



HEALTHCARE
FOUNDATION
of Wilson

Community
Impact Report
2014 - 2016

PARTNERS ON THE PATH

Our vision is clear – to make Wilson a healthier community. This vision is certainly achievable, and the paths to get there are being paved by community partners with a foundation of funding support.

As we look to the future, we value the opportunity to reflect and find inspiration in the progress made since the establishment of Healthcare Foundation of Wilson. After a 15-month process, which involved research, education, training and a strategic planning process, Healthcare Foundation of Wilson identified some of the area's greatest health concerns and created a roadmap for improving health. Our commitment to leading Wilson in a healthier direction is driven by rising concerns about obesity, adolescent pregnancy, STDs, and alcohol and substance abuse among our youth.

Our 2016 grant funding totaled \$1.3 million to support 19 projects for innovative ideas, programs and solutions as we seek to create change. The potential outcomes of these investments are promising, and our collaborative work with many different community partners will help guide us on the path to success.

With each step we see taken by grant recipients, we are reminded of how fortunate Wilson is to have this opportunity to change courses, seek solutions and learn from new experiences. Funding, resources and other support provided through Healthcare Foundation of Wilson has the potential to change lives and make a lasting impact.

Wilson is one of a few fortunate counties in our state with an established health legacy foundation that places funds directly in our community. These resources are focused on health issues that should make our county healthier, as well as more attractive and economical for industries.

Together, we are paving the way to a healthier future for the greater Wilson community.



Dr. Frank Batten
Board Chair



Denise O'Hara
Executive Director



Given the opportunity to make a lasting impact on the health and wellness of the greater Wilson community, Healthcare Foundation of Wilson is committed to working with partners on the path to a healthier future.

MOVING TOWARD A HEALTHIER WILSON

As our community works together to address some of our greatest health challenges, we are providing grant funding and other resources to support nonprofits, government and academic institutions as they seek innovative solutions.

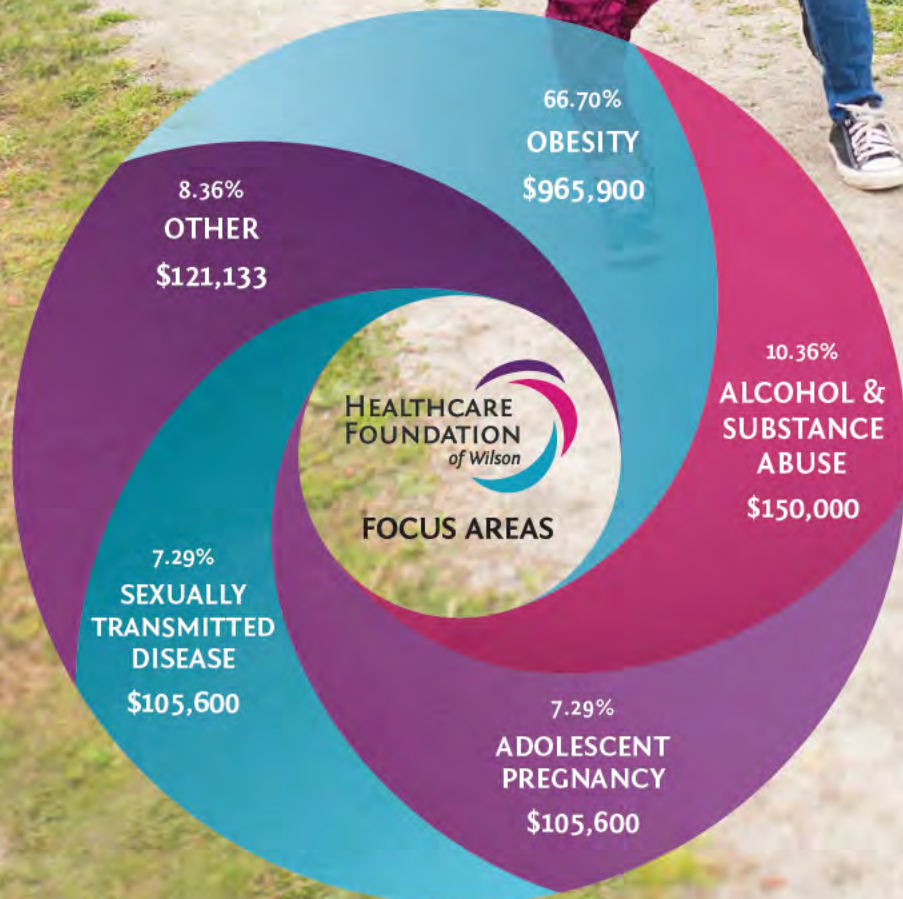
Our grantmaking program is a deliberate investment in sustainable, high-impact educational programs and health services. We believe the use of evidence-based approaches with a focus on positive outcomes will enhance the health and well-being of the Wilson community.

We are investing in promising changes, and are confident our community will succeed in changing lives and impacting the health of Wilson residents for generations to come.





