



# Our Health, Our Future

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Tri-County Health Improvement Plan 2018-2023

## Community Action Guide



Berkeley | Charleston | Dorchester



*Our Health, Our Future: Community Action Guide* presents highlights of the more comprehensive *Our Health, Our Future: Tri-County Health Improvement Plan 2018-2023* (TCHIP). This guide contains goals and recommendations to improve the health of individuals, families and communities in the Tri-County region of South Carolina, which includes Berkeley, Charleston and Dorchester counties. The *Community Action Guide* will be helpful to individuals, civic and social groups as well as organizations that want to advocate, educate and lend support towards the execution of the TCHIP.

This publication features recommendations for developing initiatives and actions that strengthen the work efforts to improve health outcomes in our region that are already underway. Healthy Tri-County and its core partners – Medical University of South Carolina, Roper St. Francis Healthcare and Trident United Way – know that no single person, group or organization can independently tackle the monumental health challenges facing our region. Therefore, Healthy Tri-County and the organizations that make up the initiative call on the community to invest time, talent and treasure to build a healthier community. *Collectively, we can and will make a difference!*

## What's in this Community Action Guide?

**Community Goal:** Aspirational overarching statement

**Recommendations:** Concrete actions that community-based organizations and government agencies can take to support the attainment of a community goal

**Let's Get Started:** Measurable actions for all individuals and community groups that support community goals

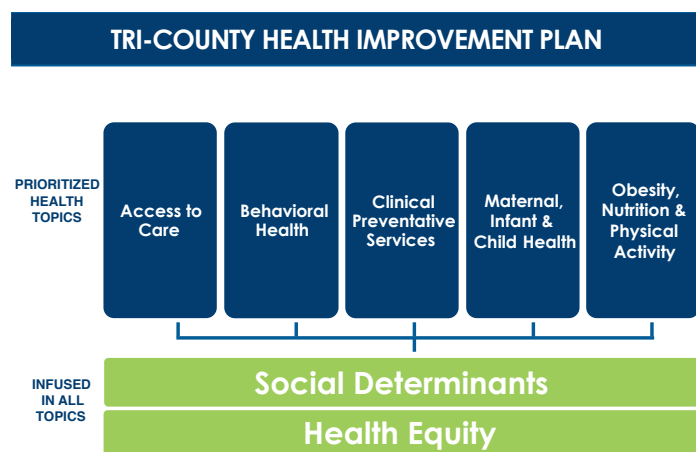
**Did You Know:** Data points relating to each of the prioritized health topics

**Spotlight:** A featured story of a local organization implementing high-quality services

Health care providers, nonprofit and service providers and local government organizations can find more comprehensive information and technical action steps in the TCHIP.

## What's in the Tri-County Health Improvement Plan?

The Tri-County Health Improvement Plan includes goals, recommendations and action steps to address five prioritized health topics in the Tri-County region of Berkeley, Charleston and Dorchester counties:



While there are many health issues impacting our region beyond the five priorities included in this plan, the selected priorities were informed by the feedback of more than 80 community volunteers, who assisted in the creation of the TCHIP, as well as the over 1,500 people, who responded to the 2016 Tri-County Community Health Needs Assessment. The health topics included in the TCHIP are addressed through the collective impact discipline. Collective impact is an innovative and structured approach to collaborative work between government, business, nonprofit organizations and engaged citizens to achieve significant and lasting change.

## How Was TCHIP Developed?

Healthy Tri-County assembled and supported more than 80 volunteers, representing 60 organizations, to develop the Tri-County Health Improvement Plan. These volunteers invested roughly 2,300 hours in the development of the plan. The SC Department of Health & Environmental Control (SC DHEC) served as the technical assistance provider for the development of the plan and will support the implementation of many identified recommendations and action steps moving forward.

To view the electronic version of *Our Health, Our Future: Tri-County Health Improvement Plan 2018-2023* or this community action guide, visit the Resources page on [www.healthyttricounty.com](http://www.healthyttricounty.com).

