Sprouting Healthy Kids
Gardens help kids from toddlers to teens learn about nutrition
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Dear colleagues and friends,

Since summer 2011, Security Health Plan has supported local organizations and efforts that share our commitment to build healthy communities through our Community Benefits Program. We have three primary areas of focus for these efforts: We strive to improve behavioral health, children’s health and health literacy in all the counties we serve. And 2013 was an exceptional year of growth for the program.

In 2013, we:

- Established or funded more than 130 health-improvement projects, up from 33 in 2012
- Partnered with more than 110 organizations in our community-health efforts, up from 45 in 2012
- Invested $134,000 in 17 Healthy Communities Grants in 16 counties
- Reached 3,450 families at 50 sites in six counties with our Health Literacy Training

Why do we have a Community Benefits Program? Because evidence shows that most of what determines health is influenced outside of clinics and health care facilities. These are valuable investments that help us demonstrate Security Health Plan’s dedication to making a healthy difference in the communities we serve. Our business serves more than 200,000 members in 40 counties, which makes our investments in community health all the more imperative.

We must improve the quality of health care, improve people’s health care experiences, and reduce health care costs for our members and our communities in general through efforts that extend beyond the walls of doctors’ offices and into the communities we serve. I am confident this Community Benefits Report reflects the good work we’re doing to make improvements now and for the future.

Sincerely,

Steven R. Youso
Security Health Plan Chief Administrative Officer

“We must improve the quality of health care, improve people’s health care experiences, and reduce health care costs for our members and our communities in general through efforts that extend beyond the walls of doctors’ offices and into the communities we serve.”

Steven R. Youso
Our Community Benefits Program

What creates good health extends beyond the reach of traditional medicine. Our health is affected by the social determinants of health such as social and economic factors, health behaviors and the physical environment. Community benefits are programs or activities that promote health as a response to identified needs. Each year our Community Benefits Program grows by strengthening and increasing community partnerships. We will continue to invest resources that align with children’s health, behavioral health and health literacy, and support more communities across our 40-county service area.
Sprouting Healthy Kids

Green beans, radishes, zucchini, eggplant and peppers went into the lunch for the preschoolers at Building Blocks Learning Center. It was produce the children planted, watered and picked.

In 2013, Security Health Plan began awarding grants for Sprouting Healthy Kids, a child care and school garden campaign against childhood obesity. Security Health Plan invested $100,000 for nearly 50 Security Health Plan-sponsored grants that helped establish gardens throughout Security Health Plan’s service area. Sprouting Healthy Kids is for all children, from toddlers to teenagers, and was developed in partnership with the Wood County Health Department.

Grant recipients could use the money for the supplies needed to create a garden, including soil, fertilizer, lumber for raised beds, water barrels, fencing, tools and gardening books. They were required to attend a Security Health Plan-sponsored workshop facilitated by the University of Wisconsin-Extension. The workshops provided education resources.
and networking that helped recipients create a garden action plan and curriculum for the classroom.

Childhood obesity and its health-related consequences are serious problems that can be avoided or reversed. Research shows eating more fruits and vegetables can help prevent cancer, heart disease and obesity.

“The kids get so excited when they get to go to the garden,” said Wendy Robaidek, who teaches about nutrition and helps tend the garden. “They’ve learned to identify the plants and had fun getting dirty.”

For weeks, Robaidek would point to the green leaves and tell the children that they would soon have potatoes. They would stare at the leaves and wonder: Where are the potatoes?

Little did they know the potatoes were growing beneath the surface.

An essential feature of Sprouting Healthy Kids is that children must help in planting and caring for the garden.

“Kids are more likely to continue to eat fruits and vegetables if they’re exposed to produce when they’re young.”

Allison Machtan, Registered Dietitian and Health Educator, Security Health Plan

“Involving children in school gardening is a simple and effective way to help children learn about nutrition and the importance of healthy food choices,” Security Health Plan Chief Administrative Officer Steve Youso said. “Of course, working in a garden is a healthy physical activity, too.”

“Kids are more likely to continue to eat fruits and vegetables if they’re exposed to produce when they’re young,” said Allison Machtan, a registered dietitian and health educator at Security Health Plan. “And that’s especially true if they’ve had a hand in producing the food that is put on their table.”

There’s another benefit to teaching healthful eating to children, Machtan said. They bring those lessons home and encourage the adults around them to eat healthful foods, too.
The purpose of these grants is to improve community health by focusing on three health priorities: Children's health, health literacy, and behavioral health.