**TAKING
THE
RIGHT
STEPS**



Grant funding was prioritized for projects that focus on sustainable solutions with measurable outcomes to address some of the community's greatest health concerns.

**TOTAL FUNDING
\$1,448,233**

2016 GRANTS

The following 2016 grant recipients received funding for projects that address one or more of four areas of health concern.

Adolescent Pregnancy • Alcohol & Substance Abuse • Obesity • Sexually Transmitted Diseases

**BARTON COLLEGE
\$125,000**

Partner with Margaret Hearne Elementary School to increase awareness and access to childhood obesity education while enhancing the well-being of students, families and nearby residents. Funding supports the creation of a Science, Technology, Engineering and Math (STEM) playgarden, complementary programming, clinical placements and an intensive camp.

**HOPE STATION
\$30,000**

Launch a project designed to help clients make healthy food choices with limited financial resources. Using the new Client Choice Pantry, project participants receive nutrition education and learn to select healthy foods based on their own health needs, cooking abilities and preferences. The project includes monitoring of health-related outcomes and collaboration with Barton College.

**THE IMAGINATION
STATION
\$246,000**

Support the new Wilson Center for the Science of Health and Sports, including spaces to learn about the human body and the need for physical activity with opportunities to use a glass-wall court, sky cycle, rock-climbing wall and other training machines. Bodystat machines are being used to monitor and measure health outcomes for participants and nearby residents.

**INTEGRITY UNLIMITED
COMMUNITY
DEVELOPMENT CORP.
\$10,000**

Expand its core programs to help reduce childhood obesity and empower people of all ages to take an active role in the health of the community. Grant funding supports the expansion of community gardens, increased health education and fitness opportunities, and physician assistance to help track measurable outcomes.

**OPEN DOOR
COMMUNITY
OUTREACH CENTER
\$1,200**

Implement an outreach project that uses community-based evidence to reduce teen pregnancy and increase awareness about STDs. The program will focus on youth ages 13 to 18.

**SAINT JAMES
CHRISTIAN CHURCH**
\$15,000

Provide education and training classes focused on healthy food choices and physical fitness. Participants will be monitored and celebrated for their efforts and healthy changes.

**SEEDS OF HOPE
WILSON**
\$5,900

Support a program with Vick School. The goal is to increase the number of students, staff and parents who are making healthy choices as a result of coordinated health and wellness opportunities for the school community.

**SPOT (SHARING
POSITIVE OUTCOMES
TOGETHER)**
\$60,000

Implement a three-part, age-specific health and fitness program to reduce obesity and lower BMI for youth ages 4 to 15 and their families. The three components include physical activities, healthy foods education and STEM-based learning.

**WILSON 20/20
COMMUNITY VISION**
\$200,000

Support the Youth Master Plan and implementation of the Beyond 21 Plan. Both plans include strategies to address adolescent pregnancy, alcohol and drug abuse, obesity and STDs. The grant funding supports Wilson 20/20 in a lead role to track collective data for impact and progress toward common goals.

**WILSON COMMUNITY
IMPROVEMENT
ASSOCIATION (WCIA)**
\$20,000

Launch a pilot program to implement community initiatives aimed at reducing obesity and improving healthy eating. WCIA will use an evidence-based strategy and intergenerational approach for maximum impact.

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Dr. Frank Batten, board chair

**WILSON COUNTY
HEALTH DEPARTMENT**
\$220,000

Support the first school-based health center in Wilson. The grant funding supports a collaborative effort with Wilson County Schools, Wilson Department of Social Services and Wilson 20/20 to reduce learning barriers and encourage students to communicate health needs and concerns that otherwise could impact school attendance and student success. Health education from a holistic perspective will address priority areas of health concern for Wilson.

**WILSON COUNTY
SCHOOLS**
\$25,000

Help implement MATCH (Motivating Adolescents with Technology to Choose Health), which is a school-based childhood obesity intervention program that uses a body-systems approach to teach 7th grade students how the choices they make impact their future health. The approach includes lessons taught in Healthful Living, STEM, Language Arts and Social Studies. MATCH also provides adapted lessons, school/district level reporting, bullying reporting and an online curriculum and data management system.

**WILSON COUNTY
SCHOOLS**
\$48,000

Support the installation of eight walking tracks and monitors at Hearne, Gardners, Rock Ridge and Stantonsburg elementary schools and Darden, Forest Hills, Speight and Toisnot middle schools. The focus of the project is to provide a safe place to exercise and increase the ability of students to participate in physical activities and to meet state requirements for students.

**WILSON COUNTY
DEPARTMENT OF
SOCIAL SERVICES**
\$150,000

Implement Eat Smart Move More, which is an evidence-based program that focuses on individual health behaviors to reduce obesity. The initial focus will include simultaneous work on individual, family and community levels of responsibility to decrease consumption of sugar-sweetened beverages. A marketing campaign will include billboards, radio advertisements and social media. Water bottle refilling stations will also be installed in key locations, including schools, businesses and faith-based organizations.