## About Healthy Tri-County

Healthy Tri-County was officially launched in January 2017 and is powered by Trident United Way and its core partners: MUSC Health and Roper St. Francis Healthcare. The Healthy Tri-County initiative brings nonprofit agencies, businesses and government organizations together to improve health outcomes in Berkeley, Charleston and Dorchester counties in South Carolina. Healthy Tri-County's long-term goal is to improve the health and well-being of every person and community within the Tri-County region. Supporting and monitoring the implementation of the Tri-County Health Improvement Plan is one of Healthy Tri-County's highest priorities.

As of October 2018, a total of 60 organizations have joined Healthy Tri-County as formal members. More than 600 individuals participate in network activities and utilize resources.

### Why Now?

While there are pockets of wealth and access to good health care in the Tri-County area, there are also high-poverty communities that lack access to care and have a high proportion of undiagnosed and untreated chronic conditions. These communities can be found in both urban and rural surroundings. Berkeley, Charleston and Dorchester counties consistently rank higher in health outcomes than most counties in the Palmetto State. All three counties have held a top-10 ranking in the state since 2013. As a state, South Carolina currently ranks 44<sup>th</sup> in the nation for health.

*Our Health, Our Future: Tri-County Health Improvement Plan 2018-2023*, is the first comprehensive health improvement plan in our region. It provides concrete recommendations and action steps for improving health outcomes that can be carried out by a wide range of local organizations and citizens. Beyond addressing the five prioritized health topics, this plan acknowledges two key factors that play a significant role in improving health in our region: social determinants of health and health equity. Social determinants of health are the conditions in places where people live, learn, work and play, and they affect a wide range of health risks and outcomes. Additionally, Healthy Tri-County believes that addressing the needs of communities with the poorest health will improve health outcomes in the entire region.



## Healthy Tri-County Workgroups

Healthy Tri-County has a number of active workgroups that provide community members an opportunity to serve and affect local health outcomes:

**Tri-County Health Improvement Plan Workgroup:** Implements and monitors the health improvement plan

**Health Data Workgroup:** Develops and implements the 2019 Tri-County Community Health Needs Assessment and works to create a regional health resource hub

**Tri-County Diabetes Coalition:** Increases awareness of prediabetes and diabetes in the local community and utilizes the Diabetes Prevention Program to prevent new incidents of type 2 diabetes and prediabetes

### Call to Action

- Join Healthy Tri-County, either as an individual participant in one of the three workgroups or as a formal member organization.
- Spread awareness of *Our Health, Our Future: Community Action Guide* throughout your professional and personal networks and on social media
- Challenge groups and organizations you are a part of to address at least one of the five health priorities listed in the Tri-County Health Improvement Plan. We've provided you with sample activities to get started, but there are many actions that can be taken - get creative!
- Document your actions and progress in addressing priority areas in the guide with photos and short stories! We will share these efforts through our website and on our social media platforms. **Keep us informed of your efforts in one of two ways:**
  - Complete a brief questionnaire on the Contact Us page at [www.healthytricity.com](http://www.healthytricity.com).
  - Contact us by email at [HTCsupport@tuw.org](mailto:HTCsupport@tuw.org) and update us in a few sentences on your groups' efforts.

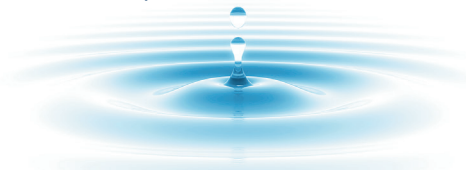
*\*Healthy Tri-County will follow up on submissions within one week.*

### What Happens Next?

Healthy Tri-County is committed to monitoring and documenting progress made towards achieving our identified goals, and will share progress updates bi-annually at [www.healthytricity.com](http://www.healthytricity.com).