“Security Health Plan believes in the value of partnerships in improving the health and well-being of our communities and our neighbors,” Chief Administrative Officer Steve Youso said. “These grants are another way Security Health Plan is investing responsibly in programs that address significant health issues facing us. These investments push these focuses beyond the walls of our doctors’ offices and health care facilities, and into the communities we serve.”

Here are the organizations that received grants through the Healthy Communities Grants Program:

**Barron County Health Department** planned Get on BASE (Barron Area Stigma Elimination), which works to create community understanding and support to reduce the stigma around mental-health issues in Barron County.

“The investments Security Health Plan makes in organizations like the Boys & Girls Club are helping to make our communities better and stronger. They have given financial support to fund important projects and professional support to encourage the work we are doing.”

Jill Kurszewski, Development Director
Boys & Girls Club of the Wisconsin Rapids Area
**Boys and Girls Club of the Wisconsin Rapids Area** organized Triple Play: A Game Plan for the Mind, Body and Soul. Its curriculum includes 10 lessons on healthful habits, daily physical challenges and games to help children make healthier lifestyle choices.

**Burnett Medical Center**, through Healthy Burnett: Implementing Behavioral Health Innovations in Burnett County, focuses on:
- Reducing the stigma associated with behavioral health issues
- Increasing the community’s ability to respond to behavioral health needs
- Enhancing awareness and communication of behavioral health initiatives

The **Chippewa County Department of Public Health** supports children’s health through Nurse Family Partnership, a local version of a national project that provides low-income, first-time parents with nurse visits from pregnancy until the baby turns 2 years.

The **Clark County Health Department** focuses on bullying awareness and prevention in Clark County schools and faith-based organizations.

**Columbus Catholic Schools** target childhood fitness and obesity, and improve health literacy through Walking Classroom programs. Students walk while listening to health education and health literacy podcasts.

The **Eau Claire City-County Health Department**, as part of the Healthy Communities Council, provides education and skills training to specific mental health consumer and provider groups. Participants will develop knowledge about mental health and wellness, and increased awareness and skills of how to approach conversations about mental health in the Hmong community.

The **Iowa County Health Department** created the Make it 3 to Prevent HPV! Campaign to boost HPV vaccination rates in the county and lower children’s long-term cancer risks.

The **Juneau County Health Department** began a Family Fitness Fun Day through its Family Fitness Coalition. The event addresses local obesity rates by demonstrating safe, affordable and healthful opportunities to increase physical activity among elementary and middle school aged children and their families.

The **Literacy Network’s English for Health program** sustains and expands health care consumers’ communication and decision-making skills for receiving health care.

**Marathon County Special Education** supports screenings for behavior-related and mental-health related issues for school-age children in rural Marathon County School Districts.

**NuGenesis, Inc.** implements a wellness-education program for low-income Latino seniors in Waukesha County. The organization’s From Farm to Table to Life program combines hands-on nutrition, gardening and culinary education to help reduce chronic illness rates among its participants.
The Oneida County Health Department created Gear Up Oneida County, a biking initiative designed to increase physical activity among youths to address growing obesity rates in Oneida County.

The Southwestern Wisconsin Regional Planning Commission has developed the Tele-Behavioral Health Network, which provides people who need behavioral health services with access to psychiatric nurse practitioners.

Together for Jackson County Kids helps youths develop positive values and make healthful choices regarding alcohol, tobacco, other drugs, violence and risk-related behaviors. The organization’s suicide-awareness campaign, which combats the county’s above-average suicide rate and supports activities that reduce anxiety and stress.

Portage County Health and Human Services trains its staff in cultural and health literacy competencies. The training will support public health professionals in their roles to improve health outcomes in Portage County.

The Scenic Rivers Area Health Education Center creates and facilitates educational opportunities for students and professionals emphasizing rural and underserved areas. Its Community-Based Health Literacy program builds health-literacy skills among adults who have limited English proficiency.

“Security Health Plan’s generosity in funding important public health and community-based initiatives has made a substantial difference in the lives of many. Without those resources from Security Health Plan, we wouldn’t have made such great strides in areas such as obesity prevention and health literacy.”

