Dear colleagues and friends,

I often hear from employees they are pleased to be part of an organization that gives back to the communities in which it does business. It truly is part of who we are at Security Health Plan. We are building on past relationships and extending an invitation to new partners as part of our promise to improve the health of the people and communities we serve.

We back that promise through community partnerships, and in the past year we have made a concerted effort to extend our reach even further. Our goal for 2017 was to be actively engaged with each of the 49 counties in the Security Health Plan service area – and I am proud to tell you we achieved that goal.

Through surveys and personal connections with community leaders and key stakeholders, we listened to feedback and developed successful programs to improve community well-being.

Looking ahead to 2018, we will continue to listen to our community partners.

Warm regards,

Julie Brussow
Chief Executive Officer
Security Health Plan
Taking care across Wisconsin

We look forward to developing partnerships in even more counties in 2018.

We've invested in this Wisconsin community for . . .

- six years
- five years
- four years
- three years
- two years
- one year
Security Health Plan invests in communities

As a not-for-profit organization, Security Health Plan is focused on helping people and communities achieve their best health.

We do this through our investments in three primary areas of focus (our ABCs): aging health, behavioral health and children’s health. Across each initiative, we strive to improve health literacy because we believe people play an essential role in their own health care – and they can take better care, the more they know.

We believe that by focusing on our priorities, we can make a measurable improvement on the health of the communities we serve.

In addition, you’ll notice our support of community efforts that add to the health of the community as a whole. Our employees take a personal interest in our community causes. Through our Employee-Driven Corporate Giving Campaign, they nominated 12 organizations to receive $1,000 each toward their efforts, one for each month of 2017-2018.

Security Health Plan’s community investments and partnerships have been so successful that we’re joining forces with our partner Marshfield Clinic Health System in 2018. We’re looking forward to growing our efforts as a health system.

Read on to see how we’re taking care.
In addition to our health initiatives, we support efforts that add to the health of the community as a whole:
“The b.e.s.t. screener will empower all of the stakeholders in our student’s academic and social lives, so we can give students what they need,” said Cumberland Elementary school counselor Katie Gobler Anderson.
We’re helping students begin with the b.e.s.t.

Children begin learning as soon as they are born. And because evidence shows behavioral health is critical to many aspects of learning and development, care for children’s behavioral health should begin early in life, too.

That’s why we’ve partnered with Mindfield LLC, and Eric Hartwig, Ph.D., since 2013 to bring Wisconsin students the very b.e.s.t. in behavioral health.

Hartwig, former administrator of pupil services for the Marathon County Children with Disabilities Education Board and school psychologist, developed the Behavioral, Emotional, and Social Traits (b.e.s.t.) universal screening to quantify behavioral observations and determine if a child needs intensive, focused attention.

The b.e.s.t. universal screening:

- Identifies and reinforces positive behavioral development for typically developing children
- Provides interventions for children with elevated risk status
- Develops focused intervention for children with targeted needs

School personnel play an important role in early identification when they provide student support and connect students to effective services. With Hartwig’s support and Security Health Plan’s investment, we’re helping schools screen their students, interpret screening results and integrate interventions into their teaching practice.

“Other than family, no one spends more time with students than teachers, so it’s natural to use their observations for 26 specific behaviors that are predictive of problems now or in the future and provide children with additional support,” said Hartwig.

“The mental health needs of our students have been increasing – at the same time that our budget is shrinking,” said Loyal District Administrator Cale Jackson. “Direct access to someone with the experience and ability of Dr. Hartwig is something we wouldn’t have been able to offer our staff without this generous grant.”
“We’re not about identifying students’ problems just to label them, though,” Hartwig explained. “The problems have already happened. We can’t change them. We’re here to make a unified intervention and ruin the prediction.”

“Success in school gives children an improved sense of wellbeing and helps them balance other life risks. The b.e.s.t. universal screening puts people together with the same information at the same time to think critically and make wise decisions about what children may need,” said Hartwig.

Over 80 elementary schools currently use b.e.s.t., and some have been using the screening for the last three years. During the past two years, more than 20,000 students have been screened with the b.e.s.t.

