





Healthy Me-Healthy SC Leadership

SC continues to rank among the top 10 states in the prevalence of chronic disease (diabetes, hypertension), poor mental health and cancer. Prolonged isolation and the continued effects of COVID-19 have only worsened these disease conditions since 2020, and social determinants of health continue to serve as major obstacles to improved health for geographically isolated communities. These economic and social barriers include the lack of transportation, broadband access, safe and affordable housing and access to quality food and healthcare services.

The Healthy Me-Healthy SC (HMHSC) journey began several years ago with the goal to better serve the rural and underserved areas of SC and connect them with much needed resources. This community-focused health initiative involves visiting these communities, listening to their needs and concerns, collaborating with existing providers and developing comprehensive programs and services that lead to improved health and wellness. While HMHSC began in the pilot counties of Anderson, Barnwell and Williamsburg, the initiative now has a footprint in every county in the state. Over the past year, infrastructure was built within MUSC Regional Health Network communities to allow for more targeted outreach and services.

The work of HMHSC is fueled by the collective mission of both MUSC and Clemson University. This powerhouse partnership combines South Carolina's only publicly supported academic medical center with the state's largest land grant university. This combination provides the commitment and expertise necessary to reach and impact all areas of SC.

HMHSC provides access to several established MUSC programs, Clemson Health Extension's chronic disease education, Hollings Cancer Center resources, SC Telehealth Alliance, and connectivity to primary care. Our HMHSC team serves as a conduit to MUSC and Clemson innovation as well as state and local resources to help identify solutions to these health-limiting challenges.

As we reflect on another successful year, we continue to be excited for the privilege and opportunity to lead the strategic and operational development of HMHSC. Our passion is addressing health inequity through collaboration with other community partners, and spearheading efforts to improve health outcomes through innovation with transparency, accountability, and sustainability.

Every citizen of SC deserves equal opportunity to experience improved health and wellness. We invite you to join us as we collectively improve health care access and health inequities in rural and underserved communities of SC through impact and innovation.



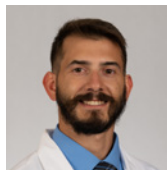
David Sudduth
Executive Director



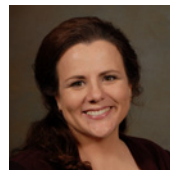
Kapri Kreps Rhodes
Director



Sara Beth Napper
Operations Manager



Garret Kent, M.D.
Chief Medical Officer



Rhonda Matthews
Clemson Health Extension Program Director



DaeZhane Fields
Administrative Fellow

The Office of Innovation and Healthy Me-Healthy SC work in collaboration to create healthier communities, more affordable care and better patient experiences for South Carolinians; especially those that are traditionally underserved. With the support of state innovation funding, we're committed to fast-tracking innovative products and technologies that can help Healthy Me-Healthy SC deliver better outcomes in fields such as Cancer and Children's health in rural communities.

Our Innovation team also leverages existing relationships in order to maximize the impact and reach of these projects across South Carolina. Together, through impact and innovation, we're working towards all South Carolinians having equal opportunities to experience improved health and wellness, regardless of location.



Jesse Goodwin, Ph.D.
Chief Innovation Officer

Mission, vision, values

Mission: Improve health care access and health inequities in rural and underserved communities of South Carolina through impact and innovation.

Vision: All South Carolinians will have equal opportunity to experience improved health and wellness.

Values:

- Health Equity
- Collaboration
- Transparency
- Sustainability
- Accountability

Strategies:

- Leverage the collective commitment and expertise of MUSC and Clemson
- Establish a statewide initiative that builds healthier communities through collaborative partnership
- Utilize community health data and outcomes to guide program development and evaluation
- Explore innovative solutions to improve healthcare access and inequities
- Support and empower communities to make sustainable changes that lead to improved health and wellness

FY23 By the Numbers

Women's & Children's Health

- Programs in **21 counties**
- Mother's Milk Bank: over **116,000 ounces** of donor milk collected
- Boeing Center for Children's Wellness: **40 schools** impacted

