2015 Community Benefits Report

Security Health Plan is committed to Healthy Schools
Dear colleagues and friends

“Security Health Plan will improve the health of our members and the communities we serve.”

This pledge comes from Security Health Plan’s Mission, Vision and Core Values, and is one reason Security Health Plan invests in Community Benefits, programs and initiatives to improve the health of communities.

Collaborating with organizations that share our commitment, we are making progress in three strategic areas – aging health, behavioral health and children’s health. As we address each of these areas we also strive to raise the level of health literacy, which is the capacity to obtain, understand and act upon basic health information and services.

Here are some examples of how our Community Benefits program met that pledge in 2015:

• In our community health efforts we partnered with 86 organizations, reaching 40,000 individuals and families
• Through our Childcare Physical Activity and Nutrition Program, we reached about 900 children and families
• To address health issues that confront school-aged children, we invested $146,000 in Healthy Schools Grants to nine organizations
• Responding to a need for better recognition of the early signs of mental health crises, we supported intensive training for 20 new Mental Health First Aid Instructors. These instructors are now expanding the mental health “safety net” by teaching Mental Health First Aid in their communities
• Health Literacy initiatives to educate parents about common childhood ailments and the appropriate medical action they should take for their child reached 2,700 families

In 2016, our Community Benefits Program will continue to invest in our members and our communities. Recently we announced that Security Health Plan is investing $100,000 in a Healthy Aging Grant program that will support evidence-based community education classes and programs that focus on topics such as nutrition, chronic disease, behavioral health and physical activity.

Our approach to Community Benefits is simple: do the right thing. We know that businesses and community groups cannot solve these health issues alone. This is why collaborative partnerships are a cornerstone of our approach.

We are pleased to present the 2015 Community Benefits Report, a reflection of good work we are doing that will improve the health of our members and the communities we serve.

Julie Brussow
Chief Executive Officer
Security Health Plan
Our Community Benefits Program

Our Community Benefits Program succeeds because of strong community partnerships. We will continue to invest resources that promote children’s health, aging health and behavioral health across our 41-county service area.
2015 Healthy Schools Grants

Investing in the youngest members of our communities

There are a myriad of health issues confronting schools and their students – obesity, bullying, alcohol and drug abuse, behavioral health, dental health, lack of preventive health care.

Research shows that students learn best when they are healthy, safe, and feel connected to their schools. Investments in healthy schools are investments in student health and success. That why in 2015, Security Health Plan awarded nine Healthy Schools Grants totaling $146,000 to nine organizations addressing health issues that affect schools and their students.

Augusta Elementary School
Small Choice, Big Changes: Mind, Body Self

Mental health is a health priority for most communities in our area, and successfully addressing this priority requires schools to provide education and support to children and families.

Augusta Elementary School expanded the role of their Parent Coordinator for one year to focus on an expansive Family Education program, providing information to parents, families and teachers on physical, mental and academic health.

The grant allowed Augusta Elementary School to take a number of steps during the coming year. They initiated a community-wide book study of Eat, Move, Sleep: How Small Choices Lead to Big Changes, the bestseller by Timothy Rath that explores how diet, exercise and sleep affect our long-term health.

In early 2016 the school began hosting a Family University that featured speakers addressing topics as varied as “How to Pack a Healthy Lunch” to “Dealing with Depression in Your Child.”

We are excited to see the results of this program and share their lessons with other schools in our region.
School District of Flambeau
Active Bodies/Active Minds

Research shows that controlled fidgeting helps children with Attention Deficit Hyperactivity Disorder (ADHD) concentrate. Just a little movement on these stability ball chairs and desk bikes can meet their demands for expending excess energy.

In 2015 Security Health Plan presented a Healthy Schools Grant to Flambeau Elementary School to purchase special furniture for a couple of classrooms.

In Carma Verdegan’s classroom, as 4th-grade students discussed a reading assignment, several students quietly pedaled their desk bikes.

Meanwhile, the first graders in Sandy Barnett’s classroom sat on stability ball chairs as they reviewed a reading assignment.

Megan Dieckman, who is director of pupil services and principal for the elementary school, said that when the semester concludes educators will review student performance to assess the impact of this new equipment.