“The positive results and responses have driven our continued investment,” said Jay Shrader, Marshfield Clinic Health System vice president of community health & wellness. “School-based behavioral health screening offers an opportunity to identify and address behavioral health issues when there’s time and opportunity to make a difference for our children and local communities,” Shrader said. “The b.e.s.t. is doing just that.”
“The results of the screening allow educators to not only focus on our social-emotional curriculum value, but to also look at the ‘whole’ child when making educational decisions. Children’s social-emotional needs have a direct connection to their overall success in school and we want to make our best efforts to guide students in living healthy lives,” said Athens Elementary Principal and Kids, Instructors, District Services (K.I.D.S.) Director Joy Redmann.
Preventing prescription drug abuse

Let’s say you’ve gone without water for three days. Your brain registers your craving as the size of a softball. No food for five days, and your craving is basketball-size. And if you have an opioid addiction, or opioid use disorder, and do not have access to the substance you’re abusing?

“According to the craving model, your craving is the size of a baseball field,” Michael Larson, Ph.D. in Pain/Health Psychology and director of scheduled medication policy at Marshfield Clinic – Minocqua Center Pain Clinic explained. “Which means you’ll go to great lengths to satisfy your craving – and anything the health system does to treat your disorder will have to tackle a problem the size of a baseball field.”

More than 40 Americans die each day from overdoses involving prescription opioids. The toll led Security Health Plan to join Wisconsin’s state health plan, the Governor’s Task Force on Opioid Abuse and many communities in making the prevention of drug abuse a top health priority.

“Few people ever intend to struggle with an opioid use disorder, but as many as 1 in 4 people who receive prescription opioids for long-term pain eventually do. We want to intervene,” said Sue Wilhelm, director of Security Health Plan Pharmacy Services.

In 2017, we invested $137,000 in Prescription Drug Abuse Prevention Grants that support community efforts to prevent the misuse and abuse of prescription drugs.
“With our investment, along with how we help manage our members prescriptions, Security Health Plan can help communities address the frightening epidemic, improve the health and safety of our communities, and relieve the financial strain opioid abuse puts on communities,” Wilhelm said.

Here’s how our recipients fought the epidemic:

**Project Safe Sharps and Prescription Drugs**
The Bayfield County Health Department installed three medication drop boxes and three sharps containers in the area. It also provided community education about the importance of safe prescription medication and sharps disposal.

**Hiding in Plain Sight**
The Barron County Community Coalition created a life-size exhibit of a teen’s bedroom that highlighted red flags of substance use. A backpack portion of the program educated teachers and school personnel about how teens hide drugs and cover up substance abuse.

**Waking Up Monroe County**
Couleecap provided community education on safe medication disposal practices through school and community events, bulletin board and public service announcements, take-back days and life-size exhibits of a teen’s bedroom to show signs of substance abuse.

**Preventing Prescription Drug Misuse and Building Health Literacy through Innovative Strategies**
The Eau Claire City-County Health Department assessed and educated community members to increase medication label and disposal health literacy, especially among the rural Hmong and Hispanic populations.
Up With Hope, Down With Dope
The Indianhead Community Action Agency implemented a school-based education curriculum about drug misuse/abuse prevention, educated families and issued public service announcements.

Narrowing the Prescription Drug Epidemic in Jackson County
Together for Jackson County educated providers on the Centers for Disease Control and Prevention (CDC) guidelines and American Medical Association (AMA) recommendations for prescribing opioids. The initiative also educated the community on the dangers of prescription drug abuse.

2017 Marathon County Community Assessment on Prevalence and Perceptions of Medication Abuse
The Marathon County AOD Partnership collected data on medication misuse in the area, the perception of availability through households or health care providers, the perception of risk associated with such misuse, and local medication dispersion and disposal efforts. The data was used to identify trends for outreach and awareness activities.

