2012 Community BENEFITS REPORT

Improving the health, lifestyles and overall well-being of the communities we serve
Security Health Plan strives to serve and help shape the quality of life in our communities. Founded in 1971 as the Greater Marshfield Community Health Plan, it became Security Health Plan in 1986. Today, Security Health Plan serves more than 200,000 people in 36 counties of Wisconsin. Our employees and business partners care about the people they serve and are proud to be part of a local and neighborly company.

An important focus of Security Health Plan’s business is to improve the quality of health care, improve people’s health care experiences, and reduce health care costs, not only for our members, but for the entire population. Security Health Plan started its Community Benefits and Prevention Program in summer 2011 to push these focuses beyond the walls of doctor’s offices and health care facilities, and into the communities we serve.

2012 was an exceptional year for us. We partnered with government entities, public service organizations and local professionals to focus on pressing health matters that our partners helped us identify. This Community Benefit Report reflects on how our efforts have helped enrich the lives of people across the Security Health Plan service area.

Sincerely,

Steven R. Youso
Security Health Plan Chief Administrative Officer

Nutrition and Physical Activity

Nutrition education is an important priority for Security Health Plan because education can help reduce obesity rates. Increased obesity has caused an increase in coronary heart disease, stroke, cancer, type 2 diabetes, osteoporosis, depression and premature death. Security Health Plan is partnering with communities and organizations to provide education and tools to reduce obesity and improve quality of life. Security Health Plan especially has targeted youths in several initiatives. Childhood and adolescence are critical times for health-education messages that help establish healthful habits.

WE C.A.N.! (CARDIOVASCULAR, ACADEMICS AND NUTRITION)

To improve muscular and cardiovascular fitness, while reducing sedentary behavior, students need to move during the day, and not just during gym. In addition, a 2010 Centers for Disease Control study linked physical activity to academic success. So Security Health Plan and D.C. Everest School District piloted two walking stations. A walking station is a stand-up desk with a treadmill connected to it. Several youths use them throughout the day because the students rotate between classrooms. The walking station allows a student to comfortably walk at a maximum of 2 miles per hour while studying or reading. Walking stations at the high school level transform a sedentary classroom into a movement-based learning environment.
Security Health Plan aims to reduce chronic conditions such as diabetes and high blood pressure. That makes it important for Security Health Plan to teach strategies to avoid obesity and its long-term effects. That includes educating children, who are setting their patterns for habits and health.

That’s why Security Health Plan and community partners from Clark and Rusk counties focused on improving child-care centers’ policies and classrooms through education, on-going technical assistance and policy development to target childhood obesity through the Child-Care Physical Activity and Nutrition Program.

As part of the program, child-care providers received incentives that support physical activity and nutrition for completing various program steps. Build a Healthy Plate plates and placemats help children learn how to choose foods that help constitute a healthful diet. There also were physical activity toolkits, reusable water bottles and healthful-recipe cookbooks. Seven child-care facilities participated in the program that reached 130 children, ages 2 to 5, and their families.

Each child-care center took a self-test before and after the program to measure the facility’s practices and policies that affect childhood obesity. Every child-care center noted improvements in the 14 evaluation areas that touch nutrition and physical activity.

Granton Community Child Care Center Director Ladonna Nickel said the program was a fantastic opportunity to expand her center’s policies. When asked what she would do to improve the Child-Care Physical Activity and Nutrition Program, she said, “It was so much easier to come up with the things that I like most about the program!... This has been a great addition to show parents what we do here.”

“I thought the program was excellent because it provided the day-care centers with a well-structured program that included the self-assessment, the action planning and the policy development,” Sue Backus of the Clark County Health Department said. “The incentives were very attractive and useful, and the educational workshop was informative as well as motivational. I think this type of early intervention is crucial in winning the war on obesity.”
WALKS, RUNS, CYCLING AND GOLFING EVENTS

Active Portage County wants all residents to see the health benefits of low-impact exercise. Its partnership with Security Health Plan helps conduct Walk Wisconsin, a non-competitive walking event, which hosts nearly 2,000 walkers each year.