**Individually we are a drop.  
Together we are an ocean.**

– Ryunosuke Satoro



### Questions? Want to Get Involved?

(843) 740-7752  
[HTCsupport@tuw.org](mailto:HTCsupport@tuw.org)  
[www.healthytricity.com](http://www.healthytricity.com)

# ACCESS TO CARE

## Did You Know...

12.6% of individuals in the Tri-County area under the age of 65 do not have any form of health insurance.<sup>1</sup>

Hispanic/Latinos are between 2.5 - 3.5 times more likely to be uninsured than other groups in the Tri-County.<sup>2</sup>

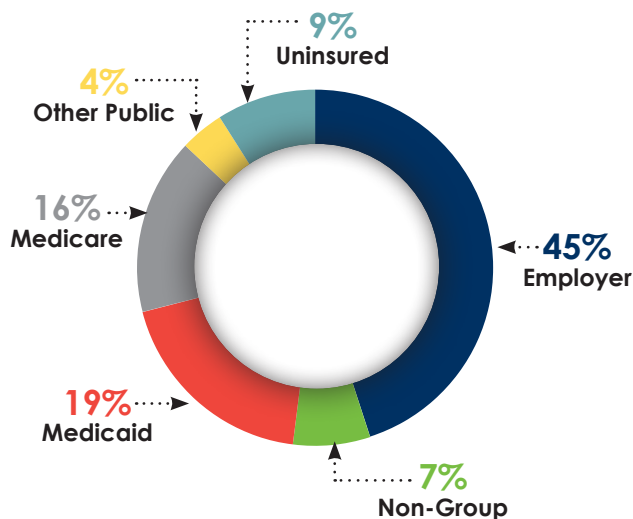
<sup>1</sup> County Health Rankings. (2018). South Carolina

<sup>2</sup> American Fact Finder. Bureau of Labor and Statistics (2018).

**Community Goal:** Increase access to quality health care and services by:

- Closing the insurance coverage gap
- Building provider capacity
- Support the reduction of transportation barriers

### 2016 Health Insurance Coverage of the Total Population in S.C.



Source: Kaiser Family Foundation. State Health Facts.

### Recommendations for Organizations:

- Maintain and increase the number of Tri-County residents with health care coverage.
- Assess and build capacity of health care workers to deliver primary, preventative, dental, specialty and behavioral health care to newly insured and uninsured.
- Support and expand efforts to reduce barriers to transportation.

### Let's Get Started: Community Action

- Have conversations with your family and friends about health insurance. Encourage them to take advantage of plans available through their employers or tap into free resources.
- Participate in or help coordinate a health fair with free screenings through your church or in your community.

### Spotlight: Palmetto Project

For the past 20 years, Palmetto Project has been a leading advocate for a more effective system of health care for South Carolinians, regardless of their financial circumstances, race or residency. During this time, the organization became a national leader in patient navigation, community-based care delivery and reducing cardiovascular disease among at-risk African-Americans. Palmetto Project's initiatives have made South Carolina a national leader in health insurance enrollment and Medicaid coverage for children. Knowing that access to health care doesn't stop when someone receives an insurance card, Palmetto Project works to improve access to health care and health by placing patient navigators at food pantries, providing enrollment assistance for Medicaid, Affordable Care Act, and Medicare plans and helping consumers decipher complicated medical bills.



# BEHAVIORAL HEALTH

## Did You Know...

A significant percentage of the population reports binge or heavy drinking: **Berkeley (22%), Charleston (22%), Dorchester (18%).** (SC Average is 18%).<sup>1</sup>

**Men in the Tri-County are over twice as likely as women to die from Mental Health or Substance Abuse disorders.**<sup>2</sup>

<sup>1</sup> County Health Rankings. (2018). South Carolina. Excessive Drinking

<sup>2</sup> Institute for Health Metrics and Evaluation. (2018).

**Community Goal:** Increase knowledge about behavioral health issues, services and resources to reduce stigma and increase service utilization in the Tri-County.

### Recommendations for Organizations:

- Assess public awareness of behavioral health resources and health conditions.
- Reduce barriers (e.g. lack of coverage, outdated legislation and provider recruitment, training and education) to accessing behavioral health services, expanding services where necessary.

### Let's Get Started: Community Action

- Search personal and community networks for local mental health providers and schedule a consult as part of a routine wellness checkup.
- Join or start a support group with your family and friends around a common interest, goal or grief.