Few people ever intend to struggle with an opioid use disorder, but as many as 1 in 4 people who receive prescription opioids for long-term pain eventually do.
Leaders for Life
The Taylor County Drug Opposition Partners put on student workshops and parent/community presentations to create and support a healthy environment for youth. The interventions are designed to delay the onset of alcohol use age and reduce drug use.

SMART (Skills, Mastery and Resistance Training) Moves Program
The Boys and Girls Club of the Wisconsin Rapids Area hosted an educational family fun night to educate students, parents and communities about prescription drug abuse and to start conversations about the topic between parents and children.

Opiate Misuse Prevention through Enhanced Data Collection, Analysis, and Effective Strategies in Winnebago County
The Winnebago County Drug & Alcohol Coalition collected and analyzed data specific to opioid abuse to identify key community indicators. The data established a baseline and measured changes in opioid use, misuse and/or abuse.

Our grants dovetail with other Marshfield Clinic Health System efforts to fight the opioid epidemic and manage the rising cost of health care.

As a System, we’ve also made changes to how we manage our patients’ and members’ prescriptions and installed medicine drop-off boxes for unused medicines at 14 Marshfield Clinic locations.
Let’s Talk About Medicines

Did you know the bathroom isn’t the ideal place to store your medicines? While many bathroom vanities come with built-in “medicine cabinets,” the heat, steam and water in the area can actually change the chemical properties of medicines and make them less effective.

You don’t need a pharmacy degree to take your medicines, but understanding how to take them safely and effectively does require some special education.

“A lot of people take different kinds of medication each and every day. But many of us don’t have a good understanding of when and how these medicines should be taken, or of how they might react with other medications we’re taking,” said Kari LaScala of Wisconsin Health Literacy.

According to the Centers for Disease Control and Prevention, nearly half of the U.S. population uses at least one prescription drug every 30 days. That number rises to 90 percent of Americans over age 65. Security Health Plan wants to draw attention to medicine label literacy as a public health issue. We can make the most difference with the aging population.
It’s never too late (or too early!) to start learning, when it comes to health literacy.
That’s why Security Health Plan has supported Wisconsin Health Literacy, Inc.’s *Let’s Talk About Medicines* educational workshop series since 2015. We believe health literacy is as important as overall literacy, because it enables and empowers people to take care of themselves. The workshops help adults 50 years and older understand how to safely and effectively use their medications.

*Let’s Talk About Medicines* workshop participants learned how to:

- understand the main parts of a prescription medicine label
- read and interpret label instructions
- recognize types of medicine containers and labels
- understand dosage instructions
- implement strategies for remembering to take medicines
- properly store medicines
- understand how over-the-counter medicines might interact with their prescription medicines.

Workshops were offered to 444 people.

**Let’s Talk About Medicines Workshop success**

**BEFORE THE WORKSHOPS:**

- 46% Percent of participants correctly interpreted when their medication should be taken.
- 21% Percent of participants correctly identified the parts of a prescription label.

**AFTER THE WORKSHOPS:**

- 64% 56% Participants’ medication timing and label literacy rates rose to 64 and 56 percent, respectively.
Living Well with Chronic Conditions

We don’t like to think we might have to live with some discomfort, but those with chronic conditions know all too well that our bodies have their limits – and make them known.

We supported the Wisconsin Institute for Healthy Aging (WIHA) and local Aging and Disability Resources Centers to put on 25 Living Well with Chronic Conditions workshops in 2017. The workshops help those with chronic health conditions confidently manage their health and maintain active, fulfilling lives.

The weekly workshops teach participants how to:

• manage fatigue, pain, isolation, and their medications
• perform exercises for balance, flexibility and strength
• communicate effectively with family, friends and health care professionals
• make healthy food choices
• make informed treatment decisions

WIHA reports that workshop participants show:

• improved general health (as reported by participants)
• fewer days of hospitalization
• fewer out-patient health care visits
• cost savings of approximately 10:1

We provided 11 workshops that served 217 participants in 2017. One-hundred percent of participants who answered the workshop evaluation survey would recommend the workshop to someone else.