Security Health Plan also sponsored other recreational events in 2012 including:

- Wausau School Foundation’s FUN’D RUN 2012 to encourage healthful lifestyle choices and the Reach for the Stars education grant program;
- NF Endurance Team-Wisconsin’s Take Your Time for NF 5K Run/Walk, which raises money for the Children’s Tumor Foundation. The organization advocates for medical interventions including neurofibromatosis (NF) research;
- The Wood County Health Department 5K Walk/Run and Golfing for a Purpose events to fund breastfeeding awareness;
- Healthy People Portage County’s “Walk for Hope/Run for Awareness” to aid suicide prevention and mental health awareness;
- American Heart Association’s heart walks to help heart disease awareness;
- The American Diabetes Association Tour de Cure cycling event to back diabetes research;
- Forest County’s CAN Harvest Walk/Run to support physical activity and healthful eating; and
- Renaissance Learning’s Race Against Cancer to help local cancer care and treatment

IMPROVING ACCESS TO HEALTHFUL FOODS WITH SCHOOL GARDENS

The Iron County Health Department, Security Health Plan and other Iron County community partners targeted childhood obesity with the Great Start for a Healthy Heart Initiative. The effort established school- and community-based gardens to complement nutrition education and improve the nutritional value of school breakfasts, lunches and snacks. Also, Security Health Plan has allocated $100,000 toward a mini-grant program that allows other communities to develop similar programs.

In 2013, University of Wisconsin-Extension organizations will encourage schools that receive part of this grant money to give children hands-on knowledge of the value of nutrition and produce through gardening to create healthier eating habits. Much of the produce from those gardens will be incorporated into school lunch programs, and nutrition lessons will be incorporated into school curriculum.
SWIMMING FOR HEALTH WITH FREE SWIM
The City of Marshfield teamed up with Security Health Plan to help low-income families with children stay active over the summer. More than 6,100 people participated in the city’s Hefko Pool free swimming program, which allowed families to swim free of charge throughout the summer.

CHILD-CARE PROVIDERS’ HEALTH AND WELLNESS
Child-Care Resource and Referral of Central Wisconsin, the Child-Care Connection, Northwest Connections Family Resources and Security Health Plan partnered to focus on the health and well-being of child-care providers. The “You Care for Children. Are You Caring for Yourself?” initiative was conducted among 24 counties and seven tribes in Wisconsin. Child-care providers and staff at annual conferences were taught to set positive, healthy examples for their students. Child-care providers also participated in Walktober, an online walking challenge that aimed to meet physical-activity guidelines, for a chance to win health-related incentives such as in-home workout DVDs and equipment. Among those who completed the post-program survey, participants averaged 57 minutes of exercise a day. Also, 70 percent of the participants who completed evaluations reported losing weight.

COMMUNITY-BASED NUTRITION EDUCATION
Healthy Eaters uses child-development and nutrition information to help parents of 4- to 8-year-olds learn more about nutrition for their young children.

The program from Security Health Plan and Adams County UW-Extension covers trying new healthful foods, picky eaters, modeling behaviors, eating fruits and vegetables, getting children to help in the kitchen and more. The program provides five- to 10-minute presentations on topics 20 times during Lighted Schoolhouse, a physical activity program for kids that also offers a free meal to community residents once a week during the school year. In addition, families are offered a sample of a healthful recipe and a tip sheet to help them follow through.

ADAMS COUNTY HEALTH AND TRAINING INITIATIVE
Child Care Resource and Referral of Central Wisconsin and Security Health Plan are teaming up in the Adams County Health and Wellness Training Initiative. The program teaches child care providers how to encourage children to pursue healthy activities that create lifelong habits. Long term, the program targets obesity prevention, knowledge on the importance of active play, and an understanding of the roles child care providers have in nurturing children’s active play.

WALKING-TRAIL ACCESS
Community health was the goal when the Unified School District of Antigo and Security Health Plan teamed up to install a public fitness trail on high school property. The area is available to the entire community, even when school is not in session.

The trail is a mile long with about a dozen stations that instruct users to perform exercises. The fitness area also features a disc golf course, tennis courts, and an outdoor splash pad connected to an aquatic center.