# CLINICAL PREVENTIVE SERVICES

## Did You Know...

There are, on average, **26,635 new cancer diagnoses** per year in South Carolina; 13% of those are in the Tri-County area.<sup>1</sup>

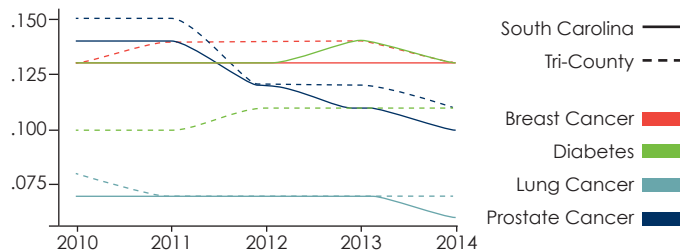
African-Americans in the Tri-County are roughly **10% more likely to die from cancer** than all other races.<sup>2</sup>

<sup>1</sup> Incident Rate Report for South Carolina by County, 2011-2015. (2018). State Cancer Profiles.  
<sup>2</sup> Department of Health and Environmental Control. South Carolina Community Assessment Network (2018).

**Community Goal:** Increase the rates at which the general population takes advantage of clinical preventative services, ultimately leading to fewer diagnoses of cancer, diabetes and other illnesses by:

- Increasing community immunization rates across a person's lifespan
- Raising awareness of cancer risks through education, early detection and prevention
- Reducing the rate of type 2 diabetes in the Tri-County region

### Percent of community diagnosed with diseases each year



Source: Centers for Disease Control and Prevention

### Recommendations for Organizations:

- Increase the number of children who are completing a full immunization schedule, which includes the complete series of pneumococcal vaccine (Pneumovax) by two years of age.
- Boost the percentage of young adults, ages 10-23, who complete the HPV vaccine series.

- Conduct provider education activities to increase provider knowledge, patient education and vaccination rates.
- Increase the percentage of adults, ages 65 and over, who complete the recommended pneumococcal vaccine series.
- Raise the number of cancer screenings and enhance the education, prevention and treatment of:
  - breast cancer (women ages 40 and over)
  - cervical cancer (women ages 21 – 65)
  - prostate cancer (men ages 40 and over)
  - colon cancer
  - lung cancer
- Conduct a two-year Diabetes Prevention Program expansion effort with high-risk participants.
- Implement an awareness campaign to increase rates of prediabetes screenings; zero in on identified areas with higher than normal diabetes diagnoses.

## Let's Get Started: Community Action

- Determine the risk for diabetes within your family; encourage loved ones to join a diabetes education program.
- Promote routine cancer screenings within your family and social networks; and text annual reminders.

## Spotlight: Fetter Health Care

Fetter Health Care Network is the longest operating Federally Qualified Health Center in South Carolina, having opened in Charleston in 1967. It operates 21 total sites throughout four counties in the Lowcountry; including eight medical sites, a community dental center, migrant health camp and several school-based service sites. Fetter accepts patients with all insurance types and provides care on a sliding fee scale to ensure greater accessibility to patients of low socio-economic groups. Fetter provides a range of primary care services including pediatric, geriatric, women's health (OB/GYN) and behavioral health. Clinical preventative services Fetter offers include immunizations (pediatric, adolescent and adult Immunizations), cervical, breast, colon, prostate cancer screening and diabetes education.



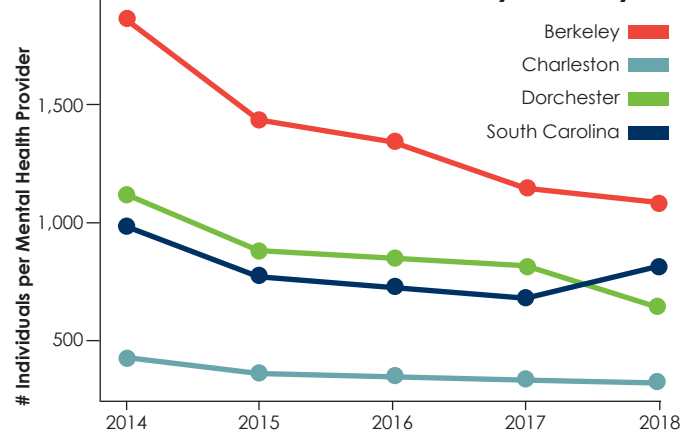
## Spotlight: MUSC Center for Telehealth



The Center for Telehealth at the Medical University of South Carolina (MUSC) was recognized as one of only two national Telehealth Centers of Excellence in the United States in the fall of 2017. This designation supports MUSC in providing telehealth services at more than 200 locations statewide, leading and modeling the way for health care delivery through advanced technology. One area of

growth within telehealth is the provision of mental health services. MUSC's Department of Psychiatry is providing evidence-based trauma treatment to youth across the state who are unable to access this treatment through traditional office-based care, including cognitive behavioral therapy through MUSC's School-Based Telehealth program. Through telehealth services like those provided by MUSC, patients decrease their risk for future behavioral health problems.