“
There’s growing evidence that just a little movement can help young students concentrate, improving reading success.”

Megan Dieckman, Principal and Director of Pupil Services

First graders sit on stability ball chairs.

Carma Verdegan reviews assignment while students quietly pedal.
Bayfield County Health Department

The Voice of Prevention: Through our youths’ eyes

Bayfield County has identified alcohol use and abuse as its top health priority. The use of alcohol is so culturally ingrained that misuse can be viewed as normal behavior.

One of Bayfield County’s strategies to address this health concern is to engage local students in developing a 3 to 5 minute public service video that will educate their peers and community on the impact and challenges of growing up and living in an area that treats the misuse of drugs and alcohol as normal behavior.

In addition to explaining the serious risks of alcohol abuse, the video provides creative alternative activities for youth to fill their free time instead of turning to alcohol and drugs and increases awareness of resources for treatment and care.

Children’s Health Alliance of Wisconsin

Enhancing Oral Health and Asthma Management in Kids

Tooth decay and asthma not only affect children’s overall health, but also often result in missed school time. Programs such as Wisconsin Seal-A-Smile and Wisconsin Asthma Coalition can positively impact, even prevent these health concerns.

Children’s Health Alliance of Wisconsin engaged 15 schools to increase participation in both programs. Schools that participate in these programs can help improve children’s health and help children reach their highest learning potential by reducing missed school time.

Seal a Smile sees all children – including those without health care coverage – to ensure the most vulnerable children are given the opportunity to participate.

Clark County Health Department

Youth in Action

In Clark County a significant number of students are involved in unhealthy or unsafe behavior, such as drug and alcohol abuse. While the county has a number of groups that address youth health issues, there was a need to establish a “youth driven” coalition to address the most serious and complex public health issues.

The Clark County Health Department created Youth in Action to work effectively toward long-term and permanent change. A youth-driven group was the chosen strategy because research has shown that peer programs can have significant effects on attitudes, knowledge, behaviors, health and achievement outcomes.

Student leaders from each of the eight school districts in Clark County joined the Youth in Action coalition and participated in UW-Extension Youth Leadership training that increased their ability to effectively address the risky behaviors within a school environment and within the larger community-wide level.

Moving forward Youth in Action plans to focus on policy, system and environmental change.

Indianhead Community Action Agency

Creating a Happier and Healthier Rusk County Through Positive Youth Development

Rusk County, like many Wisconsin counties, knows there are a number of behavioral health issues confronting its youth. But improvements are stymied by a shortage of resources and limited access to mental health providers, as well as a cultural stigma that often prevents people from seeking help.
Security Health Plan invested in a comprehensive suicide awareness and response program to support Rusk County in addressing this serious behavioral health concern affecting youth. Using evidence-based approaches, the program trained school administrators, faculty, parents, students, and community members on suicide facts, prevention, intervention, and postvention.

**Marathon County Special Education**

**Building mental health capacity in Marathon County schools**

Security Health Plan recognizes that a medical model for treating children’s mental health cannot adequately respond to all of the related challenges within a school setting.

However, it is critical to provide mental mental health-related support while a child is in school. This initiative makes available a low cost, efficient, evidenced-based model to screen for early identification, prevention and intervention of children’s mental health-related concerns.

Based on assessment results, the school provides mental health-related support within a school setting, allowing greater access to care and less time lost from school and work. For children, mental health supports provided in schools offer greater potential to impact educational outcomes in a less threatening environment.

**Eau Claire Memorial High School**

**Assessment in Physical Education**

Cardiovascular disease is the number one cause of death in America, and lack of exercise is considered to be one of the major risk factors for heart disease. Research shows that if teens do not engage in appropriate exercise levels, it is unlikely they will meet recommended levels when they are adults.

Eau Claire Memorial High School purchased heart rate monitors to help students better understand their physical ability and how to be physically active throughout their lifetime. Heart rate monitors allow the students and physical education teachers to take a “real life” look at how physical activity affects them. The monitors also help them recognize healthy behaviors they will want to maintain in the future.

This program gives students a chance to see with data the way in which physical activity and healthy choices are intertwined and allows them to discern the long term consequences of their actions/choices.