Mental & Behavioral Health

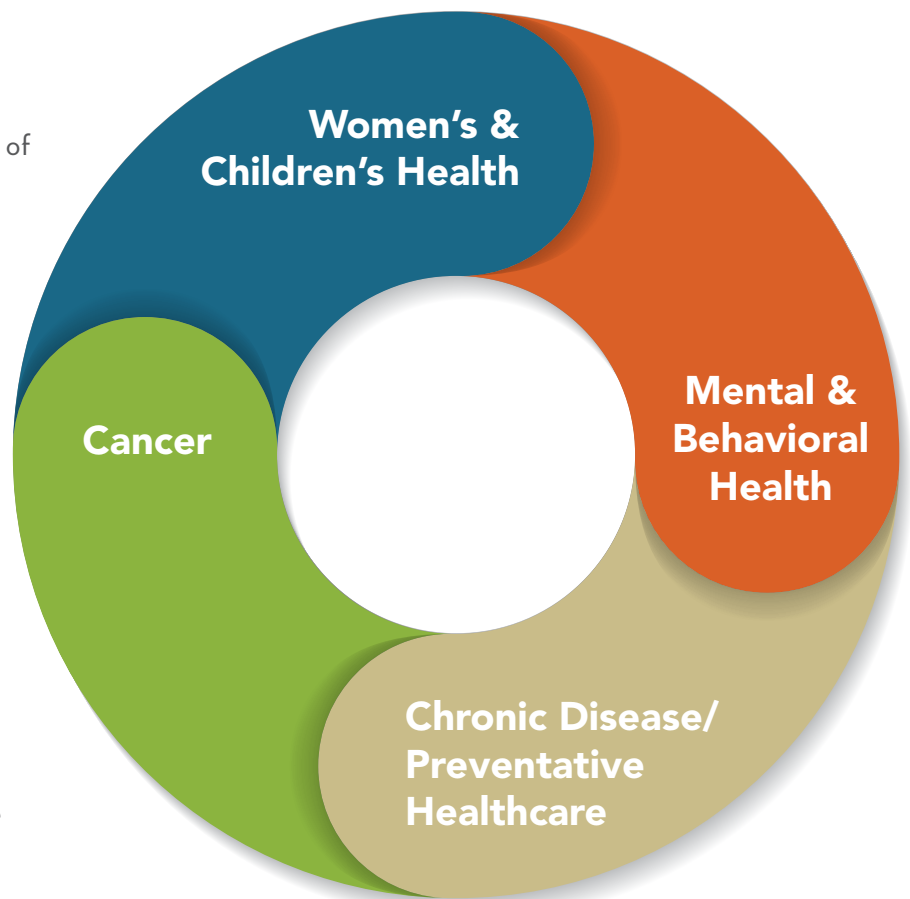
- Programs in **14 counties**
- Tele-PCIT: **34 families** enrolled in therapy
- Pain Rehab Program: **69%** decrease in opioid misuse risk

Chronic Disease/Preventative Healthcare

- Clemson Health Extension Agent coverage across all **46 counties**
- Diabetes Education Pilots: over **300** people impacted, with **78%** reporting increased confidence in controlling their diabetes
- **16** community health clinic events conducted

