



An AnMed Health Medical Staff Community Health Initiative

**Educating youth through innovative
physician-driven programs**

2009-2010 Annual Report

Doclink History

Doclink began in 1999 when AnMed Health granted a group of physicians funding to start a community outreach initiative. After researching community needs, a physician-led team decided to focus on substance abuse and trauma prevention for Anderson County youth. In 2001, after only a year in operation, Doclink earned the South Carolina Medical Association's County Medical Society "Service to the Community" award. This statewide, peer-nominated award recognizes physicians that generate a community spirit and vivaciousness appreciated by neighbors, patients and colleagues. In 2004, Doclink received its non-profit, 501(c)(3) status. In 2006, Doclink surveyed hundreds of middle and high school students about their health-related habits. After much research, Doclink programs have shown to improve the overall health habits of students in our community.

Mission

To link volunteer Anderson area doctors, nurses and other health professionals to our youth with the goal of educating and empowering them to make healthy lifelong decisions

Vision

To provide a framework that effectively harnesses and supports volunteer efforts of our healthcare community through a sustainable process that yields measurable results.

2009-2010 Board of Directors

Dr. Robert Alburo, AnMed Health Iva Family Medicine
Mr. Danny Bufkin, Stifel Nicholas
Dr. David de Holl, AnMed Health
Dr. Vidal Despradel, Urologic Surgery Associates
Dr. Kristin Gore, AnMed Health Family Medicine Center
Mrs. Kim Hoskins, Whitehall Elementary
Dr. Audrey Jones, AnMed Health Pendleton Family Medicine
Mrs. Danielle Little, AnMed Health
Mrs. Kathy Little, Hospice of the Upstate
Mrs. Susanna Merriman, Montessori School of Anderson
Dr. Harold Morse, Internal Medicine Consultants
Mrs. Blythe Smith, South Carolina DHEC
Dr. Brad Swenson, Anderson Emergency Associates
Dr. David Turner, Anderson Emergency Associates
Dr. Nata Young, AnMed Health Family Medicine Center

Staff

Lacey Councill, Coordinator
Dwayne Smith, AnMed Health Trauma Services

Letter from the Board Chair

Dr. David Turner

As with many non-profit organizations across our nation, Doclink faced new challenges throughout the 2009-2010 fiscal year. Many of these challenges revolved around an ever-tightening financial budget. Doclink staff and volunteers faced these challenges head-on, however, and found many creative ways to overcome mounting financial demands while continuing to provide the highest standard of service and programs for Anderson County schools.

In order to offset program expenses Doclink created “Duct Tape a Doc,” an inaugural fundraising initiative. Four of Anderson’s finest physicians were literally duct-taped to a wall in an effort to raise money for Doclink. Drs. David de Holl, Marshall Meadors, Harold Morse, and Mike Tillirson competed against one another to see who could raise the most money. After two fun-filled days, Dr. Meadors took the title of *Duct Tape a Doc* champion by a slim margin of only \$32.50 over Dr. Tillirson. Additionally, Dr. Vidal Despradel gallantly filled in as a last-second substitute when one of the physicians was forced to retire from the competition. The event raised more than **\$24,000** for Doclink – an incredible amount for a first year fundraiser!

This year Doclink continued its goal of educating the youth of Anderson County to make healthy, life-long decision by presenting health education programs in the schools. In total, Doclink provided **296** presentations and educated over **9,600** students across all five Anderson County school districts. This included a variety of new and updated presentations for the students. We continued to offer the *Tar Wars*, tobacco prevention program, reaching **1,980** fifth grade students. We continued to offer *Nutrition Detectives* to the 4th grade students as well, where **630** students were educated about the importance of making good decisions regarding nutrition. A new program was introduced in February 2010 entitled *Shining Smiles*. This dental health program is an American Dental Association curriculum and was presented to **1,650** kindergarten and first grade students. The tobacco, alcohol and other drugs and nutrition and physical activity presentations were presented to the middle and high school students. A total of **1,444** students were educated on the hazards of tobacco, alcohol and drugs, and more than **1,030** on nutrition and physical activity. We also debuted a revised trauma presentation, now entitled *Arrive Alive*. This presentation now focuses solely on the #1 cause of death among teenagers – motor vehicle crashes. We continued the partnership with the Safe Harbor domestic violence prevention organization to bring *The Megan Project* to the students in Anderson, where **1,180** students were educated on the continued problem of teen dating violence.

None of these programs would be possible without the continued support of our physicians, health care professionals and other community volunteers. More than **290 hours** were graciously given by our classroom presenters. Those hours represent more than **\$8,000** of time donated to the classroom. Thanks to all of our wonderful volunteers who helped make a difference in the lives of the youth in Anderson County.

I would also like to thank and recognize our board of directors for an outstanding year! Even with the tough economic times, Doclink achieved 100% board participation in the *Duct Tape a Doc* fundraiser.

As always, we look forward to the 2010-2011 year by continuing to grow and expand our many programs and working with all the wonderful schools in our county.

Sincerely,

David Turner, MD

Volunteers

Doclink would like to extend a special thank you to all the volunteers that help make the programs we provide in the schools possible. During the 2009-2010 fiscal year, physicians, nurses and other health professionals committed more than **220** hours to more than **290** classrooms.

