



Mission

Reach Healthy Communities will achieve radical improvement in the long-term quality of life in Bartholomew County through local action. We will accomplish this by collaborating with a diverse network of partners to develop and respond to data-driven community priorities.

Vision

Bartholomew County will be a healthy community where everyone shares in the responsibility of making a difference.

2400 East 17th Street
Columbus, Indiana 47201
812.376.5452
www.whatsyourreach.org

Budget Breakdown

2012–2013 Financial Support

Columbus Regional Health Foundation	\$1,073,000	66%
Columbus Regional Health	\$130,000	8%
United Way	\$25,000	2%
Township Trustees	\$38,400	2%
Ecumenical Assembly	\$14,400	1%
Tobacco Prevention & Cessation	\$120,000	7%
IN Minority Health Coalition	\$64,000	4%
Center for Disease Control	\$137,000	8%
American Association of Pediatrics	\$6,000	0%
Indiana Perinatal Network	\$30,000	2%
TOTAL	\$1,637,800	

An additional \$4.8 million+ of in-kind support is not reflected in this chart.

Domestic Violence Action Team

Various community awareness events and programs are helping spread the word about domestic violence. The Not On Our Ice event is now a high school senior project involving figure skaters, hockey players, and their friends and families. Attendance has grown from 50 in 2011 to over 200 in 2013. The Men Take a Stand Against Domestic Violence event was first held in 2012 with approximately 70 men standing on the steps of Columbus City Hall. That number doubled in 2013. The Safe Dates program, an evidence-based primary prevention program offered in partnership with Turning Point, is provided to local middle schools by trained volunteer facilitators and has been incorporated into school health curriculums. Believing the Turning Point Dance Marathon is an effective way to engage teens in developing a greater understanding of the danger signals of an abusive relationship, the team continues its support by contributing \$5,000 to this event.

John Foster, Action Team volunteer, received the first Angel Award for his continued commitment to eliminating domestic violence from our community.

Caring Parents

In 2013 Healthy Communities explored options for revising the Caring Parents home visitation program with an alternative approach that could reach more families and produce measurable outcomes. In the meantime, Family Service, Inc., which has housed the Caring Parents program for the last several years, ended home visits. However, the crying education that is provided in the Birthing Center and in various community locations has continued. That program has lowered the incidence of shaken baby syndrome to just one in the past 10 years. One is still too many, so the program will continue to aim for eliminating this preventable tragedy.

Healthy Lifestyles

Families on the Move

Pediatrician Jennifer Hartwell, M.D., obtained a grant from the American Association of Pediatrics to develop the Families on the Move program, a healthy lifestyles program for families with young children. The program is a series of six 30-minute sessions with three of the sessions focused on healthy nutrition and three focused on increasing physical activity. Families are provided small incentives at each education session as well as a prize for completing all six sessions. Partners from Foundation for Youth, the Columbus Bike Co-op, and Parks and Recreation have all contributed to the success of this program.

Safe Routes to Schools (SRTS)

The SRTS Comprehensive Plan was completed in 2012, and was adopted by the BCSC School Board and endorsed by the City Council and the County Commissioners. Over 1,000 students participated in Walk & Bike to School Days in 2012 and 2013.

Bike Friendly Community

Columbus received the Bronze Designation for a Bike Friendly Community by the League of American Bicyclists in 2012. From People Trail expansion to bike lanes and bike routes, Columbus is headed in the right direction. Improvements like those included in the People Trail Campaign will continue to create a healthier community.

Created the Active Transportation Outreach Team in 2013

With over 20 volunteer members, the Active Transportation Outreach Team is focused on creatively engaging community members to promote and encourage the use of alternative transportation. Currently, habit leads us to utilize our automobile for the majority of our trips. Our task is to shift the culture towards considering walking or biking for a portion of those trips.

Tobacco Awareness

The TPC grant, in addition to other grant funding, enabled the Tobacco Program's efforts to become a sustainable reality. Focusing on our top three priorities for 2011–2013—to increase the number of Hoosiers NOT exposed to secondhand smoke, and to reduce the adult and youth smoking rates—we are pleased to report that as a result of advocacy / education efforts, many areas in and around Bartholomew County are now smoke-free. Newly smoke-free environments include the United Way campus, all bars / taverns / clubs, playgrounds, and all property owned by the Town of Hope (including vehicles owned or leased by the town). We provided affected areas and businesses with new signage, table tents, coasters and posters to help them transition to a smoke-free environment.

