is committed to education, outreach and promoting health literacy. Since 2010, Palmetto Health has sponsored HealthTeacher in Richland School Districts One and Two.

In FY 2013, there were 87 active sites and 1,218 teachers and staff trained to use the program with technical assistance from a HealthTeacher team member. Registered users accessed 7,598 website content pages and participated in 49 meetings and trainings.

**James R. Clark Memorial Sickle Cell Foundation**

**Sickle Cell Case Management**

For patients with a chronic illness like sickle cell disease, case management is essential for a healthy lifestyle. Palmetto Health helps fund 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 to better understand and address the over-use of emergency rooms and to measure the impact of case management services. In FY 2013, the Foundation provided 4,228 hours of case management to 2,523 sickle cell patients from the Midlands.

**March of Dimes, Every Woman SC**

In 2012 and 2013, Palmetto Health provided funding to the South Carolina March of Dimes to support its mission of improving 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 provided more than 2,480 patient contacts.

**Mental Illness Recovery Center, Inc. (MIRCI)**

MIRCI receives funding to provide community-based services to individuals recovering from mental illness and/or severe emotional problems. Palmetto Health provided funding to the HomeBase and Homeless Recovery Center programs, designed to promote fellowship and improvement experiences among individuals recovering from mental illness and enable them to live independently in the community. The programs are provided at no cost to the patient.

The HomeBase program is a housing program for homeless individuals and families who need intensive therapeutic services. The Homeless Recovery Center is open every day. The program combines intensive services with social rehabilitation therapy and peer support. Individuals are able to recover while making the transition from homelessness to supported independent living.

For the 163 clients linked to the Office of Research and Statistics general hospital data system:
- Impatient hospitalizations decreased by 22 percent
- Emergency department visits decreased by 38 percent
- Mental illness-related emergency department visits decreased by 49 percent
- Schizophrenia disorder-related emergency department visits decreased by 29 percent

For the 150 clients linked to the Office of Research and Statistics psychiatric specialty hospital system:
- Inpatient hospitalizations decreased by 79 percent
- Average time for hospitalization in specialty hospitals decreased by four days

**Palmetto AIDS Life Support Services**

As of December 2009, there were 4,299 people in the service area living with HIV/AIDS, which represents 30 percent of all HIV/AIDS cases in the state. Palmetto AIDS Life Support Services (PALSS) implemented an intervention to connect HIV+ adults to medical homes and trustworthy health education. HIV+ adults are encouraged to take control of their own health and integrate HIV/STI prevention in their daily lives.

In FY 2013, PALSS provided 434 services to 154 HIV+ adults and their communities.

**Palmetto Health Trauma Center**

**Project READY**

Project READY (Realistic Education About Dying Young) is an injury prevention program exploring the consequences of risky adolescent behavior and is sponsored by Palmetto Health’s Office of Community Health and Palmetto Health Richland’s Trauma unit. Adolescents are exposed to a Level I trauma center.

Project READY is a single 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. In FY 2013, Project READY served 974 students and provided 3,624 educational opportunities for the general public.

**Palmetto Health Midlands Partnership for Community Health Parish Nurse Program**

Palmetto Health provided funding to the Midlands Partnership for Community Health Parish Nurse Program to cover the costs of a nurse for elderly patients of Columbia Housing Authority (CHA). CHA matches the health system’s funds to ensure supplemental materials and resources also are provided. The elderly, low-income residents of CHA high-rise apartments, who typically receive little to no care, benefit tremendously from the services and convenience of an on-site nurse. They receive home visits, health screenings, blood pressure monitoring, chronic disease education, health histories, flu shots, prescription assistance and transportation.

In FY 2013, Palmetto Health’s parish nurses provided 31,767 services to 1,912 residents.

**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 South Carolina. The center offers a 24-hour toll-free hotline staffed by nurses and pharmacists specifically trained in toxicology. The center offers poison education seminars for senior citizens age 60 and older. Senior citizens represent nearly six percent of the center’s calls, and nearly 50 percent of those were medication concerns and errors. The Poison Center educated 258 senior citizens in FY 2013.

**Palmetto Project, Inc.**

**Carolina Hearing Aid Bank**

South Carolina has existing programs for children and working adults to obtain free hearing aids. It also is important to provide services to the growing number of unemployed, disabled, uninsured and low-income adults within the state. Palmetto Health partnered with the Carolina Hearing Aid Bank to provide free hearing aids to low-income adults who were referred by local audiologists. In FY 2013, Palmetto Health funded 30 hearing aids for the underserved adults of Richland and Lexington counties.

**Sexual Trauma Services of the Midlands**

**Community Education and Outreach Expansion Project**

Sexual Trauma Services of the Midlands provides public awareness, community education and prevention programming to local schools, youth and adult organizations, educators, parents and professionals in Richland, Lexington and Newberry counties. The program’s goals include:
- Expose youth to harmful gender stereotypes which perpetuate gender-based violence
• Explore personal, physical, emotional and electronic boundaries to help youth identify their own sense of safety
• Teach youth how to express their needs assertively in familial, romantic and professional relationships
• Empower youth to be positive bystanders to confront and prevent dating and sexual violence in schools and communities
• Reinforce help-seeking behavior and raise students’ awareness of resources within the community
• Provide 24-hour hotline and hospital response to sexual violence survivors

In FY 2013, the Sexual Trauma Services of the Midlands staff facilitated 388 youth-focused educational sessions and provided thousands of services to 5,821 adults and sexual assault survivors.

