2014 Community Benefits Report

Something to cheer about: Security Health Plan’s commitment to our communities
Dear colleagues and friends

Most factors that affect our health occur beyond the walls of a clinic or a hospital - in the communities where we live. It’s in our homes, our schools and our neighborhoods that we foster long-term improvements in our health and the health of future generations.

That’s why we continue to invest in a robust Community Benefits Program. In partnership with organizations that have a proven record of community service, we are making a positive, lasting impact on the health and vitality of our members, our communities and our neighbors.

In 2014 Security Health Plan:
- Partnered with 100 organizations in our community-health efforts
- Reached 4,000 children and families through health literacy initiatives and our Childcare Physical Activity and Nutrition Program
- Invested $250,000 in our Healthy Communities Grants to eight organizations addressing critical community health issues

Recently we announced that we’re investing $150,000 in Healthy Schools Grants in 2015. We know there’s no shortage of health problems affecting students – obesity, bullying, alcohol and drug use, inadequate dental health and lack of preventive health care. So we’re teaming up with educators to address some of these health problems.

Security Health Plan proudly serves more than 230,000 people in 41 Wisconsin counties. We are determined to be a successful business and a responsible corporate citizen. Our commitment is not just to the health of our members, but the well-being of the whole community.

We’re pleased to present this Community Benefits Report, mindful that it is merely a snapshot of the good work we are doing to shape the quality of life in our communities.

Our Community Benefit investments are making a positive difference now – and will continue to do so in the future.

Julie Brussow
Security Health Plan Chief Executive Officer

“Our commitment is not just to the health of our members, but the well-being of the whole community.”

Julie Brussow
Our Community Benefits Program

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, aging health and health literacy, and support healthier communities across our 41-county service area.

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2014 Healthy Communities Grants addressing area health issues

Security Health Plan awarded eight Healthy Communities Grants totaling $250,000 in 2014, to address significant community health issues. We focused on children’s health, behavioral health, health literacy and aging health. In selecting these grants we looked at their ability to produce real, recognizable progress.

Go Girl Go
Girl Scouts of the Northwestern Great Lakes

Go Girl Go is a health, fitness, education and self-esteem enhancement program for girls ages 5-18. It is offered through traditional Girl Scout troop education, and through Reaching Out programs offered to girls who are in non-traditional settings.

Girls learn about bullying, positive body image, community service, health and wellness, healthy relationships, diversity education and self-esteem.

Reaching Out programs include modules on bullying, body image, community service, health and wellness, STEM (Science, Technology, Engineering and Math), healthy relationships, diversity and self-esteem. One Reaching Out program specifically designed for at-risk teens and tweens is provided in juvenile detention centers, shelter care facilities, alternative schools and residential treatment facilities.

Reaching Out curriculum topics for at-risk girls include healthy relationships, teen pregnancy, decision-making, goal-setting, career exploration, drug and alcohol abuse, self-esteem and community service.
Nutrition on Weekends (NOW) provides healthy supplemental food packs to students who have been identified by guidance counselors as living in households with food insecurity.

As they leave school each Friday, students take with them a pack of healthy food to eat over the weekend. Each food pack contains fresh fruits and vegetables, whole wheat bread, low-sugar dry cereal, dried fruit and nuts and low-salt, low-sugar foods. In addition to healthy food, the packs also contain health information for parents to improve health literacy.

During the summer, these children are without the benefit of a school lunch, which for many is their main meal of the day. To help children during the summer, NOW works with participants from the previous school year, as well as area families accessing area food pantries to provide a box of kid-friendly healthy food for the week.

Nutrition on Weekends (NOW)
Marshfield Area United Way

No one, particularly children, should go hungry. Hunger is the enemy of health and education. Poor nutrition has been linked to chronic health conditions, psychiatric distress and behavioral problems.

Boys & Girls Club of Wisconsin Rapids Area

In late 2013 Security Health Plan awarded a Healthy Communities Mini-Grant to the Triple Play program of the Boys & Girls Club of the Wisconsin Rapids Area.

This multi-faceted program promoted health and wellness for club members, ages 6 to 18, by teaching them how to be more physically active as well as introducing healthy ways to handle stress and form positive relationships.