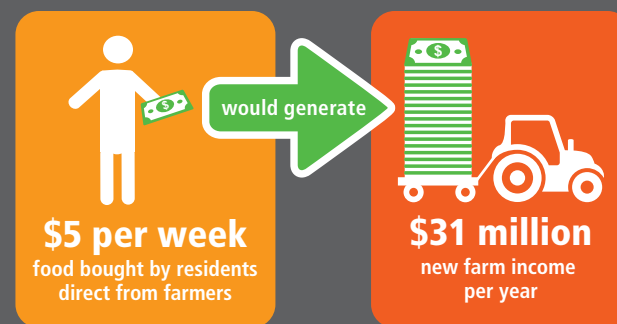
We built on our Head Start partnership. We sent key coalition members to statewide trainings / advocacy days where we were able to communicate directly with policy makers. We provided the Columbus Regional Health System with the Continuing Medical Education (CME) program "Do Ask, Do Tell: A Practical Approach to Tobacco Cessation" and reached our goal of 400 referrals from CRH.

Tobacco Awareness and Consequences (TAC) presentations to area sixth graders and high school health classes continued using other grant funds. Our "Smoke-free Kids Zone" newsletter was in every parent packet at the beginning of each school year and distributed after each TAC presentation, this year reaching 1,442 students. Student presenters also alerted area fifth graders (1,500 students) to the dangers of tobacco use and secondhand smoke through our High School Heroes program.

Currently, we are in discussions with the Columbus Housing Authority (CHA) to consider a smoke-free housing policy for their properties. Our tobacco cessation efforts never cease!

Local Food Study

Healthy Communities received half of the proceeds from the inaugural Mill Race Marathon, Powered by Cummins Inc. In conversations with the Race Committee about how these proceeds would be spent, it was agreed to use them to conduct a study of the local food economy in Bartholomew and Jackson Counties. In September 2013, Ken Meter of Crossroads Resource Center visited Columbus and Seymour to report his findings and to begin the discussion among community members. Ken states, "A food system should build health, wealth, connection and capacity in a community." Since 96% of all food purchases in our region are for food imported from other areas, and < 1% of food products are sold by farmers directly to consumers, this provides a significant opportunity to enhance our local economy by increasing the amount of locally grown foods. Reach Healthy Communities is partnering with our local Purdue Extension agents in Bartholomew and Jackson counties to work on next steps.



Healthy Communities Council Members

Steve Champion, M.D., Co-chair
Columbus Regional Health

Sherry Stark, Co-Chair

Julie Abedian
Columbus Regional Health Foundation

David Barker
Southern Indiana Health Organization

Jim Bickel
Columbus Regional Health

Mayor Kristen Brown
City of Columbus

John Burnett
Community Education Coalition

Sheryl Elston, M.D.

Gary Felsten
IUPUC

Mary Ferdon
Volunteers in Medicine

John Foster
White River Broadcasting Co.

Jacqueline Franz

Sherm Franz, M.D.

Cindy Frey
Columbus Area Chamber of Commerce

Richard Gold
Brainstorm Print LLC

Kathy Griffey, Ph.D.
Flat Rock-Hawcreek Schools

Judge Stephen Heimann
Bartholomew Circuit Court

John Hogan, Ph.D.
Ivy Tech Community College

Laura Hurt, R.N.
Our Hospice

Jenny Johnson

Carl Lienhoop
Bartholomew County Commissioners

Elizabeth Morris
Columbus Regional Health

Ann Morrow, A.P.N.
Columbus Regional Health

Brian Niedbalski, MD
Doctors Park Family Medicine

Larry Perkinson
Bartholomew County School Corporation

Bob Pitman
Mill Race Center

John Quick, Ph.D.
Bartholomew County School Corporation

David Rau, M.D.
Rau Family Medicine

John Sawin, D.D.S.
Sandcrest Dental

Dexter Shurney, M.D.
Cummins Inc.

