

# HEALTHY INSIGHTS from HEALTHY LEARNERS



## Healthy Learners Continues to Show Consistently Positive Results in Evaluation

Twenty-one years after it was founded, Healthy Learners continues to show positive outcomes among all of its constituent groups, which include students, parents, school nurses and medical providers. The findings come from a study conducted by evaluation consultant Cathy Blume, M.Ed.

Multiple methods, including surveys, focus groups and analysis of data from the program database, provided information representing several hundred individuals across the four constituent groups, gauging their satisfaction with Healthy Learners and the impact of its services.

*Every year I have worked with Healthy Learners, the evaluation results are always so overwhelmingly positive across all constituent groups. Negative feedback, if it is fair to even call it that, more often focuses on the need for program expansion than on suggested program improvements. —Cathy Blume, M.Ed., evaluation consultant*

The evaluation focused on seven program outcomes, with each outcome exceeding established goals. Highlights of a few of these outcomes include:

- 96% of the children referred during the 2012-2013 school year who were not enrolled in Medicaid but appeared eligible were assisted with or referred for Medicaid enrollment.
- Health literacy increased among children referred for all services. For example, among children referred for behavioral health services, 82% reported learning about managing their conditions and 82% reported learning about the importance of taking medication as directed.

- 97% of the medical providers who responded to the survey reported that they were “very satisfied” with procedures used to arrange appointments and ensure that children are on time and prepared for their office visits.

Blume said school nurses who participated in focus groups described Healthy Learners as being efficient and effective, “to a remarkable degree.” They also indicated that it would be a great loss not to have Healthy Learners as a resource for their students.

“The results reflect the fact that Healthy Learners is very successful in maintaining valued partnerships with local school personnel and medical providers, which enables the program to assist children in getting needed medical services promptly,” Blume added. “The evaluation also indicates that the Healthy Learners staff is very dedicated to the work they do.” ♦

### Support Healthy Learners

Your financial support helps remove children’s health barriers to learning to ensure healthy children, better students and thriving communities. **Send your gift today.**

Donate online at [healthylearners.com](http://healthylearners.com) or call 803.454.0350 to donate by phone.

# Counting Our Thousands of Blessings

A MESSAGE FROM THE EXECUTIVE DIRECTOR



It's a busy time of year here at Healthy Learners and no doubt a busy time of year for you as well. During this joyous season, we have thousands of reasons to give thanks. We are forever grateful for your continuing support. We would not be able to provide access to care for the nearly 1,500 children we served in the 2012-2013 school year without it.

In this newsletter issue, you will find some impressive statistics and results, even beyond the number of children we served or the number of services provided. A study conducted by an evaluation consultant found that Healthy Learners has some very positive outcomes among our primary constituent groups. But, the figure that really stood out in the study was the 468 percent return on investment we deliver. For every dollar invested in Healthy Learners during the school year, the community saved \$4.68 in potential emergency department costs.

Behind the numbers are the children we serve and those who make it possible—like young Ben, whose family needed a hand up at a difficult time. Healthy Learners was there for him, and helped play a part in giving him hope to realize his dreams. After earning his master's degree, he now works in the nonprofit world, having been inspired by the help he received when he was younger.

We are grateful for our many partner providers and our many corporate supporters, like BlueCross BlueShield of South Carolina, who has been a supporter since 2002. This summer, they chose us as the recipient of a month-long fundraising campaign where employees raised \$11,146. The insurer also contributes to operating and programming costs and many employees designate their United Way dollars for Healthy Learners.

On behalf of the thousands of children we have served since 1992, we say thank you and we count our blessings each and every day. We wish you a happy, healthy and joyous holiday season and look forward to a New Year filled with the hope that our many supporters like you provide.

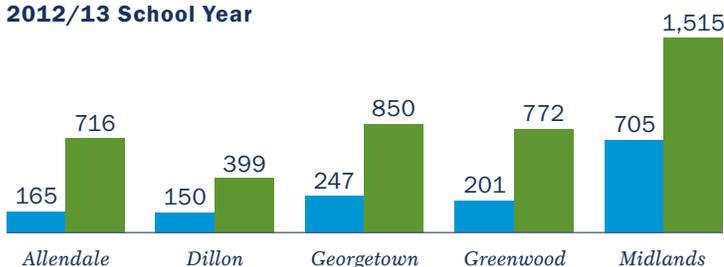
JO PAULING-JONES

Executive Director, Healthy Learners

## By the Numbers

### Report Card 2012-2013

#### Healthy Learners Program Statistics 2012/13 School Year



★ **Students Served** (1,468 program total)

★ **Services Provided** (4,252 program total)

*In school year 2012-2013, Healthy Learners provided 4,252 vision, dental, medication and other health-related services, and traveled nearly 100,000 miles to provide access to health care for 1,468 children in five program areas across the state.*

**HEALTHY LEARNERS  
RETURNS \$4.68  
FOR EVERY \$1 INVESTED**

One of the seven program outcomes measured in the evaluation conducted by Cathy Blume is return on investment (ROI). The objective is that costs for program services will be lower than potential emergency department services for the associated conditions, contributing to a significant ROI for organizations and businesses that contribute funding to Healthy Learners. In a study published by the Center for Health Care Strategies, Inc., programs can calculate ROI using savings resulting from changes in health care utilization (i.e. reductions in ER visits) and the program operating costs. (ROI = Net Savings/Program Costs).