In June, players from the Wisconsin Rapids Rafters baseball squad, cheerleaders and local community leaders joined the children for a wonderful day of fun and learning.
Meal Site Health Literacy
Central Wisconsin Literacy Council

More than 90 million Americans struggle with health literacy. They often don’t understand the relationship between their health and the choices they make, including the foods they eat.

The Meal Site Health Literacy Program focuses on providing useful health information to people obtaining food from soup kitchens and food pantries throughout Marathon and Wood counties. Health information topics directly align with several of the goals for Healthiest Wisconsin 2020, including preventing and managing chronic diseases, increasing exercise and fitness, and raising awareness and consumption of healthy foods.

Health information in this initiative is delivered using a variety of methods specifically designed for the community, including placemats and displays. Students from the University of Wisconsin-Stevens Point visit meal sites regularly, sharing information about healthy eating. To make the discussion more lively, the students use materials, including cards, that offer valuable health facts.

Drink Responsibly – What does that mean?
Eau Claire City-County Health Department

Responsible drinking is an especially important message in the Eau Claire area, which is home for many young adults, including students attending the area’s colleges and university.

The University of Wisconsin and Health First Wisconsin calculate that excessive drinking costs Eau Claire County residents more than $160 million annually.

It’s a behavioral health issue that can have long-term consequences.

The Eau Claire City-County Health Department is developing a marketing message that conveys the “how” of drinking responsibly. This program emphasizes understanding the difference between
moderate and high-risk drinking, self-assessing behavior, and taking steps to reduce binge drinking.

Educating young adults and the general community about the consequences of binge drinking is the first step toward changing behavior.

**Let’s Talk About Medicine**  
**Health Literacy Wisconsin**

Many adults 50-years and older find themselves taking medications on a regular basis, not fully understanding the effects of those drugs and the importance of following dosage recommendations.

Let’s Talk About Medicine implements interactive educational workshops, providing educational materials on understanding and acting on medication information.

Featuring plain, easy-to-understand language, workshop topics include:

- The main parts of a medication label
- Types of containers and labels for solid and liquid medications
- Dosage instructions, and how to determine how much, how often and when to take medications
- How to read and interpret special instructions on a label
- Basic storage techniques and expiration dates
- Potential interaction between prescriptions and over-the-counter medications
- Strategies for remembering when to take your medications
- The importance of asking the pharmacist for clarification or follow-up questions

Let’s Talk About Medicine fosters education about taking medications and caring for our health, so we avoid extended illnesses, adverse drug reactions and costly hospital and clinic visits.

“Through our partnership with *Security Health Plan, Wisconsin* Health Literacy has been able to reach thousands of people of all ages and abilities with easy-to-understand messages on how to *get well or stay healthy.*”

Steve Sparks,  
Health Literacy Director  
Health Literacy Wisconsin
Food lab
Northland College, Ashland

The Northland College food lab sustainability initiative partners with farmers and surrounding communities to provide locally raised fruits and vegetables to residents of northwest Wisconsin.

The Northland College food lab will help make healthy foods more readily available, to allow for a diet that will promote overall health.

Healthy, locally grown and raised foods are flash-frozen, a quick freezing technique to preserve freshness, for seasonal storage and use by community members, food pantries, and the college. This model and lessons learned can inform other rural communities interested in food security, community health, and access to regionally and ethically-produced foods.

The ability to freeze locally raised foods allows the community access to locally grown fruits and vegetables throughout the year instead of a short northern growing season. Through this project, the first of its kind in the region,

Northland College has a state-of-the-art food processing facility that is also a “food lab” where students can study and learn best practices for food resources in a rural community.

The food lab is the community’s only full-scale food processing facility. The Food Lab is a laboratory for education, research and discovery and is a catalyst for local economic development, community education, and increased access for locally produced foods.

Good Drugs Gone Bad, train the trainer
Price County Northwoods AODA/Mental Health Coalition

Recognizing rampant misuse and abuse of prescription drugs, the Price County AODA/Mental Health Coalition has created Good Drugs Gone Bad, a program to foster local education.