**WILSON COUNTY
SUBSTANCE ABUSE
COALITION
\$45,000**

Support a marketing campaign focused on changing youth perceptions of risks while reducing access and use of prescription medications. The project will include drug identification training for education professionals.

**WILSON FAMILY
YMCA
\$20,000**

Expand the Girls on the Run program (GOTR) for girls in 3rd through 8th grade and the STRIDE running program for boys in 3rd through 5th grade. The programs help youth achieve fitness and health goals with a 20-lesson curriculum that promotes good choices for a lifetime of self-respect and healthy living.

**WILSON FAMILY
YMCA AND SAVE-A-
YOUTH (SAY)
\$46,000**

Promote fitness, address obesity and empower local residents. The grant funding supports collaboration with community partners to develop a new fitness center in an accessible location where individuals and families can learn and participate in physical fitness activities.

**WILSON PARKS AND
RECREATION
DEPARTMENT
\$10,000**

Outreach to intellectually challenged school age children and adults with a focus on implementation and monitoring of a new exercise program and specific classes offered to all ages. The goal of the program is to increase physical activity time and reduce obesity and other related medical concerns.

**WILSON
PREPARATORY
ACADEMY
\$50,000**

Help parents and children to choose healthier meals at school by using an online menu selection. Nutrition and fitness education will also be provided, and the grant project includes the addition of a walking track and fitness equipment.

Other Areas of Funding

Healthcare Foundation of Wilson also provides additional routes toward a healthier community. Through generous contributions and fundraising, the following healthcare needs have been served throughout the community:

- Adolescent Pregnancy **\$1,322**
- Breast and Cervical Cancer **\$46,974**
- Cancer Patients **\$4,609**
- Chronic Diseases **\$7,496**
- Dental Services for the uninsured **\$600**
- Flu vaccines for the uninsured **\$11,718**
- Health and Wellness educational materials **\$2,500**
- Hospice Patients **\$31,464**
- Mental Health Counseling **\$7,800**
- Special Olympics **\$1,650**
- Veterans' Healthcare and Dental needs **\$5,000**



CHANGING OUR COURSE INVESTING IN PREVENTION

Our mission is to invest in collaborative efforts that influence and measurably improve the health and wellness of the greater Wilson community.

After extensive research to determine the greatest health issues in Wilson County, we designated four areas of prevention to guide our grantmaking. As we invest in innovative programs and services, we are focused on evidence-based and outcome-driven approaches to support the following:

- Adolescent pregnancy education and prevention
- Alcohol and substance abuse awareness and learning
- Sexually transmitted disease prevention
- Obesity reduction through healthy eating and active living

Our grantmaking is an investment in the future of Wilson, and we value partnerships with strong, well-run organizations and enthusiastic leaders who are traveling with us on the path to improving the health and well-being of our community.

"We are committed to working together with grant recipients to help establish strong connections, provide resources and increase the likelihood of positive health outcomes in our community. Sharing ideas, successes and resources is key to creating healthy changes for the greater Wilson community."

Denise O'Hara, executive director
Healthcare Foundation of Wilson



Community Health Concerns & Priority Areas of Funding

OBESITY

\$965,900 invested

Obesity Rates*

	2014	2015	2016
Wilson	35%	37%	38%
North Carolina	29%	29%	29%

ADOLESCENT PREGNANCY

\$105,600 invested

Adolescent Pregnancy Rates per 1,000, ages 15-19**

	2013	2014	2015
Wilson	45.1	44.6	42.1
North Carolina	35.2	32.3	30.2

Numbers of Adolescent Pregnancies**

Wilson County	118	118	112
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SEXUALLY TRANSMITTED DISEASES

\$105,600 invested

Sexually Transmitted Diseases Rates per 100,000**

	2014		2015	
	Wilson	NC	Wilson	NC
Gonorrhea Rates	244.5	150.6	358.6	169.7
Syphilis Rates	17.2	11.4	29.4	18.6
Chlamydia Rates	658.5	502.6	593.5	541.5

ALCOHOL & SUBSTANCE ABUSE

\$150,000 invested

Percentage of Driving Deaths with Alcohol Involvement**

	2014	2015	2016
Wilson	37%	44%	37%
North Carolina	33%	33%	33%

Drug Poisoning Deaths per 100,000**

	2014	2015	2016
Wilson	6	7	8

Sources

* countyhealthrankings.org

** NC DHHS State Center for Health Statistics

2014 – 2016 Board of Directors

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 Thomas Lucas (1956 – 2015)*

**We are grateful for the contributions of the late Thomas Lucas on our board – a life well-lived.*

Staff

Denise O'Hara
 Executive Director
 Debbie Bradshaw
 Programs Specialist



The success of our efforts to improve the health of Wilson County will be dependent on the strength of partnerships and collaborations.



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