Right 2 Play 4 All
The correlation between sports, behavior and obesity led Security Health Plan to team up with Right 2 Play 4 All, which offers scholarships to low-income families so their children can play sports.

“This program is important for the community because it provides youths with the opportunity to be involved in sports,” Security Health Plan Health Educator Allison Machtan said. “It allows them to reap the health benefits of exercise, and encourages success in other areas of their lives.”

Right 2 Play 4 All provides an excellent opportunity for children to grow socially, emotionally and physically. It is offered to Marshfield-area families in the Free or Reduced Lunch Program or those with economic hardships. It also awards students who have GPAs of 3.0 or higher with additional scholarship
dollars. Parents are asked to speak with a Security Health Plan health educator about child nutrition, physical activity, adequate sleep and academics. The intent is that the education might help lessen risk factors for childhood obesity even further.

The program, which started in 2008, supports youths from elementary school through high school including home-educated students.

**BUILD A HEALTHY PLATE**

Children need an easy way to understand portion size, nutrition and healthful eating. That’s why Security Health Plan has provided more than 2,500 plates and placemats that depict proper portion sizes to various community partners, such as Women, Infants and Children (WIC) and local YMCAs.

Using these plates, children learn that half their plate should consist of fruits and vegetables, one-quarter whole grains and one-quarter lean meats and proteins.

**AFTER-SCHOOL PHYSICAL ACTIVITY AND NUTRITION PROGRAMS**

Security Health Plan wants to help reduce obesity and chronic-disease risk. It also wants to help children reach higher levels of academic performance through healthful food choices.

So Security Health Plan and the Marshfield YMCA updated Fit-Tastic, an after-school physical-activity and nutrition program offered throughout Wood County. The eight-week program designed for third-graders had 272 participants in 2012. Sixteen nutrition-lesson plans covered topics including balanced meals with Build a Healthy Plate plates, how to judge portion sizes, how to read nutrition labels and follow-up lessons to reinforce concepts. In addition, 16 physical-activity lessons featured sports, games, stretching and strength-training activities.

**ACCESS TO HEALTHFUL FOOD**

A new farmers market in Stratford, with contributions from Security Health Plan, ensures that residents have fresh, affordable produce. Limited access to nutritious and affordable food contributes to a poor diet and can lead to higher levels of obesity and other chronic diseases. That makes produce a key part of a healthy lifestyle with greater variety for greater nutrition. Farmers markets often provide taste tests, cooking demonstrations or educational handouts, to teach how to incorporate produce into healthful meals.

**Injury and Violence**

Injury and violence are the leading causes of death in Wisconsinites younger than 45. Most of those deaths are preventable.

**LANGLADE COUNTY KIDS’ SAFETY DAY**

The Langlade County Health Department, thanks in part to a donation from Security Health Plan, conducted its eighth annual Kids’ Safety Day. The event, geared toward fourth-graders from three county public school districts, two parochial schools and home-schooled students,
featured eight 20-minute sessions on stranger danger, ATV safety, gun and archery safety, animal safety, electrical safety, bus and pedestrian safety, lawnmower safety and car-passenger safety. The Antigo Fire Department also conducted a mock response to a child’s staged injury. The demonstration included emergency medical personnel and a medical helicopter.

CRIBS FOR KIDS

Recent infant deaths related to safe infant sleep environments and co-bedding in Juneau County prompted Security Health Plan to support Juneau and Marathon counties in Cribs for Kids, a nationally recognized program that promotes safe infant sleep. The program ensured that newborns had safe places to sleep by providing Pack N’ Play portable cribs and safe-sleep education at a nominal cost to low-income families who can’t afford cribs.

BIKE SAFETY

The Pittsville Police Department, Greenwood Elementary, Loyal Elementary, and the Spencer Ambulance Service helped Security Health Plan provide free bike helmets to local programs related to bike-helmet safety.

FRAGILE, HANDLE BABY WITH CARE

Safe Kids Wood County, with help from Security Health Plan, established Fragile, Handle Baby with Care to prevent falls and fall-related injuries.