Prescription drug abuse cuts across all demographic sectors of the community: from young teens to the elderly, from high school students and college students to health professionals. It can affect the wealthiest of residents, as well as those who struggle to make ends meet.

A cross-section of local residents will participate in the initial training. From there, they will play a critical role in educating and empowering the entire community to identify risk behaviors with prescription drugs, reduce drug use, safely remove and dispose of prescription drugs.
Adolescent Health Care  
*Wisconsin Alliance for Women’s Health*

The Wisconsin Adolescent Health Care Communication Program is an innovative, teen-delivered educational program designed to overcome barriers that hinder effective communication between health care providers and teens about many sensitive health topics. Reducing barriers and improving communication supports more successful health outcomes.

The program consists of two workshops:

**Keeping it Real with Your Patients** is an interactive and practical presentation in which trained teen educators present to health care providers. In this workshop adolescents are the experts and lead facilitators, while the health care providers are the learners. The workshop involves skits, small group discussions, videos, interactive games, and numerous resources that help providers develop stronger rapport with their adolescent patients. It stresses the importance of factors such as confidentiality, a non-judgmental attitude, and body language and speech that resonates with teens.

**Keeping it Real with Your Provider** is a complementary workshop through which trained teen educators inform their peers about their health care rights, and empower them to use the knowledge, advice and treatment that health care providers can offer. This workshop involves skits, games, videos, discussions and other activities to empower and engage young people in their own health care.

Many of the topics covered in the workshops, including minors’ rights, confidentiality contracts, adolescent health literacy, and effective models of interviewing adolescent patients, are particularly important to rural youth whose limited choice of providers may include members of the community, family friends, or representatives of other non-traditional patient/provider relationships.
Focus on family health

Security Health Plan promotes activities and programs that lead to healthier lifestyles and healthier families.

We also partner with organizations whose focus is supporting families in times of medical need. Here are some of the organizations and programs that address family health and receive support from the Community Benefits Program.

“What to Do When Your Child Gets Sick”
Wisconsin Literacy and Indianhead Community Action Agency

Wisconsin Literacy and Indianhead Community Action Agency partnered with Security Health Plan using the book “What to Do When Your Child Gets Sick.” The book offers tips to parents about caring for their children, including when to see a health care provider. It empowers parents with increased knowledge and can prevent unnecessary health care costs.

The project consists of “train the trainer” online presentations for Head Start instructors, public health nurses, grade school teachers, health educators and parent educators.
The trained staff provides an introduction of the book to parents. Participating parents were surveyed two to three months after distribution of the books.

Parents of young children find this book very helpful when making decisions about how to care for a sick child. It is especially appreciated by families with limited resources.

This partnership is incorporating the initiative into existing Reach Out and Read programs. Reach Out and Read is a program that prepares young people to succeed in school by partnering with clinicians to encourage families to read.

“What to Do When Your Child Gets Sick” is presented to parents during a well-child exam.

Y for ALL
Marshfield Area YMCA

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, the YMCA strengthens bodies and communities.

“The Marshfield Clinic providers who have received ‘What to Do When Your Child Gets Sick’ have been very excited to offer this wonderful resource to parents who bring their children for well-baby checks. Empowering parents about making decisions about their children’s healthcare benefits not only families, but the whole healthcare system.”

Margarete Cook
Regional Literacy Consultant
Wisconsin Literacy
**Family Link**  
**Newly Diagnosed Day Workshops**  
**American Diabetes Association**

Family Link is an initiative that helps sustain supportive relationships with families affected by diabetes. With a volunteer outreach network of parents, children, schools, clinics and staff from American Diabetes Association, Family Link events, such as the Newly Diagnosed Day Workshops, provide education, resources and networking to parents of children newly diagnosed with diabetes. The workshops help parents and families incorporate realistic strategies for achieving health goals while continuing to enjoying life.

**Vita Bella Gala**  
**Hope Lodge**

Hope Lodge provides cancer patients and their families a home away from home during their cancer treatment, free of charge. The annual Vita Bella Gala raises funds to support the American Cancer Society Hope Lodge programs and services.