## Mental Health Services by County



Source: County Health Rankings & Roadmaps.

# MATERNAL, INFANT & CHILD HEALTH

## Did You Know...

**11.2% of babies in SC are born prematurely, compared to 9.9% nationally.<sup>1</sup>**

**African-American Women in the Tri-County are 7% less likely to receive prenatal care in the first trimester than the state average for all race/ethnic groups.<sup>2</sup>**

<sup>1</sup> Kaiser Family Foundation. Preterm Births as a Percent of All Births by Race/Ethnicity.  
<sup>2</sup> Department of Health and Environmental Control. South Carolina Community Assessment Network (2018).

### Community Goal: Improve the overall health for mothers and children by:

- Improving the reproductive health of families in the Tri-County area
- Safeguarding maternal health to lower mortality and morbidity
- Increasing the number of children who receive developmental screenings.

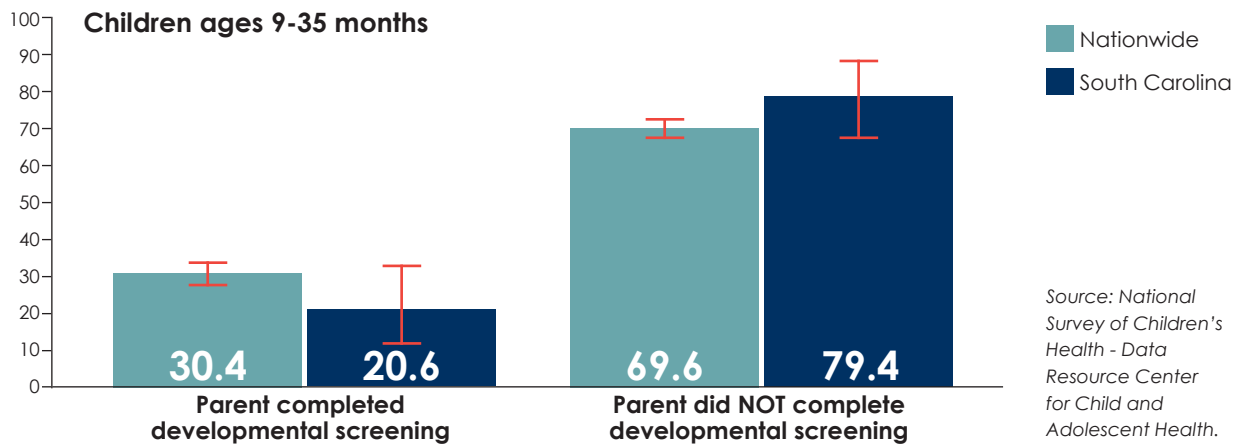
### Recommendations for Organizations

- Support efforts to reduce unintended pregnancy for women of all ages.
- Improve maternal mortality and morbidity, particularly among African-American women.
- Increase the number of children, ages 9 – 35 months, who receive a developmental screening.

### Let's Get Started: Community Action

- Coordinate a community baby shower through your sorority, fraternity or other social group; encourage pregnant women and new mothers to attend.
- Advocate for accurate, evidence-based sexual health education in schools and other places that serve youth.

## Parent Completed a Standardized Developmental Screening Tool



## Spotlight: Help Me Grow South Carolina

Help Me Grow South Carolina is a systems-model that promotes the healthy development of children prenatal to age five. It helps communities leverage existing resources to ensure they identify vulnerable children, link families to resources and equip families to support their children's development. Help Me Grow collaborates with multiple partners to advance developmental growth, early detection and linkage to services. Families access Help Me Grow through a centralized access point staffed by child development specialists who help to assess a child's needs and connect them to services. Since its launch in 2012, Help Me Grow SC has assisted 4,443 families and made 6,518 referrals to community programs and services.