The program plans to send every Wood County parent of a new baby a fall-prevention safety package in the mail two to four weeks after the child’s birth. Packages will include an infant garment that has a “Fragile, handle with care” stamp on it. The garment also says, “Not intended for high surfaces.”

The packages also will include an easy-to-read card that discusses the importance of never leaving a baby unattended on high surfaces and a Safe Kids magnet that highlights group services and contact information to raise fall-prevention awareness.

Alcohol and Other Drug Use

In 2012, Security Health Plan supported two community alcohol-abuse awareness campaigns. Preventing drug and alcohol abuse improves quality of life, academic performance and workplace productivity. It also can reduce crime and criminal-justice expenses, reduce motor-vehicle crashes and fatalities, and lower health care costs.

RUSK COUNTY YOUTH ALCOHOL DIVERSION PROGRAM

The Indian Community Action Agency and Rusk County Youth Council teamed up with Security Health Plan in a program to develop a comprehensive, quality-based and evidence-based youth alcohol-diversion program for first-time youth alcohol offenders.

The program will:

- Create a referral process for youths with alcohol-use disorders while focusing on the unique needs of youths in the county
- Develop assessment and case management
- Promote youth and family education
- Offer mentoring and conflict management
- Provide comprehensive prevention, intervention, treatment, recovery support and ancillary services for underserved and socially disadvantaged youths.

Trained professionals — including teachers, counselors, social workers, school psychologists, Rusk County law enforcers and Department of Health and Human Services staff members — will administer the program.

ALCOHOL-ABUSE PREVENTION/SAFE GRADUATION CAMPAIGN

The Bayfield County Health Department and Security Health Plan teamed to distribute alcohol-abuse prevention messages that discouraged teens from drinking and encouraged societal attitude changes toward alcohol. The messages were placed on restaurant placemats and yard signs that were displayed during the weeks of prom and graduation throughout Bayfield County towns.
Communicable Disease Prevention and Management

Communicable disease prevention can protect individuals and entire communities. Security Health Plan seeks prompt action, including immunizations, against communicable diseases to reduce illnesses, deaths and health costs.

COMMUNITY-BASED VACCINATIONS

The Clark County Health Department and Security Health Plan teamed up to improve Clark County’s immunization rates among its medically underserved residents. The Health Department conducted four clinics that provided vaccine education and free pediatric vaccinations.

PERTUSSIS AWARENESS AND VACCINATION PROGRAM

A pertussis outbreak prompted Security Health Plan to support the Wood County Health Department in pertussis awareness efforts. The Health Department conducted a mass marketing campaign that aims to increase pertussis vaccination rates. The health department will issue shots funded by the program through November 2013.

Chronic Disease Prevention and Management

Security Health Plan is targeting four health-risk behaviors to reduce chronic conditions: Unhealthful diets, insufficient physical activity, tobacco use and secondhand smoke exposure, and excessive alcohol use. Security Health Plan wants to prevent or delay the onset of disease and disability, lessen the severity of disease, and improve quality of life. Although chronic conditions — such as heart disease, stroke, cancer, diabetes, asthma and arthritis — are among the most common and costly, they often are preventable.

ALZHEIMER’S VOLUNTEER PRESENTER PROGRAM

The Greater Wisconsin Chapter of the Alzheimer’s Association has designed a volunteer presenter program with financial assistance from Security Health Plan regarding Alzheimer’s disease and dementia-related conditions. Presentations at businesses, community gatherings, service clubs and community organizations encourage early detection and care planning while educating the public on dementia-related issues. The Alzheimer’s Association hopes to have 24 presenters trained by June 2013 so the volunteer presenter program could reach 250 to 350 people a month when it’s fully operational.

AMERICAN CANCER SOCIETY HOPE LODGE IN MARSHFIELD

Hope Lodge is a free home away from home for adult cancer patients and their caregiver. The non-medical facility offers a sense of community and comfort to cancer patients who must travel to Marshfield for treatment. Security Health Plan proudly offers its support to Hope Lodge because cancer still is a high cause of mortality, and Hope Lodge assists in cancer treatment for our members and communities.