Cancer

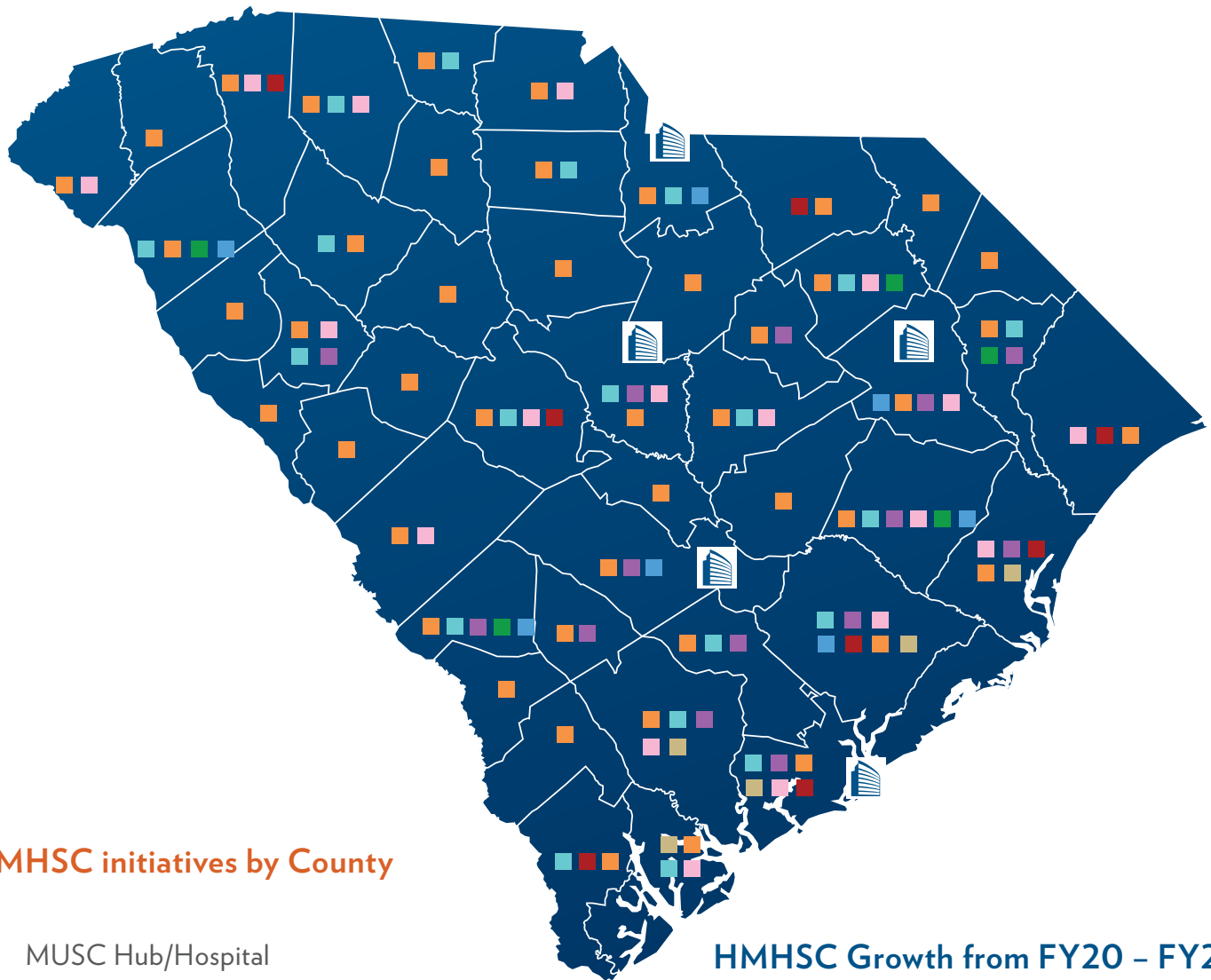
- Programs in **26 counties**
- Hollings Cancer Center Mobile Women's Health Unit: **375** mammography screenings, with **80%** being first time mammograms
- Hollings Cancer Center Mobile HPV Van: **1,664** vaccines administered












HMHSC COVID-19 Testing and Vaccination efforts during the Pandemic

- **204** testing clinics
- **210** vaccination clinics
- Ran **4** testing and vaccine events per week
- Served **18** counties
- More than **11,300** South Carolinians
- Events held in **18** counties




Healthy Me – Healthy SC Presence



HMHSC initiatives by County

-  MUSC Hub/Hospital
-  Clemson Health Extension Agent Presence
-  HPV Vaccine Events
-  Women's Cancer Screenings
-  Mother's Milk Bank Depot
-  School Wellness Initiative, HMHSC
-  HMHSC Rural Health Clinics & CARES St. Stephen
-  Tele-PCIT
-  Pain Rehabilitation Program