Blume determined that Healthy Learners had an ROI of 4.68 for the 2012-2013 school year based on children served, which well exceeds the target of being greater than 1.0. For every dollar invested in Healthy Learners during the school year, the community saved \$4.68 in potential emergency department costs, which equates to a total potential savings of more than \$3.2 million.

*"I would like to thank Healthy Learners because they really helped me a lot and with my glasses I will be able to make better grades. Thank you for all your help." – Student*

*"When I was young and living in poverty, I felt like my options were limited. Healthy Learners and other organizations that helped our family expanded my options."*

*—Ben Bullock*



# Making a Difference

## A CLEAR FOCUS

Ben Bullock's mother worked hard, but struggled to make ends meet as she raised Ben and his younger sister by herself. For a time, Medicaid covered Ben and his sister's health care. When they became ineligible for Medicaid because of income guidelines, they lost their health coverage and their mother could not afford private insurance to cover them.

Ben's middle school guidance counselor recommended Healthy Learners, whose mission is devoted to removing health barriers to learning for children who are in need and without resources.

The Healthy Learners Midlands program ensured Ben received the eye care and glasses he needed, as well as helping cover Ben and his sister's other medical costs. That proved to be especially beneficial when the family's financial struggles worsened. They lost their house and moved in with relatives right around the time Ben started high school. His mother remarried a few years later and Ben and his sister were able to be covered by their stepfather's health insurance.

"Healthy Learners is a great program for people who have fallen into a hole. If there was no Healthy Learners, I might not have been set for success in my life," said Bullock.

Bullock is now 26 years old and works for the South Carolina Association of Nonprofit Organizations (SCANPO). He earned a

bachelor's degree in political science from the University of South Carolina, initially thinking he wanted to become an attorney. He later realized he wanted to work in the nonprofit world, valuing the help he received when he was younger. He went on to earn master's degrees in social work and public administration, graduating in 2012.

"When I was young and living in poverty, I felt like my options were limited. Healthy Learners and other organizations that helped our family expanded my options. Because I was helped by them, that's where I wanted to be. It really impacted what I wanted to do with my career," said Bullock.

At SCANPO, he works with member nonprofit organizations to help them strengthen their operations. He also gives back to the community as a board member of Camp T.A.L.K., a nonprofit summer day-camp for children with Autism.

Ten years after being a Healthy Learners child, Bullock appreciates now more than ever the role the organization plays in overcoming gaps in care. "Organizations like Healthy Learners really fill a vacuum between what's provided by government and for-profits. They deliver vital services and it's important they're supported by the local community," he added. ♦

# Partner Profile

## BLUE CROSS BLUE SHIELD OF SOUTH CAROLINA: RAISING MONEY AND AWARENESS

When BlueCross BlueShield of South Carolina's leadership was looking for a nonprofit organization to be the recipient of a month-long fundraising campaign, Healthy Learners was an easy choice. BlueCross has been a supporter since 2002, with the insurer contributing to operating and programming costs and many employees designating their United Way dollars for Healthy Learners.

During the campaign in June, employees raised \$11,146 by selling stickers to allow employees to wear jeans to work on designated Fridays, hosting game days and more. Volunteers distributed information about Healthy Learners to their fellow employees to help raise awareness.

BlueCross also highlighted the work of Healthy Learners in its *Giving* publication, which is distributed to nearly 12,000 BlueCross employees across South Carolina. The article,

"A New Frame of Reference," featured the story of how Healthy Learners helped then second-grader Tyrell Singletary do better in school by improving his vision with a new pair of glasses. The article also highlighted the other health care services children receive through Healthy Learners, such as dental care, hearing evaluations, assistance with referrals to local agencies for clinical counseling and transportation to appointments.

"The mission of Healthy Learners aligns with several of our charitable giving focus areas: education, human services and health. Children learn better when they are healthy," said Susan Forrest, public relations specialist in the BlueCross Community Relations department. "We seek to partner with non-profit organizations, like Healthy Learners, that identify at-risk populations to improve their lives through education and health care services." ♦



## South Carolina



# HEALTHY LEARNERS PROGRAM UPDATES

Five Healthy Learners programs serve 144 schools in nine school districts across South Carolina.

Following are brief updates from these programs.

## ALLENDALE

In Allendale, episodic visits are the largest referring need, but medication and vision remain a close second. To meet these needs, the Allendale program continues to partner with its neighborhood associations for donations and support. And, the program continues to recruit new providers, including Laurie Gerherd, NP, who is with Laffitte and Warren Medical Center, and Jory Gibbons, PA-C, who is with Low Country Health. As new providers join the Allendale program, the student liaison and program coordinator help educate them about Healthy Learners.