**Together for Jackson County Kids**

**Building Better Mental Health in Jackson County**

Jackson County has a high rate of suicide and a severe lack of mental health resources. A Security Health Plan grant allowed for the implementation of the MindUP curriculum into grades K-8 in Jackson County schools.

MindUp is an evidence-based curriculum framed around 15 easily implemented lessons that foster emotional awareness, enhance well-being and promote academic success. Students learn to pay mindful attention, tolerate each other’s differences and develop coping skills that help decrease potential crises situations.

To emphasize what children are learning in the classroom, there is a family component that helps parents and families also build skills to reduce stress.

With the integration of this curriculum, Jackson County hopes to build coping skills to help reduce suicide rates.
Wisconsin Health Literacy

The average 50-year-old takes three prescription medications on a regular basis. And the number of medications increases with age.

Alongside this widespread use of prescription medications, is a growing concern that many people aren’t taking their medicine appropriately.

With the assistance of a grant from Security Health Plan, Wisconsin Health Literacy presented Let’s Talk About Medicines, a series of 50 educational workshops in late summer to help adults 50 years and older better understand how to safely and effectively use medication.

Workshop topics included: understanding the main parts of a prescription medicine label, how to read and interpret special instructions on the label, types of containers and labels for solid and liquid medicines, dosage instructions and strategies to help remember to take medicine, information about over-the-counter (OTC) medicines and how they may interact with other medicines and basic storage techniques.

Before the workshops, just 28 percent of participants correctly interpreted medication dose, and just 41 percent could correctly read a prescription label. After the workshops, 67 percent could correctly interpret medication dose, and 62 percent could correctly read a prescription label.

We were so impressed by the reception to the workshops that we are going to continue supporting these in 2016.

“From learning how to better use medications to knowing how to care for a sick child at home, Wisconsin residents are benefitting from the Security Health Plan-Wisconsin Health Literacy partnership. We look forward to exploring new ways to help our friends and neighbors stay healthy and get the most from their health care.”

Steve Sparks
Wisconsin Literacy Director
Mental Health First Aid

Training the trainers who will train first responders

When we ask communities what are their most pressing health care needs, mental health education and a shortage of mental health services are consistently mentioned as priorities.

In the fall of 2015 we took steps to strengthen the safety net that identifies and addresses mental health crises, through the nationally-recognized Mental Health First Aid program, an evidence-based program designed to improve mental health literacy and help communities identify, understand, and respond to signs of mental illness.

Just as cardiopulmonary resuscitation (CPR) training helps a person with no clinical training assist an individual following a heart attack, Mental Health First Aid training helps a person assist someone experiencing a mental health crisis such as contemplating suicide. In both situations the goal is to help support an individual until appropriate professional help arrives.

Mental Health First Aid is an 8-hour training course designed to give the public key skills to help adults who are developing or experiencing a mental health crisis. Instructors learn a 5-step strategy that includes assessing risk, respectfully listening to and supporting the individual in crisis, and identifying appropriate professional help and other
supports. Participants are also introduced to risk factors and warning signs for mental health or substance abuse problems, engage in experiential activities that build understanding of the impact of illness on individuals and families, and learn about evidence-supported treatment and self-help strategies. Instructors come from a variety of backgrounds, including behavioral health care, law enforcement, public safety, universities, faith communities and health care.

During a week-long education program 20 carefully-chosen individuals were trained to become Mental Health First Aid instructors. In return, they are now certified to offer Mental Health First Aid instruction to the public.

In 2016, each instructor will be providing at least three training sessions in their communities. While we have a lot of work to do in this area, it is a positive step in the right direction.

**Respecting Choices – Advance Care Planning**

Effective advance care planning helps individuals and families prepare for difficult future medical decisions. It can also help manage health care costs, by honoring personal choices and avoiding medical services that the member deems unnecessary.

Security Health Plan Social Work Care Managers are trained to lead instruction in Respecting Choices, the nationally recognized advance care planning program developed by Gundersen Health System.
Facilitators meet with individuals to have a conversation about medical decisions and who they want to make medical decisions on their behalf, should they ever be unable to make their own decisions.