Sue Kunferman, Director/Health Officer at Wood County Health Department
Focus on families

Two organizations – the City of Marshfield and the Marshfield Area YMCA – partnered with Security Health Plan on multiple projects this year to add to the quality of life for Marshfield residents and their health. Here are their programs:

The City of Marshfield
Marshfield-Hewitt Trail Connection
The City of Marshfield received assistance from Security Health Plan in linking the city’s pedestrian and bicycle trail system to the Village of Hewitt pedestrian and bicycle trail system. The goal of the project is to enhance community living by providing additional recreational and exercise opportunities to improve residents’ health. Off-road pedestrian and bicycle trails also provide a safe mode of travel for users.

Swimming for Health
The City of Marshfield teamed up with Security Health Plan to help low-income families stay active over the summer. Thousands participated in the city’s Hefko Pool program, which allowed families to swim for free throughout the summer.

Marshfield Area YMCA
Y for ALL
Children, families and adults get the financial assistance they need to participate in YMCA programs vital to the community through the Y for ALL annual support campaign. From exercise to education, volleyball to volunteerism and preschool to prevention, the YMCA strengthens bodies and communities.
Fit-tastic
Security Health Plan continues to partner with the Marshfield Area YMCA to offer Fit-tastic. This after-school program offers 30 minutes of physical activity and 30 minutes of nutrition information including healthful snacks twice a week for eight weeks. The program was offered at 13 sites and reached 343 children.

Healthy Kids Summer Day Camp
Healthy Kids Summer Day Camp helps kids build strong and healthy bodies through good nutrition choices and daily physical activities. Day campers construct a summer vegetable garden where they learn how what they eat can benefit how they feel and grow. Campers also get moving with games, sports, swimming, specialized fitness activities, team challenges and more.

“We value the opportunity to partner with Security Health Plan. The nutrition and fitness education that we are able to share through the Fit-tastic program will help participants make intelligent decisions as youths as well as when they grow into adulthood.”

Sara Henrichs,
Marshfield Area YMCA Senior Program Director
Security Health Plan wants to help people understand the prescription drug instructions, appointment slips, medical-education brochures or consent forms they receive when they seek medical care.

Health literacy is more than the ability to read. It is the capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions.

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.

Security Health Plan recognizes this need for additional education.

Ask Me for the Health of It
Indianhead Community Action Agency, 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 general literacy levels and other vulnerable populations.

Retired nurses provide blood pressure checks, medication assistance, help with health information and insurance forms, and are a source of advice for people’s health concerns. Ask Me booths allow people to ask questions in a comfortable environment. Each booth is equipped with computers and wireless access to allow volunteer nurses to look up information with people and print it out.

“The partnership between Security Health Plan, Indianhead Community Action Agency and Health Literacy Wisconsin has provided leadership in health literacy in northern Wisconsin. By working toward health literacy, this partnership is making progress toward improving the health status of the people of Wisconsin.”

Margarete Cook,
Northwest Regional Literacy Consultant, Wisconsin Literacy
Health Literacy Training
Wisconsin Literacy, Inc., the Indianhead Community Action Agency and Security Health Plan are providing healthy literacy training for child-care providers, Head Start staff, and other individuals who serve young children at 50 sites in Wood, Clark, Portage, Rusk, Eau Claire and Chippewa counties to reach 3,450 area families.

Educators learned how to help parents who might have low health literacy. For example, the program can teach a day-care provider how to help a parent decide whether to send a child to day care with a contagious illness such as pink eye. 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.

Reach Out and Read
Security Health Plan supports the Clark County Health Department in its efforts to get books into the hands of children and educate parents on how to foster healthy child development through Reach Out and Read. Reach Out and Read is an evidence-based nonprofit organization of medical providers who promote early literacy and school readiness in pediatric exam rooms nationwide by giving new books to children and advice to parents about the importance of reading aloud. Providers use these books to interact with children who visit. This helps the provider assess children’s developmental milestones and encourages parents to read to their children.

“What to Do When Your Child Gets Sick” and Reach Out and Read collaboration
Wisconsin Literacy and Indianhead Community Action Agency will partner with Reach Out and Read to provide the book “What to Do When Your Child Gets Sick” to new parents. Reach Out and Read prepares young children to succeed in school by partnering with clinicians to encourage families to read. The program begins at the 6-month checkup and continues through age 5, with a special emphasis on children growing up in poverty. A model for integrating the “What to Do When Your Child Gets Sick” book into Reach Out and Read will be developed in a six-month pilot program in Rusk County. The “What to Do When Your Child Gets Sick” book will be introduced to parents at the 6-month checkup when the baby receives its first Reach Out and Read book.