## DILLON & GREENWOOD

Both Healthy Learners Dillon and Healthy Learners Greenwood are seeking a part-time fund development coordinator. The coordinators at each location are responsible for managing development operations for the local Healthy Learners programs, and driving and increasing contributed revenue. The positions at both locations will average 15 to 20 hours per week.

## GEORGETOWN

The third Nashville Songwriters in the Round event in the spring raised more than \$27,500 for Healthy Learners Georgetown. Held at the Prince George Ocean Commons in Pawleys Island, South Carolina, the event featured an evening of entertainment and the chance to hear the stories behind songs written for many great country music stars. Georgetown will be holding its fourth Nashville Songwriters in the Round event Friday April 4, 2014. Stay tuned for more details.

## HEALTHY LEARNERS

*A Ministry of the Sisters of Charity Health System*

## MIDLANDS

The Midlands staff has been working hard since school began in August to respond to children's health care needs and school nurse referrals. One of the most requested program services continues to be for dental care. The Midlands partnership with the Children's Dental Clinics (a.k.a. Community Partners of the Midlands, LLC) continues to be a tremendous asset. The Richland clinic sees Healthy Learners children three days each month and the Lexington Clinic sees children two days each month. The clinic staff and volunteer dentists are compassionate, caring and ready to serve children in need.

*"It is so amazing how you [Healthy Learners] are able to step in and help these kids, right when and where they need it. If you weren't here to help this child get his asthma medicine today, I might as well just send him back to the ER to be admitted again to the hospital because that's where he'd end up. You are truly a lifesaver!"*

*— Nurse Practitioner at a provider pediatrics group*



# NEWS BRIEFS AND NOTES

First place winners on Fort Jackson's Wildcat golf course were Phillip McCorckle, Ron Monfils, Craig Pardee and Bryan Fink.



Healthy Learners Board Chair Matt Shaffer, Executive Director Jo Pauling-Jones and Judi Gatson, Champion for Healthy Learners' Children, with her son.

**OUR MISSION ::** In the spirit of the Sisters of Charity of St. Augustine, Healthy Learners is devoted to removing children's health barriers to learning with love and compassion.

**OUR SERVICES ::** Healthy Learners services include vision care, dental care, hearing evaluations, coordination of care, transportation, assistance with prescription medications, clinical counseling and episodic care for other health concerns.

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HEALTHY LEARNERS

A Ministry of the Sisters of Charity Health System



Co-chair Michael Younginer (back row in yellow) and his son Christian Younginer; Co-chair Coach Dawn Staley (front row, far right) with two Healthy Learners children.

## Champions for Children Golf Tournament a Major Success

Fourteen years and counting, the annual Healthy Learners Champions for Children Golf Tournament in Memory of George Younginer teed off October 16 at the Fort Jackson Golf Club. More than 150 golfers and numerous volunteers and sponsors helped make this year's tournament a major success, netting more than \$121,000. Colonial Life was the tournament's exclusive premier sponsor. Dawn Staley, head women's basketball coach at the University of South Carolina, and Michael A. Younginer, Younginer LLC Engineered Products, served as co-chairs of the event. Judi Gatson, WIS TV News Anchor, was recognized as the "Champion for Healthy Learners' Children."

## Welcome New Board Members

Healthy Learners is pleased to welcome Wes Jackson, Rich Williams and Sister Nancy Hendershot, CSA, to the board of trustees. Jackson is a partner with Rogers Lewis Jackson Mann & Quinn, LLC. He is a member of the American College of Healthcare Executives and the American Health Lawyers Association.

Williams is vice president of specialty markets for Colonial Life, where he leads the company's brokerage market nationally and oversees end-to-end sales and support for the large account and public sector markets. Sister Nancy currently is assistant director of associates for the Sisters of Charity of St. Augustine, serving as a representative for the organization's ministries in South Carolina. In addition, she serves on several advisory boards and boards of trustees with a variety of nonprofit organizations in the South Carolina community.



Wes Jackson, Rich Williams and Sister Nancy Hendershot, CSA

## New Director of Development

Todd Buehrig joined Healthy Learners over the summer as the new director of development. He has more than 10 years of experience in nonprofit fundraising, previously serving as the assistant director of development for the Columbia Museum of Art. In his new position, Buehrig is responsible for growing the organization's fundraising efforts in grants, special events and major gift contributions to better support the mission of Healthy Learners. Buehrig holds a master's degree in public administration from the University of South Carolina and a bachelor's degree in political science from Francis Marion University. He is an active member of the Association of Fund Raising Professionals and the American Grant Writers Association.



Todd Buehrig

## Video Shares the Story of Healthy Learners

Nearly 164,000 children in South Carolina have limited resources to get the preventive health care they need. A new video from Healthy Learners highlights how the organization fills the need for children in five service areas in South Carolina to get appropriate health care, as well as showcasing the impact its services have. *To view the video, visit [healthylearners.com/videos/](http://healthylearners.com/videos/).*

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