The conversation promotes reflection on an individual's goals, values, and beliefs; understanding of possible future medical decisions.

During the coming year Security Health Plan care managers will be offering Respecting Choices in conjunction with the Living Well with Chronic Conditions Workshops.

**Living Well with Chronic Conditions**

*Aging and Disabilities Resource Center of Central Wisconsin*

Security Health Plan has identified a need to offer education to older adults to help them better manage chronic disease.

In Wisconsin, 80 percent of older adults have at least one chronic disease. And 95 percent of health care dollars spent on older adults can be attributed to chronic conditions.

In partnership with Aging Disability Resource Centers, Security Health Plan is offering Living Well with Chronic Conditions, a high-level evidence-based six-week workshop for people who have one or more chronic conditions. Mutual support and success build participants' confidence in their ability to manage their health condition to maintain active and fulfilling lives.

Participants report benefits of improved general health and experience fewer days of hospitalization and fewer out-patient health care visits.

In 2015 Security Health Plan health educators participated in these workshops with ADRC health educators.

We were so pleased with the experience that we’re supporting a series of Living Well with Chronic Conditions workshops in 2016.

**Employee Driven Corporate Giving**

*Security Health Plan – Marshfield Clinic*

In 2016 Security Health Plan is expanding its Employee Driven Corporate Giving program to the entire Marshfield Clinic Health System.

More than 6,400 Marshfield Clinic Health System (MCHS) employees will have the opportunity to nominate organizations that are personally meaningful, that contribute to the health and well-being of our communities. Each month $1,000 will be awarded by Security Health Plan to an organization on behalf of the nominating MCHS employee.

Among the organizations that received grants in 2015:

- Alzheimer's Association of Greater Wisconsin
- Opportunity Development Centers
- United Cerebral Palsy Foundation
- American Cancer Society
- Tomah Veterans Affairs Medical Center
- Frederic Ozanam Transition Shelter
- Central Wisconsin Gift of Life
Security Health Plan promotes activities and programs that lead to healthier lifestyles and healthier families.

**Fit-tastic**

Schools and after school programs have a vital role in caring for and educating children in our communities. Through the Fit-tastic program Marshfield Area YMCA partners with schools to help reduce the risk of childhood obesity and ensure children become health adults. Providing interactive nutrition and health education and involving students in fun ways to stay physically active helps create and reinforce healthy habits.

Children who attend Fit-tastic bring healthy lifestyles home with them, and promote health for their whole family.

In 2015, Fit-tastic was provided in nine schools and the Marshfield Area YMCA Summer Day Camp.

With childhood obesity rates on the rise, Fit-tastic is one of a number of programs that help address this epidemic facing our children’s health.

“The Fit-tastic program has been an amazing learning opportunity for all of the youth involved. This year we were able to see our numbers increase and offer this program to additional sites.

The impact that the program has had on a lot of children has been great as they have tried many new snacks, learned many new educational and group activities.”

Brent Ystad, Youth & Family Program Director, Marshfield Area YMCA
Childcare Physical Activity and Nutrition Program

The Childcare Physical Activity and Nutrition Program (CPAN) began more than four years ago with the establishment of the Community Benefits Program.

Security Health Plan invests in the health of children 2-5 years of age because early childhood often impacts the quality of health, well-being, learning and behavior across an individual’s lifespan.

Pre-school children often spend 8-10 hours per day in child care, which makes it a time and environment of great opportunity for CPAN to positively impact a child’s health for a lifetime.

Security Health Plan has partnered with Childcaring, Inc., to provide CPAN, which involves a registered dietician 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 2015 CPAN worked with childcare providers in Clark, Langlade, Lincoln, Taylor, Wood, Portage and Marathon counties and recorded several milestones:

- Thirty-five childcare centers successfully completed the 4-month program
- More than 850 children, ages 2 to 5, and their families were reached through the program
- More than 143 childcare providers received training on physical activity, nutrition and personal health

“It is critically important to influence children to model appropriate behaviors before a child turns five years old, while his or her brain is still developing. This program offers support to child care teachers by providing education and resources around incorporating more physical activity into their day and helping children to form good nutrition habits. The children and the caregivers love the fun and creative activities as well as having access to a registered dietician!”