HMHSC Growth from FY20 – FY23

-  **164%** growth in South Carolinians served
-  **85%** growth in number of counties served
-  **ZERO** health clinic events in **FY20**, **16** health clinic events in **FY23**

20,000+
South Carolinians served

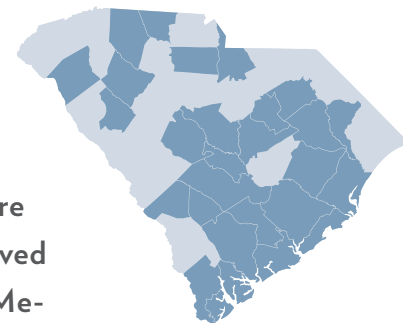


Cancer Prevention

“Healthy Me-Healthy SC has played a pivotal role in enhancing the outreach of our Hollings Mobile Health Unit, enabling us to provide essential healthcare services to approximately 500 women, many of whom are medically underserved in the state of South Carolina. Notably, thanks to the support from Healthy Me-Healthy SC, we were able to address critical health needs, with 95 of the women identified as having abnormal mammograms, underscoring the program’s significant impact on early detection and intervention for women’s health across the state”

Ann Freeman

*Program Manager, MUSC
Hollings Cancer Center*



Hollings Cancer Center Mobile Mammography, Women's Health Unit

MUSC Hollings Cancer Center launched its state-of-the-art Mobile Health Unit in 2022 to continue its mission to provide cancer screening and education services to communities designated as the most medically underserved in South Carolina. The Mobile Health Unit provides breast, cervical and skin cancer screenings. Hollings has provided this service for more than 20 years, partnering with Federally Qualified Health Centers, churches, community centers, and employers. Since its inception, the Mobile Health Unit has travelled to 31 counties across the state, and in FY23 covered almost half of South Carolina's counties. The unit is staffed by a nurse practitioner who specializes in Women's Health and is able to provide services such as clinical breast exams, pap smears, general health prevention and screening education. The new unit features 3D tomosynthesis mammography equipment that provides the latest in imaging technology. Improved imaging can be especially important for women at high risk of breast cancer and those women who have dense breast tissue, which can make detecting breast cancer early on more difficult. In partnership with South Carolina's Best Chance Network, Hollings' Mobile Health Unit is one of the state's largest providers for the Centers for Disease Control and Prevention's Breast and Cervical Cancer Early Detection Program Best Chance Network, providing services to uninsured and underinsured women meeting specific eligibility criteria. Health professionals on board the Mobile Health Unit provide targeted, evidenced-based educational resources about cancer prevention and awareness, including tobacco cessation counseling and referral for those patients who are interested.



Hollings Cancer Center: HPV Vaccination Unit

The MUSC Hollings Cancer Center Office of Community Outreach and Engagement (COE) launched its HPV Vaccination Unit Program in October 2021. The program increases access to HPV vaccinations and delivers evidence-based HPV education, focusing on medically underserved, racially/ethnically diverse, and rural residents of South Carolina.

The HPV Vaccination Unit Program has strategically chosen elementary, middle, and high school campuses as vaccination sites to increase vaccination rates among children between the ages of 9 and 18 years old. Many students fell behind on other required vaccines due to the COVID-19 pandemic. Hence, the van also provided Tdap, Meningitis, MMR-Varicella, DTap-IPV, Hepatitis A, and Hepatitis B vaccines. The convenience of the mobile HPV Vaccination Unit removes the barriers of access and lack of transportation for families. In FY 23, the unit held 39 vaccination clinics in 20 counties. Program staff also facilitates referrals to local providers for students and/or families needing to establish a medical home.

Since 2007, COE health educators have conducted the MOVENUP statewide cancer education program based on a "Train the Trainer" approach to prepare community leaders to serve as ambassadors to share helpful, evidence-based information with members of their communities. The 4.5-hour intensive education training covers cancer prevention, screening, treatment options and clinical trials. MOVENUP has prioritized 25 SC counties with the highest cancer death rates. To date, 900+ trained ambassadors have conducted 104 educational sessions in their communities, reaching more than 4,000 people in small group sessions of approximately 20 trainees per event.