Silver Ring Thing (SRT)
Abstinence Only Sexual Health Education
The Silver Ring Thing (SRT) is a ministry that promotes abstinence until marriage using an intense live concert and a small youth group film event called Project 434. The SRT program was created in 1995 as a response to the escalating numbers of teen pregnancies in Yuma, Ariz., and was moved to Pittsburgh, Penn. in 2000.

In 2001, SRT was invited to bring its program to South Carolina and in 2006, an SRT Hub was established in Columbia. With funding from Palmetto Health, more than 20,000 people have attended an SRT live show in SC with nearly 11,500 committing to abstinence and putting on the ring. More than 3,000 parents have been equipped to inspire abstinence in their children’s lives as a result of attending the parent session. In FY 2013, 1,330 adults and youth attended the SRT live events. More than 300 attendees received a silver abstinence ring.

South Carolina Campaign to Prevent Teen Pregnancy
The South Carolina 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 with an exclusive focus on reducing teen pregnancy.

Through funding from Palmetto Health in FY 2013, the organization has hosted several events to further address teen pregnancy among older teens on college campuses and continue its annual teen pregnancy prevention conference, Summer Institute. 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. Through these initiatives and other activities, the SC Campaign provided hours of direct services and technical assistance to adolescent sexual health providers throughout the state. They also distributed hundreds of youth brochures at Palmetto Health’s Teen Health Summit. More than 1,500 people received the SC Campaign’s bi-weekly Friday Broadcast newsletter.

South Carolina HIV/AIDS Council
Comprehensive HIV/AIDS Community Health Education Outreach Initiative
South Carolina HIV/AIDS Council (SCHAC) provides HIV testing in the community using a mobile unit and the rapid HIV/AIDS test. Palmetto Health funded SCHAC to provide free rapid HIV tests to high-risk adults in Richland, Lexington and Fairfield counties. SCHAC performed 206 rapid HIV tests and found no positive cases of HIV, but 11 cases of gonorrhea and 19 of chlamydia. All patients are counseled after testing to avoid risky behaviors that can lead to a positive HIV/AIDS diagnosis for themselves or their partner.

South Carolina Research Foundations
PASOs, Puentes ( Bridges) Project
PASOs was created in 2005 to empower Hispanic/Latino residents with resources for healthy pregnancies and babies. The PASOs program provides opportunities to sustain cultural practices that support healthy pregnancies while navigating SC health systems and resources. The program has become a well-known and trusted source of information within its target community and has been expanded to 11 counties across the state.

In FY 2013, PASOs provided health education training to Hispanic/Latino Community Ambassadors, who serve as peer educators on family planning methods and local child-wellness services. PASOs also met with local sexual health and domestic violence organizations to develop resource networks, facilitated 50 community outreach events at local Latino churches and provided individual family counseling. PASOs enrolled 3,179 participants and provided 6,894 contact opportunities to its participants and the community.

University of South Carolina Student Health Services
Project Condom
Intended for a young adult audience, Project Condom is an intervention that grabs 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 derived from the popular reality show, Project Runway. 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 entries are judged for 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
• Promote responsible sexual behaviors,

For more information about the Community Health Partners, contact:

Stacey McPhail, Director
803-296-3764
or
Tiffany Sullivan, Director
803-296-3070

The University of South Carolina has implemented this program for four years. In past years, more than 35 student groups have submitted garments. In FY 2013, 421 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, thus increasing the number of minority students studying and practicing medicine in South Carolina.

Since the inception of the award, five students have received the Palmetto Health Medical Scholarship. Three have graduated, and two have remained to practice in South Carolina. In FY 2013, Ashley Williams was the student grantee. She is a third-year medical student who plans to continue training as a surgery resident.
Thank you for your support. Together, we can help our community.

Palmetto Health is grateful for the collaboration and support of its community partners.

Stockton Family Dentistry, Columbia SC, is one of our partners that provides dental care to adults in the Midlands who are unable to adequately afford these services.

Through partnerships such as the Midlands Dental Initiative, referred patients receive care in the comfort of dental offices and through the ease of convenient appointments. Dentists provide care in their office and receive funding from Palmetto Health at the 2011 Medicaid rate.

We appreciate all that our partners do for the people of South Carolina. Together, we can improve health care in our community.

Community Outreach Advisory Task Force 2013
Edith Canzater
Beverly D. Chrisman, Palmetto Health Baptist Board Designee
Harriot Faucette
J. Marie Green
Lonnie Randolph
Carol Sloop
Gregory Tastie
Carol Wolford

Palmetto Health Foundation, a 501(c)(3) non-profit organization, engages community partners to enhance health care for patients and families served by Palmetto Health. Gifts to the Foundation allow Palmetto Health to continue to offer an ever increasing array of services targeted to meet specific community needs. Private support is essential to maintain a level of excellence with new programs, services and equipment.

Find out more at PalmettoHealthFoundation.org or call 803-434-7275.
For an electronic version of the 2013 Report of the Tithe and executive summary, please visit PalmettoHealth.org/CommunityHealth.

For additional copies, please contact the Office of Community Health at 803-296-2158.

PALMETTO HEALTH
EXTRAORDINARY CARE™

PalmettoHealth.org  803-296-CARE (2273)

Our Vision: To be remembered by each patient as providing the care and compassion we want for our families and ourselves.

Patients are admitted to this facility and are rendered services without distinction due to race, color, national origin, handicapping condition or age.

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