Rural Health Initiative-Marathon County
Four out of five farm families lack health insurance that would cover checkups and preventive care. Rural Health Initiative provides house calls, preventive screenings, health-risk assessments, quick test results, health coaching and referral information. This program helps improve health care for farmers in Security Health Plan’s rural service area.
Nutrition education and physical activity are important priorities for Security Health Plan because they can improve health and 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 resources 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 messages that help establish healthful habits.

“Security Health Plan’s commitment to health and wellness partnerships has made a significant difference in the lives of the children and families in central Wisconsin. Specifically, the Child Physical Activity and Nutrition program funded by Security Health Plan has allowed opportunities for child-care programs to promote healthy eating, increase physical activity and strengthen partnerships between families and child-care center staff.”

Kelly Borchardt, Childcaring Inc. Executive Director
Child-Care Physical Activity and Nutrition Program (CPAN)
Security Health Plan aims to reduce chronic conditions. That makes it important to Security Health Plan to teach children to avoid obesity and its long-term effects. That’s where the Child Care Physical Activity and Nutrition Program comes in.

The program provides health education to children, child care providers, parents and families. Child-care providers receive assistance in improving nutrition and physical activity practices and policy development. Child-care providers receive incentives that support physical activity and nutrition for completing various program steps. Build a Healthy Plate tools such as plates and placemats help children learn how to choose foods that constitute a healthful diet. Child-care providers also receive physical-activity toolkits, reusable water bottles and healthful-recipe cookbooks.

A.S.A.P.
Security Health Plan supports the Big Brothers Big Sisters after-school program A.S.A.P. in Wisconsin Rapids. The program includes healthful snacks, a risky-behavior topic discussion, an activity to get participants moving, and a mix of art projects as youths interact with their peers in a safe, healthful environment.

Nutrition on Weekends (NOW)
About 1 in 5 Marshfield school-age children do not have access to enough food when they are away from school. As a result, the United Way coordinated a team of community organizations including Security Health Plan, Marshfield School District, the Marshfield Alternative High School, Community Outreach Healthy Lifestyles, the Marshfield Community Foundation and St. Vincent DePaul to provide low-income children with fresh fruits, vegetables and other nutritious foods.

The original pilot program began at Madison and Lincoln elementary schools in Marshfield. It since has expanded to Grant Elementary in Marshfield and Granton School District. It soon will include Nasonville Elementary School in Marshfield.


Fit Families
Oneida County WIC educates and mentors low-income families who have 2- to 4-year-old children to establish healthful habits. Key topics include healthful foods and drinks, physical activity, and tips for adults who want to be health role models to their children.

Northland Pines Farm-to-School
The AmeriCorps Farm-to-School program promotes children’s health by providing fresh and minimally processed foods in schools and teaching healthful eating habits. The curriculum includes school gardens, farm tours, farmer-in-the-classroom sessions, chef-in-the-classroom sessions, culinary education, education for parents and community members, and visits to farmers’ markets.
Seeds for a Healthy Tomorrow
The Wisconsin Medical Society Foundation’s Seeds for a Healthy Tomorrow school grant program helps Colby and Prentice schools expand their gardens. Through this school garden grant program, Wisconsin Medical Society Foundation hopes to encourage and help schools incorporate nutrition and healthful-lifestyle education in their curriculum through activities related to planning, planting, caring for and harvesting a school garden.

Family Fitness Fun Day
The Juneau County Health Department partnered with local school districts, businesses and other community organizations to host a Family Fitness Fun Day for Juneau County elementary and middle school children and their families. The event provided opportunities for children and their families to become physically active and demonstrated resources within Juneau County that offer low-cost or no-cost options for physical activity. Examples of activities are a nature identification hike, orienteering, yoga, Zumba, geocaching and an obstacle course.

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.

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-price lunch program or those with economic hardships. It also rewards students who have GPAs of 3.0 or higher with additional scholarship dollars.

Participants’ parents can speak with a Security Health Plan health educator about child nutrition, physical activity, sleep habits and academics. The intent is that such education might further lessen risk factors for childhood obesity.