Robert Siegmann
Centerstone of Indiana

Tom Sonderman, M.D.
Columbus Regional Health

Tracy Souza
Heritage Fund

Rich Stenner
Multi-County Health Network

Mark Stewart
United Way

Peggy Voelz
Voelz Law

Marwan Wafa, Ph.D.
IUPUC

Ben Wagner
Parks & Recreation

Gwen Wiggins
NAACP



Thanks to a two million dollar grant from the Centers for Disease Control and Prevention (CDC), Healthy Communities was able to launch focused efforts to prevent obesity that will long be remembered. This grant allowed our work to expand into areas of school, workplace and community policy that will have lasting health benefits for decades to come. The name "Reach" was used to designate the far-reaching intentions of these healthy lifestyle efforts. Upon closing the grant, the decision was made to use the new logo and the name "Reach Healthy Communities" for all eight of the current initiatives that reside under the Healthy Communities umbrella.

The Reach Healthy Communities Council, the governing body over the initiatives, quickly moved its focus to explore ways to sustain the wonderful momentum created by the CDC grant. Columbus Regional Health Foundation provided funding to accelerate efforts that have allowed us to continue a focus on active transportation and healthy nutrition to a much greater degree than was possible before. But that doesn't mean that the other initiatives have sat idly by! Be sure to check the rest of this report to meet new staff and volunteers and to read about the positive accomplishments of the past two years.

As always, we welcome your thoughts about the work we are doing, and we welcome your volunteer interests to help us achieve our mission!

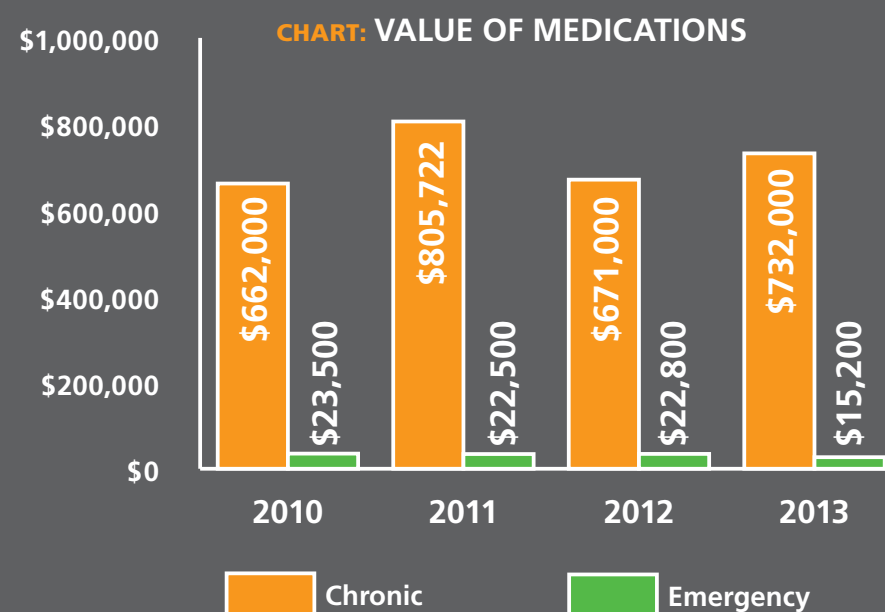
Sherry Stark and Stephen Champion, M.D.
Reach Healthy Communities Council Co-Chairs



Message from your Co-Chairs

Community Medication Assistance Program (CMAP)

The Community Medication Assistance Program operates two programs for clients who need help affording prescription medicine, but who do not qualify for care at Volunteers in Medicine. For those who need medication to treat chronic conditions, staff members work with local physician offices to complete the complex application process required by the pharmaceutical companies to access their indigent drug programs. Emergency assistance is also provided through financial contributions from Love Chapel and participating Township Trustees. Kroger Pharmacy provides excellent pricing to the program making it possible to serve more clients. In 2013, CMAP welcomed two new staff members — Darby Cox, RN and Sharon Fulkerson, RN.



2013 Scorecard

The Reach Healthy Communities Council tracks key indicators to determine how successful the various initiatives are. Indicators are scored a 3 (efforts have met targets), 2 (more work to be done), or 1 (a gap between current reality and desired results).

