DLI in Action: Getting Involved Where You Are

Overview of OneSC 2012 & 2013

- Improve educational foundations for children → initiatives
- Address the "Now What?" question

Putting Teen Pregnancy on Pause

Forrest Alton

- Progress made over last 2 decades → teen pregnancy has decreased by 40%
- 6000+ under 20 become moms
- Connected to poverty, education, & health outcomes
- Most important thing to prevent teen pregnancy = ***keep in school***
    - To keep in school → prevent teen pregnancy
- **DLI alum involvement**
    - Raise awareness
    - Move towards action
        - Continue to advocate the age-appropriate sex education
        - Core84 campaign
            - Visit **teenpregnancysc.org/core84** & sign up
        - Raise awareness
            - Connect your contacts
            - Encourage people in communities to move to action
- Cost of Teen Pregnancy = $197 million to taxpayers
- Partners
    - **Alan Cooper**, Midlands Biz
    - **Andy Brack**, Statehouse Report

Text4BabySC

Deb Campeau

- In the US
    - 500,000 pre-term births – 30% increase since 1981
    - 28,000 children born in the US die before 1st birthday
- Strategy
    - Free bilingual mobile info service designed to promote maternal and child health
    - Provides pregnant women and new moms with info to help them care for health, give babies best possible start in life

- o Sends 3 text messages/week to enrollees on baby safety, nutrition, baby development, emotional & mental health support, access to care
    - ▪ Worded so that they are received favorably and properly
  - o Lower-income mothers
  - o Medicaid mothers use *texting* more than any other insured groups
- Tactics
  - o User registers via text or website
    - ▪ Text **"BABY/BEBE"** to 511411
  - o User gives zip code, due date/DOB
  - o If pregnant – gets starter-pack of 6 key messages (over 2 weeks)
- Progress
  - o Enrollment grew → **5,331** (Feb 2012), **10,600** (May 2013)
    - ▪ Almost *doubled*
    - ▪ Third largest growth in mid-sized state
  - o Initiatives
    - ▪ Coalition Launch Webinar (50 participants)
    - ▪ Text4babySC Coalition formed
    - ▪ SCDHEC & Children's Trust → co-lead agencies
    - ▪ Text4babySC FB & Twitter account
    - ▪ Update emails sent to interested DLI grads
    - ▪ **Media blitz week of May 20th** → launched @ City of Columbia Kids Day event
- State Partners
  - o SC Dept of Health & Environ Control
  - o Children's Service Alliance
  - o Children's Trust for SC
  - o McLeod OB/Gyn & McLeod Pediatrics, Dillon
  - o Select Health of SC
  - o Trident Health, Charleston
  - o MUSC Women's Health
  - o The Regional Medical Center, Orangeburg
  - o Positioned with Purpose
  - o Riley Institute
  - o SC First Steps
  - o SC Solutions
  - o United Way of Greenville County
  - o BlueChoice Health Plan/BlueCross BlueShield of SC
  - o Safe Kids, Sumter Co.
- Goals & Outcomes
  - o Continue to grow and strengthen coalition
  - o Identify opportunities to incorporate enrollment systematically
  - o Increase enrollment in SC by 5,000 in 2013
  - o 95% of SC participants who are satisfied would refer to a friend
  - o Behavioral outcomes:

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  -
    - **73%** will learn about medical warning signs they didn't previously know about
    - **71%** will ask their doctor/nurse about topic she learned
    - **67%** will schedule doctor's appointments
- **DLI alum involvement**
  - **Text4baby.org** – become a friend or partner
  - Secure & distribute free promotional materials in lobbies, waiting rooms, and at health events
  - Download **"Strategies for Action"** – Employer toolkit & Partner toolkit for implementation ideas
  - See how your business, elected officials, or nonprofit or faith-based group can help
  - Add text4baby web button to company/agency website
  - Extend social media campaign – join FB & Twitter
  - **Media Blitz Day (May 25)**
    - Spread the word through FB, Twitter, email, PS, press release
- Coalition Co-Chairs
  - **Tracey McCloud @ SCDHEC**
  - **Heidi Vaughn @ SC Children's Trust**

Battling Childhood Obesity
Mitch Kennedy & Renee Romberger

- Percentage of Youth Overweight & Obesity
  - SC – **15%** overweight, **16.7%** obese
  - US – **15.8%** overweight, **12%** obese
- State-level stats
  - In 2009, male overweight/obese **18.9%**, female **14.4%**
  - In 2009, overweight/obese by race – **11.4%** white, **22.4%** black
- The Problem
  - Almost **1 in every 3** (31.7%) SC HS students are overweight or obese
  - Prevalent among **African-American** HS students (39.8%) than among their white counterparts (25.3%)
  - **Boys** (32.9%) than among girls (30.5%)
  - More than **1 in every 4** low-income children ages 2-5 are overweight or obese
  - If current trend continues, **1 out of 3** children born in 2000 will develop Type 2 diabetes
  - Percentage of overweight/obese SC adults (2009) = 65.8%
    - Three SC counties are **80%** or more obese
- **Goal:** To educate and empower a cross-section of state leaders to take action
  - *Problem*: not as organized as other SuperCapstone projects
  - **DLI alum involvement** – reach out to members of your community to help achieve this goal