Kelly Borchardt,
Executive Director, Childcaring
Central Wisconsin Early Education Resources
“What to Do When Your Child Gets Sick”

Marshfield Clinic

Since 2012 Security Health Plan and Wisconsin Health Literacy have collaborated to offer educational materials to parents about common childhood ailments and the appropriate medical action they should take for their children.

Trained staff provides the book, “What to Do When Your Child Gets Sick,” to parents during a well-child exam, and explain how it can be used to make informed decisions about their child’s care. Parents of young children find this book helpful when making decisions about how to care for a sick child. Since 2012 more than 8,000 copies of the book have been distributed.

The program has steadily grown and experienced a very positive reception. In 2015 a survey found that 80 percent of parents who received the book said that valuable information in the book helped prevent unnecessary calls to the doctor, and 58 percent reported it helped them avoid going to the emergency room or urgent care clinic.

Health literacy initiatives using “What to Do When Your Child Gets Sick” will continue in 2016 at 11 Marshfield Clinic locations.

Community-Based Health Insurance Enrollment

Strategies for uninsured residents of Clark County

As an insurance company, we believe people need health insurance, even if it’s not through Security Health Plan. When people have health insurance they’re more likely to obtain regular health care.

In 2015 Security Health Plan partnered with Clark County Health Department to develop strategies to reduce the percentage of uninsured youth and adults in Clark County, which has one of the highest percentages of uninsured children in the state of Wisconsin according to County Health Rankings.

Rural Health Initiative

Rural Health Initiative – Marathon County

The agricultural industry has a number of barriers that interfere with accessing appropriate, timely health care. Among those barriers are shortages of rural providers, as well as long travel times and distances to medical services.

The Rural Health Initiative – Marathon County brings health care to agricultural producers in Marathon County. Its mission is to be a bridge to improve and sustain the health and safety of farm families and agriculture producers by providing basic in-home or on-site health care.

The Rural Health Initiative features a professionally trained staff that makes “house calls” to interested farm families providing health and safety information – including preventive health screening, health risk assessments, health coaching and referral services.

Safe Prom and Graduation Events

Security Health Plan provided financial support for a number of area high school safe prom and graduation events. These events provide opportunities for students to celebrate with their classmates in a safe and substance-free environment. High schools benefitting from sponsorships include: Abbotsford, Athens, Spencer, Marshfield, Stevens Point Area Senior High, Spencer, Stratford, Wausau East and Wausau West.

House of Friends 10th Annual 5/10k

House of Friends

House of Friends is the Owen-Withee-area non-profit after school program for youth in grades 7-9. Students in the program receive a healthy snack, free play, study time and supervised group play. Activities aim to build self-esteem and teach healthy communication skills.
Healthy Kids Day
John E. Alexander South Wood County YMCA
Children in the Wisconsin Rapids area benefitted from a free event at the YMCA that included healthy activities and nutrition education.

Youth Fire and Burn Prevention Program
National Fire Safety Council, Inc.
Central Wisconsin-area students receive printed educational materials that inform about fire prevention and the importance of developing safety and emergency plans in the home.

Physical Education Heart Rate Monitor Project
Northland Pines School District
Personal heart rate monitors help students in physical education classes at Northland Pines School in Eagle River learn how the heart reacts during activity. The monitors provide students instant feedback about the benefits of exercise and daily activity.

Mental Health Education
Healthy People Wood County Mental Health Conference
The mental health system and quality of life for people with mental health problems can be improved through education. Law enforcement, mental health
service providers, advocates, youth serving organizations and those working in the human service field both locally and state-wide attended the conference. Participants learned about ways to reduce the stigma and discrimination often associated with mental illness.

**Healthy Aging Summit**

**Wisconsin Institute for Healthy Aging**

The Healthy Aging Summit provides an avenue for Wisconsin professionals who work with seniors to gather and share new research findings and education to help people live longer healthier lives.

**Walk for Hope**

**Portage County Suicide Prevention and Mental Health Awareness Coalition**

Proceeds from the walk support programming offered to survivors of suicide support groups, suicide prevention training in Portage County and the gun-lock program at St. Michael’s Hospital in Stevens Point.