“My attitude went from, ‘Maybe tomorrow’ to ‘Let’s do it!’”
– Member Jim Kempen
Marshfield Area YMCA Youth and Family Program Director Brent Ystad leads healthy activities for Fit-tastic Program participants.
**Fit-tastic**

Children prove better than anyone that getting moving doesn’t have to be a drag, but they need time, positive role models and encouragement to do it. The Marshfield Area YMCA’s Fit-tastic afterschool program, led by Sara Heinrichs, partners with area schools to reduce the risk of childhood obesity through interactive learning about nutrition, health education and fun physical activity. Children learn the fitness and nutrition habits that will help them become healthy adults, and bring their healthy habits home to the whole family.

“The Fit-tastic Program has an incredible impact on children’s growth and health knowledge. They learn how to choose healthy food options and enjoy being physically active.”

— Brent Ystad, youth and family program director, Marshfield Area YMCA
Stepping On fall prevention workshops

The fear of falling can increase with age – and with good reason: More than one-third of people age 65 or older fall each year. That’s why we’re supporting the Wisconsin Institute for Healthy Aging (WIHA) in reducing the incidence of falls in Wisconsin – by 50 percent – for participants of WIHA’s Stepping On fall prevention workshop series.

In 2017, we partnered with the WIHA to offer the 7-week program in Clark County (twice), Eau Claire County, Oneida County and Portage County – free of cost. We also helped advertise for workshops held across the state to ensure communities were aware of the free opportunity.

Workshops are led by a health professional and peer leader, and often feature local guest experts. The program integrates balance and strength training with information on vision, medications, assistive devices, footwear and fall hazards – all factors in remaining upright, independent and part of the community.

More than one-third of people age 65 or older fall each year.
Addressing unhealthy drug and alcohol abuse

Each month, about 30 percent of the state population (ages 12 and older) takes part in risky or problem drinking or drug use – among the highest rates in the U.S.

Luckily, many professionals have the chance to intervene: We helped offer free Screening, Brief Intervention and Referral to Treatment (SBIRT) trainings put on by the Wisconsin Initiative to Promote Healthy Lifestyles (WIPHL) and Prevent Suicide Marathon County so health and community services professionals can help substance abusers and at-risk users.

The four-hour, evidence-based University of Wisconsin School of Medicine and Public Health training program emphasizes motivational interviewing to promote a variety of positive behaviors and reduce the likelihood of unhealthy ones like drinking and drug use disorders.
March of Dimes March for Babies

We joined the March of Dimes in working to ensure every child has a fighting chance, from the start.

The 2017 March of Dimes Wausau March for Babies involved 250 volunteers walking two miles to raise $24,965 toward health care that prevents birth defects, infant mortality and premature births.

Franklin Delano Roosevelt, the 32nd U.S. President, thought the organization was worth the investment when he founded it in 1938. We think it still is: March of Dimes helps ensure moms and their babies have access to needed prenatal vitamins, regular exams, newborn screenings, NICU treatment and vaccines. That means not only providing care, but educating medical professionals, advocating for policies that protect moms’ and babies’ health, and investing in research to solve health issues.

You could call us forward-thinking . . . but we think it’s simple:

**Our children are our future. Healthy starts mean a healthier future for us all.**
South Wood Emerging Pantry Shelf Mobile Food Pantry

When was the last time you didn’t know where your next meal would come from? For many in our very own Wisconsin counties, food insecurity is an all-too-familiar occurrence.

We recognize the significant relationship between hunger and health issues, and want to make sure access to good nutrition isn’t one more hurdle in the way of good health for our Wisconsin neighbors. That’s why we supported the South Wood Emerging Pantry Shelf (SWEPS) by hosting their September Mobile Food Pantry in Wisconsin Rapids, along with Marshfield Clinic. The September 2017 Pantry supplied 377 households (1,237 people) with needed basic food items and personal hygiene supplies. Each free pantry event distributes about 20,000 lbs. of food – providing meals to South Wood County community members who qualify for a food assistance program.

The SWEPS pantry provides 21 meals for each member of over 500 households – monthly. It partners with other community resources to fill in the gaps. In 2017, SWEPS served more than 15,300 residents of South Wood County. SWEPS registered about 50 new households during each month of 2017.