“Security Health Plan’s support of Family Link Newly Diagnosed Day Workshops is incredibly impactful. I can’t say “thank you” often enough for Security Health Plan’s passion to help people move beyond diagnosis to a manageable, successful life.”

Susan Hjelsand  
Programs, Communications & Marketing Manager  
American Diabetes Association – Wisconsin
Nutrition and exercise can affect our mental and physical well-being, and as such are a priority for Security Health Plan. Obesity has been linked to 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 improve quality of life. We target programs that are directed at children and adolescents, because it’s best to establish healthful habits early in a child’s life so they can carry those good behaviors with them into adulthood.

Here are some of the nutrition and exercise programs supported by our Community Benefits Program.
Child Care Physical Activity and Nutrition Program
Childcaring, Inc.

The Child Care Physical Activity and Nutrition Program (CPAN) began four years ago with the establishment of the Community Benefits Program. The goal of CPAN is to help childcare providers incorporate healthy eating, physical activity and nutrition education into their daily practices.

Security Health Plan has partnered with Childcaring, Inc., to provide CPAN, which involves a trained consultant who works with participating childcare providers to complete a program pre-assessment, goal setting/action planning, education for parents and providers, post-assessment and development of ongoing goals.

Incentives are distributed throughout the program as participants reach health goals related to healthy eating, fitness and nutrition.

A parent engagement component of CPAN includes handouts, weekly emails, plus presentations on nutrition, physical activity and importance of well-child exams.

In 2014 CPAN worked with childcare providers in Wood, Portage and Marathon counties and recorded several milestones:

- Twelve childcare centers successfully completed the 4-month program
- More than 470 children, ages 2 to 5, and their families were reached through the program
- More than 42 childcare providers received training on physical activity, nutrition and personal health

Weekend Food for Kids
Rhinelander Food Pantry

This program, supported in partnership with Marshfield Clinic, provides nutritious, easy-to-prepare food to children from low-income families on the weekends. Eligible children receive food packages as they leave school each Friday afternoon. The program mirrors a nationwide initiative started more than a decade ago by Feeding America.

Hefko Pool Free Swim
City of Marshfield

The City of Marshfield teamed-up with Security Health Plan and other community businesses to help families stay active over the summer. Thousands participated in the city’s Hefko Pool Free Swim program, which allowed families to swim for free during set daily times throughout the summer.

Healthy Kids Summer Day Camp
Marshfield Area YMCA

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 and learn how the foods they eat can make them grow and feel better. Campers also get moving with games, sports, swimming, specialized fitness activities, team challenges and more.
Fit-tastic
Marshfield Area YMCA

In partnership with Security Health Plan, Marshfield Area YMCA offers 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 Fit-tastic program has been a great experience for all of the children involved. From teaching new lesson plans to seeing the children’s excited faces daily, really makes the program a blast.

The impact is huge as I’ve seen so many children understand what food groups they are eating and the nutritional benefits provided. Being able to see firsthand the children learn, become healthier, get active and have fun throughout the program is very exciting.”

Brent Ystad
Youth and Family Program Director
Marshfield Area YMCA

The Walking Classroom
Columbus Catholic Schools

In late 2013 Security Health Plan awarded a Healthy Communities Mini-Grant to Columbus Catholic Schools in Marshfield for The Walking Classroom.

The Walking Classroom addresses in-school fitness and obesity intervention while improving health literacy and building core content knowledge. Students walk while listening to an audio device called a “Walkit” that is preloaded with 95 podcasts.

For example, a lesson on Albert Einstein is also accompanied by a lesson on “How to Turn Screen Time into Exercise Time.” Students wear pedometers to measure their daily activity as they walk and listen to educational programs.
One sign of a healthy community is how it joins together to extend a helpful hand to those in need. Security Health Plan is proud to be a partner with organizations that are making a healthy difference in the lives of area residents.

Supporting community health

Marshfield Library Health literacy

Security Health Plan is supporting the construction of the new Everett Roehl Marshfield Public Library to support the overall health and well-being of Marshfield and surrounding communities. The new library will expand health resources and increase educational opportunities to support families.