INDICATOR	DESIRED TREND	MOST RECENT ACTUAL	2011 INDIANA	2011 U.S.	SCORE
Access to health care for all					
Unable to see physician in past year due to cost or lack of insurance	Lower	11.0%		14.0%	2
Language / cultural barriers prevented care in past year	Lower	2.4%			1
Unable to fill prescription in past year due to cost	Lower	10.3%		15.0%	2
Have a regular physician or clinic for medical care	Higher	83.5%		76.3%	2
Aware of the Volunteers in Medicine clinic located in Columbus <200% FPL	Higher	64.6%			1
Promote healthy lifestyles					
Adult smoking rates	Lower	21.3%	25.6%	16.6%	1
Teen smoking rates	Lower	18.0%	18.8%	17.2%	3
Second-hand smoke is dangerous	Higher	91.5%			3
Adult body mass index (healthy weight)	Higher	36.2%		31.7%	3
Adult body mass index (obese weight)	Lower	27.1%	30.8%	28.5%	3
Breastfeeding	Higher	80.9%			2
Trying to lose weight through diet and activity	Higher	71.8%		38.6%	3
Moderately or vigorously physically active	Higher	37.7%			3
Promote healthy relationships					
Stress does not cause harsh action toward child	Higher	72.2%			2
Shaken Baby Syndrome incidence	Lower	1 case			1
Hit, slapped, pushed, kicked or physically hurt by intimate partner in the past five years	Lower	4.2%			2
Volunteered time to charitable causes	Higher	60.7%			3



Breastfeeding Coalition & Community Doula Program

The Bartholomew County Breastfeeding Coalition (BCBC) was one of 11 programs in Indiana to receive a \$30,000 grant from the Indiana State Department of Health to support breastfeeding moms after they leave the hospital. The grant made it possible for the coalition to purchase two hospital-grade Symphony breast pumps, to support our new Nurse & Chat program (a free drop-in lactation support program), and has allowed us to hire much needed staff support.

The Nurse & Chat program has become an important source of outpatient lactation help. The program is supported by the Indiana Perinatal Network, which provides our lactation professional, breastfeeding supplies and small incentive gifts to moms who attend. Staffed by Natasha Brockhaus, IBCLC, and Jerusha Faulk, CLS, the program has become such a success, an evening session was added to meet demand. Help is now available the second Friday of the month, 10:30am–12pm, and the fourth Wednesday of the month, 5:30–7:15pm.

Partnering with the Community Doula Program

The Community Doula Program educates and nurtures expectant mothers by cultivating doulas from the neighborhoods served. Local women complete their Doulas of North America (DONA) Approved Birth Doula training and become certified birth doulas, providing labor support during childbirth, in addition to information and support before and after the birth. Services are available to childbearing women and their families in Bartholomew County.

Proyecto Salud

Proyecto Salud works to ensure Spanish-speaking residents of Bartholomew County have access to health care.

Promotora Program

Funded by the Indiana Minority Health Coalition (IMHC), the Promotora program includes a coordinator and two *promotoras*, or community health workers, who provide monthly health education sessions on various topics to Spanish-speaking community members both at VIM and other sites. An average of 50–60 people are reached each month.

Chronic Disease Management Program (CDM)

The Chronic Disease Management Program provides culturally appropriate sessions for disease education and self-care. Monthly sessions are consistently attended by 70% to 80% of identified patients, leading to positive patient maintenance of blood sugar records, medication adherence, and nutrition goals. Improvement of A1c blood sugar measurement is achieved in 80% of the patients who are followed. Nine CDM patients completed the inaugural Mill Race Marathon 5K in 2013.

Mental Health Program

Bienvenido, a nine-week preventive mental health program that addresses coping skills for new immigrants, was offered twice in 2012–2013 and was gratefully received by participants.

Spanish Language Night at VIM

Volunteer nurses, physicians, and interpreters fill the VIM clinic every Monday night, providing health services to patients whose English has not yet reached a level to be safely served by an all-English speaking group.

Volunteers in Medicine (VIM)

Under the guidance of the clinical team, Volunteers in Medicine developed its first scorecard for the clinic using national benchmarks for measuring performance in achieving clinical outcomes. Included are measures for patient satisfaction, Body Mass Index, Depression, A1C (a measure of blood sugar control in diabetics) and cholesterol.

VIM has recruited volunteers to serve as navigators to help eligible patients enroll in the Affordable Care Act (ACA) Marketplace. Using the training program developed under clinic leadership, volunteers have received training which will allow community members, in addition to VIM patients, to receive assistance in understanding and choosing a qualified health plan under the ACA. While it is a bit early to predict, thoughts are that up to 40% of current VIM patients could be eligible for health insurance through the ACA Marketplace.

VIM has been fortunate that in 2013 new leadership to the clinic immediately stepped in and continued the forward momentum. New Executive Director Mary Ferdon and Clinical Director Tina Latta, Nurse Practitioner, are already proving their worth.