HPV is linked to six different kinds of cancer, and almost 40,000 new cancer cases each year in the U.S. Fortunately, HPV, a safe and effective vaccine is available to help prevent these cancers. "This is one of the few opportunities where we can prevent cancer with a vaccine." — Marvella Ford , PhD, Associate Director of Population Science and Community Outreach and Engagement, Hollings Cancer Center

Chronic Disease and Preventative Healthcare

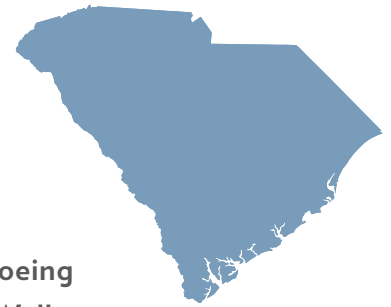
“Clemson University Extension Rural Health and Nutrition Team is appreciative of the Healthy Me- Healthy SC partnership. The joint effort has resulted in greater reach for multiple projects and programs that we collaborate on,

including Chronic Disease Education, Mother’s Milk Bank, Boeing Center for Children’s Wellness- School Based Wellness Initiative, and the Healthy Me-Healthy SC Rural Health Clinics.”

Rhonda Matthews, *Clemson Health Extension Program Director.*

Clemson Health Extension: Hypertension and Diabetes Education

The partnership between MUSC Health and Clemson Health Extension provides a unique and innovative approach to reaching rural and unserved populations across the state. The Rural Health and Nutrition Extension Program Team offers scientifically supported initiatives and programs to help all South Carolinians prevent and self-manage chronic disease. The program does this through community partnerships, group and individual education sessions, and a library of written resources on topics from healthy eating to stress management. Clemson Health Extension works hand-in-hand with Boeing Center for Children’s Wellness and the South Carolina school districts. The Mother’s Milk Bank also utilizes Clemson Health Extension offices to house milk depots throughout the state. The Clemson Health Extension and MUSC partnership was recently highlighted at the annual Rural Health Outreach Conference at Cornell University.



Chronic Disease Education Pilot

Under the Clemson Extension umbrella is the Health Extension for Diabetes program which focuses on chronic disease education and self-management. The Health Extension for Diabetes program is provided at no cost to participants and recognized by the American Diabetes Association as a practice-tested diabetes support program. A primary goal of the program is to increase knowledge and behavior change so individuals can better self-manage their diabetes. The program is approximately 4 months long and includes a series of 8 educational sessions plus intermittent support sessions. Participants receive bi-weekly materials and weekly follow-up for health resources navigation to assist them in reaching their lifestyle goals. Sessions are delivered by trained Rural Health and Nutrition Extension Agents. While this program is offered across the state, there are specific pilots being conducted in the MUSC Regional Health Network divisions.

MUSC CARES and Rural Health Clinics

The MUSC C.A.R.E.S. St. Stephen Rural Outreach Initiative began in 2018. Partnering with the Berkeley County School District and the Lowcountry Food Bank, it provides free medical screenings, preventive care, including seasonal and recommended vaccines, and distribution of fresh produce to the local underserved and uninsured population. The outreach initiative has grown to include pediatric care, such as school-mandated vaccines and vision screenings, as well as facilitated referrals to free or low-cost chronic disease management programs including the YMCA Hypertension Management Program and Diabetes Prevention Program. The CARES St. Stephen Rural Outreach model is the foundation of HMHSC'S Rural Health Clinics initiative.