# OBESITY, NUTRITION & PHYSICAL ACTIVITY

## Did You Know...

A significant percentage of adults ages 20 and over report no leisure-time physical activity in the Tri-County:

**25% of Berkeley**

**25% of Dorchester**

**20% Charleston<sup>1</sup>**

**14% of adults** in the Tri-County experience food insecurity.<sup>2</sup>

<sup>1</sup> County Health Rankings & Roadmaps.

<sup>2</sup> County Health Rankings & Roadmaps.

**Community Goal: Create environments that promote healthy nutrition and regular physical activity habits in the Tri-County.**

### Recommendations for Organizations:

- Enhance fruit and vegetable access for adults and children.
- Provide more safe and affordable opportunities for regular physical activity.
- Promote breastfeeding-friendly practices in community to reduce postpartum obesity.
- Increase breastfeeding-friendly businesses and agencies.

### Let's Get Started: Community Action

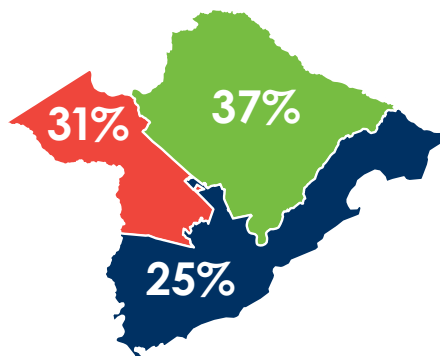
- Use social media to exchange healthy recipes and discuss healthy modification tips.
- Join or create a Meetup.com group for people interested in walking in your neighborhood or at a nearby park.

More than one-third of U.S. adults are obese as are 17% of children and adolescents aged 2–19 years.

**32% of adults**

in South Carolina are considered obese.

Source: County Health Rankings & Roadmaps.



Charleston (25%) and Dorchester (31%) counties fared slightly better, but Berkeley exceeded the state at 37%.

Source: County Health Rankings & Roadmaps.

Source: Health Landscape. 2016 Tri-County Health Needs Assessment Report.

## Spotlight: MUSC Boeing Center for Children's Wellness

MUSC Boeing Center for Children's Wellness (BCCW) works to instill a culture of wellness and prevent obesity such that each child is healthy, succeeds in school and thrives in life. MUSC BCCW reaches young children and their teachers through the South Carolina Program for Infant/Toddler Care, the Breastfeeding Friendly Child Care designation and conferences, and the Infant – Early Childhood Mental Health Initiative. It also reaches school-aged children and their teachers with the Docs Adopt School Health Initiative®. MUSC BCCW K-12 school efforts in Charleston, Berkeley and Dorchester Two school districts have reached over 150 schools, assisting them in creating a culture of wellness through resources to encourage changes to policies, environments and systems that improve nutrition and increase physical activity. Participating schools receive a monetary award of up to \$1,000 to make wellness changes. Schools have established gardens, installed refillable water stations, purchased kinesthetic desks, provided additional physical education equipment and more.



# ACKNOWLEDGEMENTS

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- Christy Boudolf, Trident United Way
- Kimberly Butler-Willis, Roper St. Francis Healthcare
- Barbara Grice, SC DHEC
- Amanda Lawrence, Trident United Way
- R. Taylor Lee, SC DHEC
- Lyndsey Marchman, Trident United Way
- Kellye McKenzie, Trident United Way (project lead)
- Caroline Morris, Trident United Way
- Jonathan Rauh, Trident United Way
- Felicia Veasey, SC DHEC

## TCHIP Workgroup Sub-Committee Members:

### Access to Care:

- Samuel Bellamy, Select Health of SC
- Alicia Culler, MUSC Health
- Vonie Gilreath, Berkeley Charleston Dorchester Council of Gov.
- Vicky Ingalls, Charleston Promise Neighborhood
- Meredith Johnson, East Cooper Community Outreach
- Renee Linyard-Gary, AccessHealth\*
- Jim McQueen, Charleston County Public Library
- Dana Mitchel, Lowcountry Food Bank
- David Powell, Welvista
- Emily Warr, MUSC Health
- Hafeezah Yates, People Against Rape