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

Parents whose children benefit from Right 2 Play 4 All are encouraged to speak with a Security Health Plan health educator about child nutrition, physical activity, sleep habits and academics.
Supporting your safety

**Fire and Burn Prevention Educational Program**
Marshfield Fire and Rescue organizes this annual contest at Marshfield elementary schools during Fire Prevention Week. It encourages students to talk at home with their parents about fire prevention to help ensure their safety.

**Project Graduation**
Security Health Plan supported Columbus Catholic High School and Stevens Point Area High School with Project Graduation, which provided students a safe and fun avenue for celebrating their graduations without alcohol. Community organizations and businesses provide the financial resources that make this annual event possible.

**Auburndale Junior Girl Scouts First Aid Meeting**
Security Health Plan supported the Auburndale Junior Girl Scouts in their first aid meeting, which taught the Scouts about first aid and the proper use of first aid techniques to use during an emergency.

**Frederic Ozanam Transitional Shelter**
St. Vincent DePaul is building a transition shelter, the Frederic Ozanam Transitional Shelter. The shelter will provide temporary transitional homes, transportation, food, job-skill training, clothes, help in goal-setting for finding permanent housing, and medical attention for families who need a safe place to stay.
Marshfield Area Parent Network Dinners
The Marshfield Area Coalition for Youth (MACY) engages parents on drug-related topics. The coalition strives to prevent youth substance abuse and foster healthy and resilient youths and families. Each dinner event ends with a call to action of how families can work together to support healthful choices for youths. About 120 people on average attend each event.

Building Bridges, Connecting Bridges to Breastfeeding Success
The Northwoods Breastfeeding Coalition brings Building Bridges, Connecting Bridges to Breastfeeding Success to Rhinelander and Woodruff. The national, innovative, half-day program builds a community breastfeeding support system for new mothers.

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.

Parenting Newsletters
The Wood County Health Department and UW-Extension Wood County have teamed up with Security Health Plan to provide a series of parenting newsletters that promote children’s health, preventing disease and injury, and educating on growth and development.

All Wood County parents are automatically enrolled in the parenting newsletter program, which provides up-to-date parenting information specific to their children’s age, including information on health and safety topics and Wood County events.

Keep Kids Warm Campaign
The number of children who qualify for free or reduced-price lunches is increasing in Marshfield.

About 33 percent of all children in the public schools qualify for free and reduced-price meals, including at least 68 homeless children, and more children...
are living in poverty in Marshfield. So the Marshfield Area Community Foundation wanted to ensure that children have warm winter coats, boots, mittens and snow pants with its Keep Kids Warm Campaign.

**Children’s Health Alliance of Wisconsin**
Children’s Health Alliance commits itself to reducing children’s exposure to asthma, and preventing childhood injuries and deaths.

It helps local communities establish prevention strategies based on recommendations developed from data gathered during asthma studies, and child death and fetal infant mortality reviews.

**Camp Marrakesh**
Camp Marrakesh, an American Diabetes Association effort, is a weekend retreat for children newly diagnosed with diabetes and their families. The camp is a way for children to have fun and meet other kids who have diabetes while also learning to care for their health. Campers participate in traditional camp activities, gain independence, grow in self-confidence, discover new skills, and learn respect for each other and the great outdoors.

**Newly Diagnosed Day Workshops**
The American Diabetes Association is developing four Newly Diagnosed Day Workshops to help children with diabetes and their families integrate new health practices into their lives. The workshop provides educational information and a chance for families to share their ideas, coping experiences and strategies.

“The support we get from Security Health Plan for our Family Link and Camp Marrakesh programs means that we are able to help families when they are most in need — at the moment of diagnosis.”

Susan Hjelsand, Manager of Programs, Communication and Marketing American Diabetes Association
the competition. Judges awarded “best-of” titles to those chefs based on their creations. The event raised $15,000 to assist women and children affected by domestic violence with their medical, mental and spiritual needs.

**Rotary Winter Wonderland**
Rotary Winter Wonderland is a holiday lights display at Wildwood Park and Zoo in Marshfield. Many organizations throughout the community including Security Health Plan use the event as a way to support local food pantries and provide a fun holiday experience for all who visit. In the event’s first seven years, more than 296,000 items have been donated to 22 food pantries in Marshfield and the surrounding area.

**North Central Technical College Foundation Student Scholarships**
Security Health Plan sponsors two student scholarships: One for an individual pursuing a career in a general health care field, and one for a nursing student.