- DHEC
  - Obesity is #1 issue in SC → *community-based* solutions
  - 2 groups:
    - Statewide Stakeholder Group
      - Share what's going on across the state
      - Informative stages
    - SC Obesity Advisory Council
      - Goals/measurements/activities across the state
  - Division of Nutrition, Physical Activity and Obesity
    - **Lori Phillips** (803.545.0185)
  - Community Transformation Grants
    - Provide funding
    - **Barbara Grice** (803.898.0121)
  - Other resources (tech support)
    - **Shauna Hicks** hicssp@dhec.sc.gov
- Resources
  - **Eat Smart Move More**
    - Focus on nutrition and physical activity initiatives
      Best resource
    - Amy Splittgerber (amy@eatsmartmovemoresc.org)
      803.667.9810 ext. 304
  - **Working Well** – SC Hospital Association
  - **Dept. of Education**
    - Lynn Hammond (lhammond@ed.sc.gov)
      803.734.8076
  - Successful School Programs
    - **Greenville County** through Ron Jones
      (rofjones@greenville.k12.sc.us)
    - **Beaufort County** through Donna Hammond
      (donna.hammond@beaufort.k12.sc.us)
  - SC Medical Association
  - SC Hospital Association
  - Local Partners
    - Local gov't
    - Service organizations
    - Fitness centers
    - Weight loss groups
    - Healthcare professionals
    - Individuals with a passion
    - Churches
    - Schools
    - Dietitians

Livi's Library
Susan DeVenny

- Research tells us that *reading* and *literacy* are foundational to school and life success
    - Exposure to words in books at a very young age can change achievement trajectory for students
    - 15 minutes of reading per day has been shown to impact reading achievement
    - Poverty affects both early reading in the home as well as access to books for independent reading
        - Most concerned about how *impoverished* children are affected
- SC research
    - Children born into conditions where following risk factors are present are more likely to experience school failure by age 9
        - **1 in 5** children in SC lives in poverty; **4 in 10** are not successful by grade 3
        - **1 in 4** children in SC is born to a mother with less than a high school education; these children are **TWICE** as likely to experience early school failure
        - **1 in 8** children in SC is born to a teen mother, **40%** of these children are low achievers by age 9
        - **3%** of children in SC suffer from abuse or neglect before age 3; **52%** of these children are unsuccessful by grade 3
- Successful literacy and early reading initiatives
    - Meet families and children where they go every day (school, child care, doctor, church, library)
    - Should focus on early childhood and primary reading → greatest effect
    - Need to be *sustainable*, not "one-time events"
    - Relationship-based, locally-driven
- About
    - Livi's Library collects gently-used, high quality children's books for children birth to age 12
    - Volunteers sort & host "free book fairs" at schools and preschools
    - Each child selects *two free books* to take home and keep, building independent reading collection
    - Volunteer carpenters have created bookcases
- Progress (since Feb 2012)
    - DLI alums and partners have collected over 20,000 books for children (200% of goal)
    - DLI alums & partners have gathered 300 volunteers and 76 partner organizations, established 3 Livi's Library Chapters (2 added chapters in development)

- o Livi's Library filed a 501(c)(3) application, registered as a *nonprofit organization* with the SC Sec of State
- **DLI alum involvement**
  - o Donate your own gently used books (5 by each DLI grad = 6000 books)
  - o Sign up to volunteer in a local Livi's Library chapter (need collectors, sorters, mentors, carpenters)
  - o Donate resources to support their work for young kids
  - o Follow on Facebook – **Livi's Library group**
  - o Contact livislibrary@yahoo.com or website @ Riley Institute

Action Steps Today

1. Plan how you will participate in **Media Blitz Day** this **Saturday, May 25**
2. Visit **teenpregnancysc.org** and find a way to get involved in your community
3. Visit **SuperCapstone Project Pages** on **RileyInstitute.org** and learn more
4. Join **Livi's Library** and **Text4babySC Facebook** pages
5. Email people in your workplace or community about one or more of these initiatives
6. Donate books and/or volunteer to help Livi's
7. Contact someone in community to help battle childhood obesity
8. Email a champion and tell them you want to be a part
   a. **Forrest Alton** (falton@teenpregnancysc.org)
   b. **Deb Campeau** (deb.campeau@HCAhealthcare.com)
   c. **Mitch Kennedy** (mkennedy@cityofspartanburg.org)
   d. **Renee Romberger** (rromberger@srhs.com)
   e. **Susan DeVenny** (sdevenny@scfirststeps.org)