Once the library construction is complete, the old library building will be renovated into a new community center that will accommodate the senior center.
Karaoke for Hospice

Hospice services

Ministry Home Care – Hospice Services holds this fun-filled annual event to raise funds for and awareness of end-of-life care and bereavement support services provided in Marshfield, Spencer, Stratford, Auburndale, and throughout Clark County.

Safe prom and graduation nights

Drug and alcohol-free environment

Security Health Plan and other community organizations teamed-up with several central Wisconsin high schools to provide safe post-prom and after-graduation events. These events provide a fun, safe, drug and alcohol-free environment for students to celebrate these milestone events with their classmates.

Healthy People Mental Health Conference

Wood County Health Department

Security Health Plan supported the efforts of the Wood County Health Department to offer an educational conference for law enforcement, mental health professionals, youth serving organizations and human service professionals. Healthy People Wood County Mental Health Conference offered critical mental health and Alcohol and Other Drug Abuse (AODA) education to more than 300 attendees.

High schools supported through this effort include Superior, Athens, Stevens Point, Columbus Catholic, Wausau East and Wausau West.
Ask Me for the Health of It

In 2013 we partnered with Indianhead Community Action Agency, Crossroads Literacy and Health Literacy Wisconsin to develop “Ask Me for the Health of It” booths at senior centers and thrift stores in northwest Wisconsin. The booths were established with the goal of providing health literacy tools and information to vulnerable populations in a comfortable, neutral and secure environment.

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.

Two years later, there are booths in the Connection Stores in Ladysmith, Spooner, Webster and Medford. Mobile booths visit the senior centers in Bruce, Weyerhauser and Sheldon.

Living Well with Chronic Conditions and Powerful Tools for Caregivers training workshops

ADRC of Central Wisconsin

These workshops provide tools for people living with and caring for those with chronic medical conditions like diabetes, arthritis, asthma and heart disease. Security Health Plan provided funding to the Aging and Disabilities Resource Centers (ARDC) of Central Wisconsin to support educator training for these two workshops.

2014 Miracle Fest

Child Life Services

Miracle Fest raises funds for the Child Life Services program, available free to pediatric patients at Ministry St. 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.

Rotary Winter Wonderland

Food pantries

Rotary Winter Wonderland is a holiday lights display at Wildwood Park and Zoo in Marshfield. Many community organizations, including Security Health Plan, use the event as a way to support local food pantries and provide a fun holiday experience for all. In its first eight years, Rotary Winter Wonderland has collected more than 350,000 food items for food pantries in Marshfield and surrounding area.
Health care scholarship
Northcentral Technical College

Security Health Plan partnered with Northcentral Technical College to provide a scholarship to a student studying for a career in a health care related field.

Aspirus Women’s Golf Classic
Health literacy

Security Health Plan was a supporter of the 2014 Aspirus Women’s Golf Classic which generated funds to promote childhood development through the Reach Out and Read program.

Reach Out and Read is an evidence-based program that incorporates early literacy into pediatric practice. Providers help equip parents with tools and knowledge to ensure that their children are prepared to learn when they begin school.

Cranberry Century Bike Tour
Ronald McDonald House of Marshfield, Inc.

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

Parkinson’s Half Marathon and 5k
WI Chapter of the American Parkinson’s Disease Association

This half-marathon and 5k event raises awareness and funds for the Wisconsin Chapter of the American Parkinson’s Disease Association. Much of the money is used to support the 12-week physical activity program, Step by Step, for those challenged with Parkinson’s disease.

Steven Meissner Memorial Fore the Kids Golf Tournament
Youth Net program

This event benefits pediatric needs and the Youth Net program at Marshfield Clinic’s Center for Community Outreach. Youth Net targets educational success, development of personal and social skills, and participation in recreational and community service activities for youth ages 8 to 18.

Rich Seubert Celebrity Trap Shoot
Marshfield Clinic Research Foundation

Super Bowl champion and Rozellville native Rich Seubert helped create this event which supports the Celine Seubert endowment within the Marshfield Clinic Research Foundation. Seubert created the endowment in memory of his grandmother who had a heart transplant more than 25 years ago. The endowment provides funding for heart research at Marshfield Clinic.

Auction of Champions
National Farm Medicine Center

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.