**Dueling Against Cancer**
Comedy, music and improvisation shows, scheduled in Marshfield and Stevens Point through Marshfield Clinic, raise money for cancer research.

**Auction of Champions**
This annual fundraiser benefits the National Farm Medicine Center at Marshfield Clinic. The mission of the National Farm Medicine Center is to conduct high-quality research addressing human health and safety associated with rural and agricultural work, life and environments.
Security Health Plan funds dozens of runs, walks and other athletic events. Here’s a selection of them that benefit community health initiatives.
Pumpkin 5K Run
A half-mile run for children and a 5K for walkers and runners around the village of Hewitt, sponsored by the Hewitt Area Volunteer Fire Department. This family-oriented event strives to promote health, fitness and general well-being for people in the Hewitt area.

Shooting for a Cure
This two-day men’s and women’s pool tournament supports breast cancer research at Marshfield Clinic.

Steven Meissner Memorial Classic
This golf event, held through Marshfield Clinic, was created to honor Steven Meissner, who died in a car accident in 2005. Meissner was passionate about making a difference in the lives of children and he believed that every child deserves happiness. The goal of this event is to provide and improve education, health, family and an overall well-being of the lives of all children.

Cheese Chase Run and Walk/Kids’ Fun Run
This event offers a 2-mile run, 5-mile run or 10-mile run for runners of all ages. The event benefits the Marshfield Area YMCA.

Mike’s Run
Marshfield Clinic and the family and friends of Mike Hackman have joined together to speak out about mental illness through Mike’s Run. The event brings awareness of mental health problems to the public and provides a hopeful message for all people affected by these challenges. Proceeds benefit mental health services at Marshfield Clinic, including family resources, support groups, new treatment options and awareness campaigns.

Tour de Boys & Girls Club Bike-a-thon
Children and their families and friends throughout the community participate in this Stevens Point ride sponsored by the Boys and Girls Club of Portage County. The bike-a-thon is an event that helps kids, as well as their families and friends, get and stay active, contributing to healthier lifestyles and lower childhood obesity rates.

Stratford Lions Club Golf Outing
This annual event supports several health-related Lions Club efforts including Wisconsin Lions Camp for the blind, deaf and cognitively disabled; Journey for Sight and Central Wisconsin Lions Eye Bank.
Walk/Bike to School Month Challenge
Throughout October, the Marshfield Area Healthy Lifestyles Coalition invited elementary school students to track the number of days they walked or biked to school to earn prizes. The goal is to help develop healthy habits and encourage the students to live an active lifestyle.

Hub City Duathlon
The Hub City Duathlon consists of two 2-mile runs and a 14-mile bike ride to benefit the Marshfield Clinic’s Youth Net Program and Child Advocacy Center. The program targets educational and academic success, development of personal and social skills, and participation in recreational activities and supervised community service opportunities.

Golf for Research
This event benefits cancer research and pediatric cancer research at Marshfield Clinic by providing essential resources to researchers as they continue to find better ways to screen, diagnose and treat cancer. Donations to cancer research at Marshfield Clinic make a difference by providing:

- Access to state-of-the-art national clinical trials to hundreds of adult patients throughout the Marshfield Clinic system.
- Hope to children by making available cutting edge clinical trials designed specifically for children with cancer.
- Important support to researchers and physicians initiating cancer research studies.
Fore a Cure
Proceeds from this golf event support mobile mammography units and the Catherine Fonti Angel Fund. The Catherine Fonti Angel Fund benefits Marshfield Clinic patients who are unable to pay for mammograms and other breast cancer prevention services. A portion of the proceeds also benefit juvenile diabetes care programs at Marshfield Clinic.

Sports Den Breast Cancer Awareness Ride/Walk/Run
Proceeds from bike rider fees for this event benefit the Breast Cancer Research Foundation. Proceeds from the run and walk benefit Marshfield Clinic’s Mobile Health Screening Unit.

Cranberry Century Bike Tour
This one-day bike tour is an awareness and fundraising event that benefits the Ronald McDonald House of Marshfield, which provides temporary lodging for families so they can stay close by their hospitalized child at little or no cost.

Marshfield Area Coalition for Youth Softball Benefit
The second annual softball benefit was designed to create awareness regarding substance-abuse prevention while raising funds to sustain the Marshfield Area Coalition for Youth’s efforts through various initiatives.

The Marshfield Area Coalition for Youth softball benefit was designed to create awareness regarding substance-abuse prevention.