HEALTHY PEOPLE OF TAYLOR COUNTY

The Taylor County Health Department and Security Health Plan teamed up in Healthy People of Taylor County to address a series of health-related issues including the county’s lack of primary health care providers and the county’s high obesity rate. The county’s initiative includes programs such as Strong Women, Stepping On, community gardens, Got Dirt curriculum, Living Well with Chronic Conditions, and Powerful Tools for Caregivers.

MY HEART, MY LIFE

Security Health Plan sponsors the American Heart Association’s national My Heart, My Life initiative, which influences healthful eating and physical activity. The program aims to increase public education and awareness of heart disease and stroke, encourages healthful lifestyle choices, and raises funds for lifesaving research.
50+ CHALLENGE TO LIVE WELL
Security Health Plan supported the Barron County Aging and Disability Resource Center’s 50+ Challenge to Live Well. The event encourages people older than 50 to keep their minds and their bodies active.

BREASTFEEDING-FRIENDLY CHILD-CARE CENTERS
The Wood County Health Department strives to help local child-care centers support mothers who breastfeed. Security Health Plan supports the initiative through letters written to agencies that might offer grants for the program. Research shows that breast-fed babies have fewer infections and illnesses, and a lower rate of Sudden Infant Death Syndrome (SIDS).

LEROY BUTLER BREAST CANCER FOUNDATION
After retiring from the Green Bay Packers, LeRoy Butler founded the LeRoy Butler Foundation to help women facing breast cancer get the assistance they need to focus on healing. Money from the foundation goes directly to patients who might have financial struggles, such as home foreclosures, because of what they’ve spent on treatments and prescriptions.

Security Health Plan sponsored the LeRoy Butler Foundation’s local Striking Out Breast Cancer event. Every strike bowled by participating teams raised funds for the foundation, and funds went to breast cancer patients.

Health Literacy
Can people in our communities understand the prescription drug instructions, appointment slips, medical-education brochures or consent forms they receive when they seek medical care? Security Health Plan wants to make sure they do. Health literacy is not simply the ability to read. It requires a complex group of reading, listening, analytical and decision-making skills, and the ability to apply these skills to health situations.

Health literacy is not necessarily related to years of education or general reading ability. A person who functions well at home or work might have marginal or inadequate literacy in a health care environment.

HEALTH LITERACY TRAINING
Wisconsin Literacy, Inc., the Indianhead Community Action Agency and Security Health Plan targeted better health outcomes through healthy literacy in workshops for child-care providers, Head Start staff, and other individuals who serve young children.

Educators learned how to help parents who might have lower health literacy. For example, the program can teach a day-care provider what to do to help a parent make better decisions when the parent sends a child who has pink eye to day care. The workshops introduced topics from the book “What to Do When Your Child Gets Sick” and the Health Literacy Tools...
Starter Game to help educators discuss with parents what to do when specific health situations arise.

2013 WISCONSIN HEALTH LITERACY SUMMIT
In 2013, Security Health Plan will sponsor the Wisconsin Health Literacy Summit, to help health professionals better understand how to improve the population’s health literacy.
Those who attend this summit will learn intervention strategies to implement in their Wisconsin communities.
Improving the frequency of high-quality health-literacy programming will help communities reach better health outcomes.

STAY STRONG, STAY HEALTHY IRON COUNTY
Stay Strong, Stay Healthy Iron County aligned itself with the Healthiest Wisconsin 2020 goals of increasing health literacy so everyone can access, understand, share and act on health information and services. In Stay Strong, Stay Healthy, key community partners, including Security Health Plan, collaborated in a shared vision of healthy lifestyles for senior citizens. The program included health-literacy education through programs such as Strong Women, Stepping On, community gardens, the Arthritis Foundation Exercise Program, Living Well with Chronic Conditions, Dining with Diabetes and Powerful Tools for Caregivers.

ASK ME FOR THE HEALTH OF IT
ICAA Crossroads Literacy and Wisconsin Literacy, Inc. are partnering with Security Health Plan to develop “Ask Me for the Health of It” booths. These booths are set up to assist those in the greatest need of health literacy help, including senior citizens, those with low literacy levels and other vulnerable populations.
Retired nurses provide blood pressure checks, medication assistance, help with health information and insurance forms, and a source of advice for people’s health concerns. “Ask Me” booths allow patients to ask questions in a safe and comfortable environment. Each booth is equipped with computers and wireless access to allow trained nurses to look up information with patients and print it out.