**Iron Chef Competition**

**Shirley’s House of Hope**

Shirley’s House of Hope assists women and children who are domestic violence victims, by providing them a safe place to stay, helping to break the cycle of abuse. The Iron Chef Competition is an annual fundraiser that generates funding for Shirley’s House of Hope.
Rotary Winter Wonderland
Marshfield Rotary Clubs
Rotary Winter Wonderland is a community effort that supports Marshfield area food pantries through cash and non-perishable food item donations.

An Evening to Inspire
Opportunity Development Centers, Inc.
Security Health Plan supported An Evening to Inspire which generates funding for the services and programming offered through Opportunity Development Centers, Inc.

Hope Lodge Vita Bella Gala
American Cancer Society
Patients with cancer often travel great distances to for treatment. Security Health Plan supports the American Cancer Society’s Hope Lodge through the annual Vita Bella Gala. Hope Lodge provides a free place to stay for cancer patients and their families during their treatment at Marshfield Clinic.

Sentry Classic
Community Parks Improvement Committee, Stevens Point
Proceeds from this high school basketball tournament are used to support the work of the Stevens Point Community Parks Improvement Committee.

Hub City Hoops Youth Basketball Tournament
Main Street Marshfield
Main Street Marshfield provides business leadership and economical support to historical
downtown Marshfield businesses. Hub City Hoops, in association with Hub City Days, benefits programming and services provided by Main Street Marshfield.

**Empty Bowls**

**Soup or Socks Food Pantry**
Students throughout the Marshfield area create and donate pottery bowls for this annual fundraiser. All proceeds benefit the Soup or Socks Food Pantry.

**Thanksgiving Meals for Those in Need**

**Marshfield Area United Way**
Security Health Plan and other area organizations help support families in the Marshfield area who may not have enough money to provide their families with a Thanksgiving meal.

**Blessings in a Backpack**

**Girls Night Out**

**D.C. Everest Schools**
The Blessings in a Backpack program provides nutritious easy-to-prepare food each weekend to over 500 low-income students in the Wausau area throughout the school year.

**Weekend Food for Kids**

**Rhinelander-Area Food Pantry**
Teaming with Marshfield Clinic, Security Health Plan helps support the Weekend Food for Kids program. Qualifying Rhinelander-area students receive healthy food packages to take home with them each Friday during the school year. Many low-income students rely on the federally funded school lunch and breakfast programs for their meals. Weekend Food for Kids helps supplement their nutrition on the weekends.

**Squirrel Hill Skiathlon, Tour and Race**

**Minocqua Winter Park**
Minocqua Winter Park provides Wisconsin families a place to participate in a variety of outdoor recreational activities during the winter season. Security Health Plan’s support helps fund the maintenance and grooming of the ski trails, ice rinks and snow hill.

**Donald Copps Municipal Swimming Pool Free Swim**

**City of Stevens Point Parks and Recreation**

**Hefko Pool Free Swim**

**City of Marshfield Parks and Recreation Department**
Children and families in Marshfield and Stevens Point can keep active during the summer at Hefko Pool and Donald Copps Municipal Swimming Pool. Security Health Plan is a business sponsor of the free swims offered at both pool facilities.

**Tomorrow River Schools’ Wellness Fair**

**Tomorrow River School District**
The Tomorrow River School District in Amherst organized a public wellness event for their local community residents. The event featured nutritional cooking demonstrations, exercise and yoga classes and a nutritional meal planning class.

**Wisconsin Area Reach Out and Read**

**Wausau Early Birds Rotary**
Proceeds from the annual Music and Martinis fundraiser support the Wausau-area Reach Out and Read. This is a national program that supplies medical providers with books to give their young patients and literacy advice for parents during pediatric well-child visits.
Security Health Plan
Community Benefits

Security Health Plan knows that many factors that affect our health occur beyond the walls of a clinic or 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. It is one reason that we invest in a robust Community Benefits program.

You can review previous annual reports at: www.securityhealth.org/communitygiving.

If you would like more information about our Community Benefits program contact:

Allison Machtan, MS, RD
Community Benefits Program
Security Health Plan
715-221-9872 or 1-800-472-2363 extension 1-9872
machtan.allison@securityhealth.org