

# PROJECT EXPORT ACCOMPLISHMENTS 2003-2004

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### Outreach Core

#### ✓ **Community Leaders Institutes**

*A critical factor in the success of community development programs is a well-informed community. "Action" occurs when those with authority assume an informed and active leadership role. The purpose of these Institutes is to help these leaders to know how to access and obtain the information necessary for making good decisions and communicate that information to the citizenry. The focus of these Institutes is on the unique relationship between environmental protection, human health, environmental justice and economic development.*

#### **New Ellenton/Jackson, SC**

**Date:** October 3-4, 2003

**Attendance:** 100

**Partners:** US Department of Energy Headquarters, Westinghouse Savannah River Site, and Washington Group International.

#### **Williamsburg County, SC**

**Date:** November 7-8, 2003

**Attendance:** 100

**Partners:** US Department of Energy Headquarters.

#### **Burke County, GA**

**Date:** March 5-6, 2004

**Attendance:** 125

**Partners:** US Department of Energy Headquarters, Westinghouse Savannah River Site, and Washington Group International.

#### **City of Denmark, SC**

**Date:** May 14-15, 2004

**Attendance:** Est. 125

**Partners:** US Department of Energy Headquarters, Westinghouse Savannah River Site, and Washington Group International.

#### ✓ **Hands-on-Health – SC, Partnering for Progress**

*This new project (partially funded by the NIH National Network of Libraries of Medicine) focuses on the health information needs of South Carolina's small rural communities. Initiated in 2003 in Allendale County, one of the State's poorest counties located within the EXPORT service area, the project expands the input of community residents in suggesting solutions to the need for better access to health information and resources. At community meetings held monthly from October – December 2003, "Partnering for Progress" brought together representatives of eight local and state agencies (including SCSU's 1890s Program), Allendale community members, and information and outreach specialists from MUSC to better define health information needs. During January and February 2004, the steering committee and staff designed a survey to collect data on health information needs and hired and trained 18 high school student surveyors (African American residents of Allendale). These students conducted the survey at 9 local venues (including churches, a grocery store and a post office) using Spanish as well as English versions. The survey was conducted in March and April 2004, and results will be delivered to the community in May and June, 2004.*

**Allendale County, SC**

**Date:** October 2003 – June 2004

**Participants:** 12 steering committee members and 18 high school students  
est. 600 survey participants

✓ **Our Health: The Obesity Epidemic – SCETV Studios, Columbia**

*This program focused on the causes and means of addressing the impact of obesity and the related conditions of heart disease, high blood pressure, stroke, cancer and diabetes in South Carolina. According to the Centers for Disease Control and Prevention, 127 million American adults (64.5%) are overweight. Of these, 60 million (30.5%) are obese, and 9 million (4.7%) are severely obese. African Americans and other minority populations are disproportionately impacted by obesity and its many health implications.*

*Taping*

**Date:** November 5, 2003

**Attendance:** 50 Studio Audience Members

*Airing*

**Date:** November 14 & 16, 2003

**Attendance:** Statewide Television Audience Est. 25,000

✓ **Hands-on-Health – SC, High School Pilot Project**

*This was the second year spent developing and evaluating a model for teaching high school students to use health web sites critically and to serve as trainers/mentors for older adults (parents/grandparents) on how to find credible health information on the Internet. A curriculum module suitable for use by high school teachers throughout the State is being planned.*

**North Charleston High School, North Charleston, SC**

**Date:** November 20, 2003; December 5, 2003; February 12, 2004; March 17 and 23, 2004; May 5 and 12, 2004

**Participants:** 40 Participants: Six 12<sup>th</sup> Grade and Fourteen 11<sup>th</sup> Grade students in Healthcare Pathway Classes, and 20 Adult Family Member Participants

✓ **Hands-on-Health – SC, Community Presentations**

*MUSC Library personnel demonstrated Hands-On-Health – SC to attendees at all Community Leaders Institutes. (See locations, dates and participants, above.) In addition, they demonstrated the web site at two community health fairs located within the EXPORT service area.*

**Walterboro, SC and Voorhees College, Denmark SC**

**Date:** December 6, 2003 and April 21, 2004

**Participants:** est. 75

✓ **Our Health: The Gift of Life – SCETV Studios, Columbia**

*This program focused on issues relating to organ donation and the urgent need to identify, counsel and support African American and Hispanic organ donors. While many South Carolinians know that our state's low-income and minority residents experience disproportionately high rates of illness and death from a variety of diseases and conditions, they may not know that a related disparity exists in organ donation and transplantation rates. For example, African Americans typically wait much longer to receive a donor kidney than their white counterparts.*

*Taping*

**Date:** January 26, 2004

**Attendance:** 35 Studio Audience Members

*Airing*

**Date:** February 6 & 22, 2004

**Attendance:** Statewide Television Audience Est. 25,000

✓ **Our Health: The Early Years – SCETV Studios, Columbia**

*This program focused on childhood health issues and how to build the foundations for a long and healthy life. Common sense tells us and experts agree: A healthy childhood -- including appropriate medical, parental, educational and lifestyle decisions – is the foundation for a long and healthy life. It's only natural, then, that we consider and examine "the early years" when looking for ways to improve the health of all South Carolinians.*

*Taping*

**Date:** April 7, 2004

**Attendance:** 40 Studio Audience Members

*Airing*

**Date:** May 7 & 9, 2004

**Attendance:** Statewide Television Audience Est. 25,000

✓ **Youth Leadership Institute, Training Conference – Charleston, SC**

*The purpose of this Training Conference is to present an education program related to metabolic syndrome at the education conference of the 7th Episcopal District of the African Methodist Episcopal (AME) Church. The training will partner with the SC/AHEC program as a component of its future health professional's summer institute and pre-nursing academy. This conference will provide information on the metabolic syndrome, skills and materials for making presentations in the community, introduce youth leaders to health professionals, and to encourage them to consider careers in health related professions. The conference will include communication skills, writing and development of actions plans, organizational skills and culturally relevant information to train young African Americans to lead the outreach efforts among young people in their communities.*

**Date:** June 23-25, 2004

**Attendance:** Est. 40 Middle and High Youth Outreach Coordinators

✓ **Hands-on-Health – SC, Youth Leadership Institute**

*MUSC Library staff will train participating middle and high school students to act as mentors and trainers for other youth on how to use Hands-On-Health – SC as a source of health information.*

**MUSC Library, Charleston, SC**

**Date:** June 25, 2004

**Attendance:** Est. 40 Middle and High School Youth Outreach Coordinators

✓ **Youth Leadership Institute – Columbia, SC**

*This will be a four-hour session in conjunction with the AME Youth Leadership Conference. This session is designed for approximately 2000 children between the ages of 5-16 to provide basic information on metabolic syndrome, the importance of health promotion/disease prevention, and healthy lifestyle changes.*

**Date:** July 21, 2004

**Attendance:** Est. 2000 Students from the Young People Department, 7<sup>th</sup> Episcopal District of the African Methodist Episcopal Church