Workforce Development and Youth Education

COMMUNITY HEALTH EDUCATION INTERNSHIP PROGRAM
Wisconsin universities and Security Health Plan provide paid internships to students who are pursuing health-education careers. In 2012, Security Health Plan hired summer interns from the University of Wisconsin-Stevens Point and the University of Wisconsin-La Crosse. They worked on community programs, presentations, health coaching, creating health webinars, newsletters and blogs, and participated in internal wellness committees.

M ARSHFIELD AREA YMCA TEEN CHARACTER PROGRAM
The Teen Character Award Program acknowledges area teens who exhibit the YMCA core values of caring, honesty, respect and responsibility in their everyday lives. Security Health Plan sponsors the program to help recognize the winners, who show strong moral character, leadership and service that strengthens their families, schools and communities.

CHILD-CARE PROVIDER HEALTH-AND-WELLNESS TRAINING
Child-Care Resource and Referral of Central Wisconsin, Inc., partnered with Security Health Plan to provide the Adams County Health and Wellness Training Initiative. The initiative offers child-care providers opportunities to learn more about practices that lead to better health outcomes for children.

MIRACLE FEST
Miracle Fest raises funds for the Child Life Services Program available free to pediatric patients at Ministry Saint Joseph’s Hospital and Marshfield Clinic. Child Life Services uses its resources to minimize a child’s stress, enhance the child’s coping skills and provide age-appropriate, safe-play environments while the child receives medical care. Security Health Plan contributes to Miracle Fest to help make health care experiences better for children.
JA Money, a Junior Achievement program for elementary-age students, teaches children about starting businesses and careers along with earning, spending, sharing and saving money. Part of that program, with some support from Security Health Plan, informs students about the increased costs of unhealthy choices in spending and saving. The program delves into health-related careers and offers tips related to alcohol and tobacco, mental health, nutrition and physical activity for living a healthy life. Junior Achievement hopes to reach up to 575 students in Marshfield, 3,500 students in the Stevens Point and Wisconsin Rapids areas, and 11,000 students in Marathon County with JA Money.

Wisconsin Youth Success Program
The University of Wisconsin-Eau Claire provides youths age 10 to 16 with the Wisconsin Youth Success Program, which encourages participants to express themselves and grow while learning the importance of teamwork. Participants, through a five-week day camp every summer, are introduced to sports, health, wellness and educational segments that promote physical activity, cardiovascular fitness, weight training, alcohol and tobacco education, and nutrition while targeting childhood obesity. The program, with support from entities including Security Health Plan, has served more than 11,000 youths from communities such as Eau Claire, Altoona, Fall Creek, Chippewa Falls, Menomonie, Osseo and Augusta.

Collaborative Partnerships for Community Health
Marshfield-Area United Way
Security Health Plan donated $50,000 to the Marshfield Area United Way in 2012. The United Way supports a variety of human-service programs that reach thousands of area residents.

The United Way establishes:
- Programs that support at-risk families and victims of domestic and sexual abuse
- Donations to provide home-delivered meals for the elderly and food items for local pantries
- Funding for after-school programs
- Support for local chapters of the American Red Cross

Other Organizations
Representatives of Security Health Plan integrate with community-health organizations and coalitions to work toward better health outcomes for members and communities. Our combined knowledge and work can result in achieving greater goals. Many of the community-health organizations with which we partner are:

1. YMCA Board of Directors
2. Wisconsin Public Health Association
3. Children’s Health Alliance of Wisconsin Board of Directors
4. Childcare Resource and Referral Center of Wisconsin Board of Directors
5. Right 2 Play 4 All Board of Directors
6. Central Wisconsin Regional Health Educator’s Network
7. Wood County Community Health Improvement Plan Executive Steering Committee
8. Portage County Healthy Eating Active Living (HEAL)
9. Wisconsin Physical Activity and Nutrition (WIPAN)
10. Wisconsin Early Childhood Obesity Prevention Initiative (WECOPI)