HMHSC Rural Health Clinics

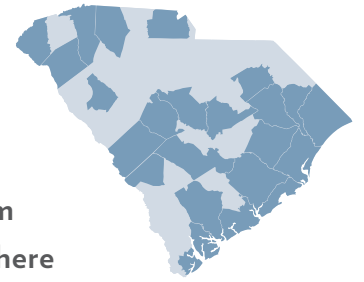
HMHSC Rural Health Clinics kicked off in 2021 with pilot clinics in Anderson, Blackville and Kingstree. Through infrastructure in each MUSC RHN division, Catawba, PeeDee, Midlands, and Orangeburg, the program is set to complete at least 16 health clinic events this fiscal year across the state. As the clinic sponsors, MUSC and Clemson University Health Extension work together as Healthy Me-Healthy SC, partnering with locally-based community organizations that know their communities best. In recognizing the multiple and often complicated barriers to care that many rural and underserved communities face, the overarching goal of the HMHSC Rural Clinics is to bring healthcare resources (including health-related social needs) directly to communities as a form of mobile care, complementing the traditional, centralized format of health care delivery. Through strong local collaborations, including direct input at all planning stages, we are able to provide routine community-centered clinics that address health from a broad perspective. While specific participating groups change based on location, offerings include: chronic disease screenings, including hypertension and diabetes; preventive care including nutrition counselling, vaccines, and breast cancer screening; connection to food security resources (either through Foodshare or a local Food Bank); facilitating connection to primary care for both insured and uninsured individuals; highlighting local community resources addressing major social determinants of health including financial stability, education, housing, and parenting resources; and regional resources including or similar in scope to Clemson University Health Extension, Access Health, the South Carolina Department of Health and Environmental Control, and Trident United Way.



“The partnership between MUSC Health and Healthy-Me Healthy SC has been very impactful within our rural communities throughout the state of South Carolina. Having the ability to provide top notch care to those who may not have access to care, is impeccable and shows that the need is there. This program has been able to bring awareness of health maintenance, extend access and increase awareness of how important your health is.”

Alexa Arnette, HMHSC Outreach Director, MUSC Health Pee Dee Division

Women and Children's Health



“MUSC Boeing Center for Children’s Wellness’s goal is to improve the health and wellness of children by reaching them where they are, in school. With support from Healthy Me – Healthy SC, we are able to achieve our vision of a South Carolina where all children are healthy, succeed in school, and thrive in life.” — Janice Key, M.D., Medical Director, *MUSC Boeing Center for Children’s Wellness*



Mother's Milk Bank and Clemson Health Extension Milk Depots

The Mother's Milk Bank promotes the health of South Carolina babies by providing access to safe, pasteurized donor human milk. South Carolina breastfeeding mothers with surplus milk supply are invited to become MMBSC milk donors to provide pasteurized milk to SC infants for whom mother's milk supply is limited. The milk bank initially will provide milk to all SC hospitalized, very low birth weight infants. The MMBSC is an accredited milk bank by the Human Milk Banking Association of North America.

Boeing Center for Children's Wellness and Clemson Health Extension

The MUSC Boeing Center for Children's Wellness (BCCW) engages school communities in creating healthy learning environments through the implementation of targeted evidence-based wellness initiatives. It supports schools in the implementation of evidence-based policy, systems, and environmental (PSE) strategies. Implementation of these strategies help schools build and sustain a culture of wellness that impacts the whole school community. MUSC BCCW focuses nutrition, physical activity, social emotional wellness and improved physical and built environments. Clemson Health Extension agents serve as program coordinators for this Initiative and provide training and technical assistance to participating schools. During the 2022-2023 SY, HMHSC had 38 schools involved across five counties and cultivated 24 school gardens.



Mental and Behavioral Health

Tele-PCIT

The Tele-PCIT Program was selected as the recipient of HMHSC's inaugural Innovation Grant, and is currently in its pilot phase. Caregivers of children aged 2-6 years with a developmental diagnosis (ADHD, developmental delay, autism spectrum disorder, speech delay, etc.) are invited to participate in a research study for Parent-Child interaction Therapy (PCIT) via telehealth. Therapy is free and families will be compensated for their time. PCIT is a therapy with over 30 years of research support for young children who are experiencing behavioral challenges. PCIT therapists virtually coach caregivers on strategies while they play and interact with their child at home through a Bluetooth microphone.