The need is there. We want to be there, too.
Wisconsin Indian Education Association Conference participants engage in activities focusing on community health, including a pow-wow.
Mino-Ayaa ‘Idiiwin, “Let’s be healthy together”

“My heart is full now,” said one participant of a community spot dance at the Wisconsin Indian Education Association’s (WIEA) 31st Annual Conference in Minocqua. The conference theme, “Mino Ayaa ‘Idiiwin: Let’s Be Healthy Together,” covered more than physical health.

The WIEA sees health as comprised of physical, spiritual, intellectual and emotional elements. The community feast, color run, pow-wow, workshops, health and wellness expo, concert, film fest and awards banquet focused on addressing all of these elements of health. As conference emcee Brian Jackson put it at the opening ceremony, “Laughter is healing.”

Jackson reminded the Ho-chunk attendees of their history, their tremendous “staying power” and the significance of educating their youth.

We were happy to support health and healing for Wisconsin’s native community.

“My heart is full now.”
– spot dance participant
Girls on the Run of the Northwoods

We don’t want anything to limit the potential of our Wisconsin youth. But studies show that girls’ confidence rate drops twice as much as boys’ does by adolescence. All while girls’ participation in physical activity and perception of their intellect drop, too.

Girls on the Run offers a positive intervention during this key life phase: The 10-week program for third- through fifth-grade girls guides them through interactive discussions, activities and running games meant to:

• develop needed life skills and connections with others
• recognize their inner strength and unique abilities
• cultivate an appreciation for health and fitness

Participants organize a Community Impact Project to serve their community together, and end their season with a celebratory 5K event.

By focusing on confidence, character, care, connections, competence and contribution, participation in the national program has been shown to improve self-esteem, body image, eating attitudes and physical activity.

We think that’s something to cheer about.
Words and Friends for Literacy, Portage Literacy Council

What does literacy look like? We think the Portage Literacy Council’s vision is spot on: Literacy looks like families that can maintain employment, avoid poverty, understand their health information, access education and involve themselves in community life.

It might also look like a giant game of collective Scrabble. Supporters, tutors and learners of the Portage Literacy Council gather once a year at its Words and Friends for Literacy event to raise funds for the Council’s free services: one-on-one tutoring and learning resources offered to help Portage County adults develop the basic math and English literacy skills they need to be economically self-sufficient and actively involved in community life.

Literacy means empowered individuals who make informed decisions about their lives.
Our employees are our connection to the communities we serve, both during and after business hours. And they don’t stop giving back after five o’clock.

We offer our employees two programs to help them support their communities.

**Employee Volunteer Program**

The Employee Volunteer Program began at Security Health Plan and expanded to encompass the entire Marshfield Clinic Health System (MCHS) this year. The program multiplies the generosity of our employees by matching employee volunteer hours with funding. In 2017, MCHS dedicated $30,000 toward investing in the organizations our employees believe and invest in themselves.

Some of the organizations supported by the Employee Volunteer Program include St. Vincent de Paul Free Clinic in Marshfield, the Lion’s Club in Rozellville and Quilts of Valor in Merrill.

**Employee-Driven Corporate Giving Program**

Since 2015, Marshfield Clinic Health System has asked its employees to nominate organizations that are making a positive difference in the community for a monthly investment of $1,000. These worthy organizations enrich lives and improve community health and well-being.

In 2017, we were proud to invest $12,000 in food banks, shelters for victims of domestic violence and the homeless, programs for people with special needs and more across our region.
Security Health Plan leaders, Dr. Eric Quivers, Mike Sautebin and Allison Machtan take time in their day to help pack lunches for the Nutrition on Weekends program.
We’d like to thank all those who have joined us in taking care of our communities, especially the generous partners, organizations and volunteers who made these efforts possible.

We hope you’ll 

join us

by investing in our community initiatives.

Learn how at www.securityhealth.org/communitygiving, where you can request support, view our past investments, watch for upcoming opportunities and contact us to team up.
We hope you take care, too.
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