### Behavioral Health:

- Matt Dorman, Berkeley Charleston Mental Health
- Robert Dupont, Trident Medical Center
- Amy Hauser, MUSC
- Lucille Hefka, Trident Literacy Association\*
- Melissa Milanak, MUSC Psych. & Beh. Sciences
- Kathy Quinones, Dee Norton Child Advocacy Center\*
- Shune Rhodes, MUSC Center for Telehealth
- Jennifer Roberts, Charleston Dorchester Mental Health
- Kelly Sieling, SC Vocational Rehabilitation
- Max Spiewak, SC Department of Mental Health
- Treslyn Tolbert, Joint Base Charleston
- Makeda Winston, MUSC Health
- Wehme Hutto, E. Kennedy Center

### Clinical Preventive Services:

- Sydney Binney-Conrad, My Sister's House\*
- Vonda Evans, American Cancer Society
- Anthony Poole, Fetter Health Care Network
- Anna Ludlam, Pfizer
- Linda Lynah, St James-Santee Family Health Center
- Jessica Mack, Fetter Health Care Network
- Melanie Nichols, SC DHEC Lowcountry Region
- Carla Pierce, Fetter Health Care Network
- Novelette Prosper, Community Volunteer
- John Schleier, Pfizer
- Stephanie Taylor, MUSC\*

- Tara Tsehlana, Roper St. Francis Healthcare\*
- Kathleen Williams, Charleston Southern University
- Hafeeza Yates, People Against Rape

### Maternal, Infant & Child Health:

- Amy Hauser, MUSC
- Tiffany Howard, Help Me Grow\*
- Areyonna Keels, PASOs
- Erin Laughter, SC DHEC
- Aunyika Moonan, SC Hospital Association
- Nancy Muller, Lowcountry Graduate Center
- Phyllis Sabitsch, SC DHEC Lowcountry Region
- Kerrie Schnake, MUSC Boeing Center for Children's Wellness
- Virginia Vedilago, PASOs\*

### Obesity, Nutrition & Physical Activity:

- Mike Campbell, Fat Guy Diary
- Suzanne Cottingham, Charleston County School District
- Sharon Crossley, SC DHEC Lowcountry Region
- Sheila Dawson, Independent Consultant
- Barbara Grice, SC DHEC
- Carolyn Lindstrom, MUSC Boeing Center for Children's Wellness
- Paige Loeven (Hammond), South Carolina Department of Social Services
- Amanda Metzger, Summerville Family YMCA
- Dana Mitchell, Lowcountry Food Bank
- LaShandra Morgan, SC DHEC Lowcountry Region
- Maxine Myers, Dream Center Clinic
- Victoria Nagel, Charleston County Parks and Recreation
- Margaret Peck, Healthy Plate Cooking\*
- Sarah Richardson, SC DHEC Lowcountry Region
- Jodi Ronci, Dorchester County School District 2
- Brian Roney, Berkeley County School District
- Felicia Veasey, SC DHEC
- Marcey Westerbeck, Health Care Partners of SC
- Brian Wheat, Lowcountry Local First
- Paul Wieters, City of Charleston

### TCHIP Expert Review Committee:

**Marlene Al-Barwani**, Statistical & Research Analyst II, SC DHEC

**Rick Foster, MD**, Executive Director, Alliance for a Healthier SC

**David S. Louder, M.D., MBA, FAAP**

Executive Director, MUSC Health Alliance

**Jerry A. Mansfield, PhD, RN, NEA-BC**, Executive Chief Nursing Officer & Chief Patient Experience Officer, MUSC Health

**Katherine J. Richardson, MD, MPH**

Medical Director, SC DHEC Lowcountry Public Health Region

**Shaena Rouse, MPH**, Program Manager, Scale Down

\*denotes chair or co-chair

Healthy Tri-County's ***Our Health, Our Future: Community Action Guide*** was created in partnership with MUSC Health, Roper St. Francis Healthcare and Trident United Way