Pain Rehabilitation Program

MUSC's Pain Rehabilitation Program was South Carolina's only comprehensive chronic pain rehabilitation program. It was a tested, evidence-based model that restores function and quality of life for people whose chronic pain is negatively affecting their mood and overall health. This three-week program included physical therapy, occupational therapy, medication management, opioid reduction, and cognitive behavioral therapy. The team

received the Innovative Models for Integrated Care Award from The Association of Medicine and Psychiatry (AMP) in 2019.

"Mother's Milk Bank of SC is so very grateful for our partnership with Healthy Me-Healthy SC, which has allowed us to almost double our human milk bank donor supply over the last several years. HMHSC's support has helped us to meet 100% of SC hospitals' breastmilk need for NICU babies, and has allowed us to realize our much-needed expansion in operations. This is all a tremendous WIN for South Carolina's very low birth weight infants."
Lea Caldwell, Milk Bank Manager

Community Partners - Thank You

- Absolute Total Care
- Agape Care
- American Red Cross
- Access Health/HOP Anderson
- AIM
- AnMed
- BRAVE
- Barnwell County First Steps
- Carolina Heart
- Carolina Podiatry
- Chester DHEC
- Chester Fire Department
- Chester Healthcare Foundation
- Chester Sheriff's Department
- Clemson Health Extension
- Clemson Rural Health
- Clemson University Department of Nursing
- DAI - Dialysis Services
- Denmark Technical College
- DHEC
- DHEC Maternal Child Health
- Diaper Day Give-Away
- Easy Way Mobile Phlebotomy Service
- Eli Collins Foundation
- Family Health Center (FQHC)
- Food Share
- Foothills Community Healthcare, FQHC
- Good Samaritan Medical Clinic
- Gregory YMCA
- Harvest Hope
- Hazel Pittman Center
- Hollings Cancer Center Mobile Women's Health Unit
- Hollings Cancer Center HPV Mobile Vaccination Unit
- I58 & Ember Church Outreach
- In Our DNA SC
- James E. Clyburn Research and Scholarship Foundation
- Kingstree Center for Community Health Alignment
- Kingstree Senior High School
- Lancaster County Public Library
- Lancaster County School district
- Lancaster County Sheriffs Dept
- Lancaster DHEC
- Lancaster EMS
- Lancaster Fire Dept
- Lancaster Outpatient Pharmacy
- Lancaster Outpatient Pharmacy
- Lancaster Parks and Recreation
- Mobile HPV
- Molina Health
- MUSC Acute Rehab
- MUSC College of Nursing
- MUSC Employment/Recruitment
- MUSC Health GI Lancaster
- MUSC Health Primary Lancaster
- MUSC Health Urology Lancaster
- MUSC Lung Cancer Screening
- MUSC Mammogram Tech
- MUSC Mobile Mamo Charleston
- MUSC Neurology
- MUSC Ortho and Surgery
- MUSC Orthopedic Chester
- MUSC Peds
- MUSC PT
- MUSC Richburg Primary Care
- MUSC Lowrys Primary Care
- MUSC Surgery Chester
- MUSC Surgery/Transplant
- MUSC Transplant
- MUSC VR
- My Pharmacy and Optical
- Neighbor to Neighbor
- Orangeburg - Calhoun Technical College - Nursing Program
- Orangeburg County School District
- PDRTA (Pee Dee Regional Transportation Authority)
- Plexus
- RMC Bamberg Primary Care
- RMC Breast Health Center
- SC Legal
- SC Thrive
- Sharing Hope SC
- South Carolina State University
- St. James Health and Wellness
- Sinceri Senior Living
- Therapy Dogs
- USC College of Nursing
- USCL BSN Program
- Tri-County Commission on Alcohol and Drug Abuse
- Tri-County Technical College
- MUSC Health Orangeburg
- Vocational Rehabilitation
- Waccamaw EOC Lanes Head Start
- Welvista
- Williamsburg County 4-H
- Williamsburg County Behavioral Health
- Williamsburg County School District
- York County First Steps





hmhsc@musc.edu
healthymesc.org