Physician Volunteers

Dr. Robert Alburo
Dr. Frank Beacham
Dr. Nathan Bradford
Dr. Kyle Bryans
Dr. Darius Divina
Dr. David de Holl
Dr. Vidal Despradel
Dr. Andrea Draisen
Dr. Benjamin Hess
Dr. Edward Johnson

Dr. Joe McElwee
Dr. Marshall Meadors
Dr. Harold Morse
Dr. Hugh Osburn
Dr. Bruce Richmond
Dr. Jamilla Stone
Dr. Shane Stone
Dr. Dorothy Todt
Dr. David Turner
Dr. Fahd Zarrouf

Professional Volunteers

Christine Buttrey
Tara Devido
Sara Fink
Danielle Little
Britteni O'Cain
Blythe Smith
Dwayne Smith
Melissa Smith

Special Thanks

To Beth Poole, Patrice Shearin, and Danny Hawkins, Professors of Education at Anderson University, and their students for volunteering their time in presenting the *Tar Wars* tobacco prevention program in the elementary schools throughout Anderson County

Elementary School Programs

Nutrition Detectives

Nutrition Detectives, an interactive nutrition curriculum, was created by Dr. David Katz and his wife and teaches children how to look for “clues” when looking at nutrition labels and how to choose healthier options. Doclink began offering this program early in 2009 and has had wonderful feedback from teachers regarding the program. During the 2009-2010 fiscal year taught *Nutrition Detectives* to **25** classes and **630** students.

Shining Smiles

Doclink’s newest program, *Shining Smiles*, is a dental health program from the American Dental Association which is offered to kindergarten and 1st grade students during February (Dental Health Month). *Shining Smiles* focuses on proper oral hygiene, the importance of healthy teeth, and the effects of poor dental hygiene. *Shining Smiles* introduces students to Mr. Al E. Gator who has done an excellent job of taking care of his teeth and also Mr. Gross Mouth who has rotten, yucky teeth from not brushing properly. Just in the first year that it was offered, Doclink presented *Shining Smiles* to **25** classes and **1,650** students.

Tar Wars

The *Tar Wars* program is a tobacco-free education program sponsored by the American Academy of Family Physicians and is offered to every 5th grade class in Anderson County. *Tar Wars* focuses on the health effects of tobacco use, the cost associated with smoking, why people smoke, and how tobacco companies use deceptive tactics in their advertising. During the 2009-2010 fiscal year, Doclink provided this program to **85** classrooms and reached **1,980** students.

Middle and High School Programs

Arrive Alive

Formerly known as trauma and injury prevention, this newly revised presentation focuses on the #1 cause of death among teenagers – motor vehicle crashes. This program includes statistics from the national, state, and local level and then focuses on why teenagers are far more likely to be involved in fatal car crashes. The presentation takes a close look at the risk of unsafe driving including talking and texting on the cell phone, speeding, and driving under the influence of alcohol and/or other drugs. During the 2009-2010 fiscal year, Doclink presented the *Arrive Alive* presentation in 5 of the 7 high schools in Anderson County and the Career and Technology Center which serves Anderson County Districts 1 and 2. *Arrive Alive* was presented to **40** high school classes and **1,580** students.

Megan Project

Doclink collaborates with Safe Harbor to bring their teen dating violence program, *The Megan Project*, to the students in Anderson County. This program focuses the warning signs of relationship violence and ways to prevent it from happening in our teen's relationship. This program also takes a look at one local teenager's death due to dating violence and how others can learn from her experiences. Doclink and Safe Harbor offered *The Megan Project* to **25** classes and reached **1,180** students.

Nutrition and Physical Activity

This presentation focuses on the "hot topics" in nutrition which are relevant among our teenagers today. This presentation takes a look at the importance of breakfast especially among teens, sugar consumption, and eating healthy while eating on the go. Finally, the program promotes the importance of physical activity as a means of a healthy lifestyle. The nutrition and physical activity program was presented to **35** classes and reached **1,030** students.

Tobacco, Alcohol and Other Drugs

This presentation looks into the effects and dangers of tobacco, alcohol, and other drugs including marijuana, methamphetamines, crack/cocaine, prescription drugs, ecstasy, and many other drugs. This presentation uses pictures and videos in order to present a truthful and very real example of the serious social, mental and physical effects that these drugs have on the body. Doclink presented the tobacco, alcohol and other drug presentation to **50** middle and high school classrooms, reaching **1,440** students.

Comments regarding Doclink's programs

"Very good program. Presenter and materials kept students engaged and actively involved" – teacher, New Prospect Elementary, regarding *Tar Wars*

"Our students really enjoyed the program. Thank you!" – teacher, Spearman Elementary, regarding *Tar Wars*

"Nice job keeping the students interacting! Thanks for a great experience!" – teacher, Spearman Elementary, regarding *Tar Wars*

"This was great! The students were very engaged and learned a lot! Thank you!" – teacher, Homeland Park Elementary, regarding *Tar Wars*

"Students not only learned valuable information, but had fun!" – teacher, Wren Elementary, regarding *Tar Wars*

"Excellent – students took a person interest in the lesson and I feel gained some wonderful knowledge." – teacher, Pendleton Elementary, regarding *Tar Wars*

"Lots of important info delivered at a fast pace that kept students engaged throughout." – teacher, Wren Middle, regarding nutrition & physical activity program

"Presenter did an excellent job of capturing the attention of the audience. She was very knowledgeable and engaging. Super job!" – counselor, Wren Middle, regarding nutrition and physical activity program

"Presenter kept students interested and engaged." – teacher, Wren Middle, regarding tobacco, alcohol and other drugs presentation

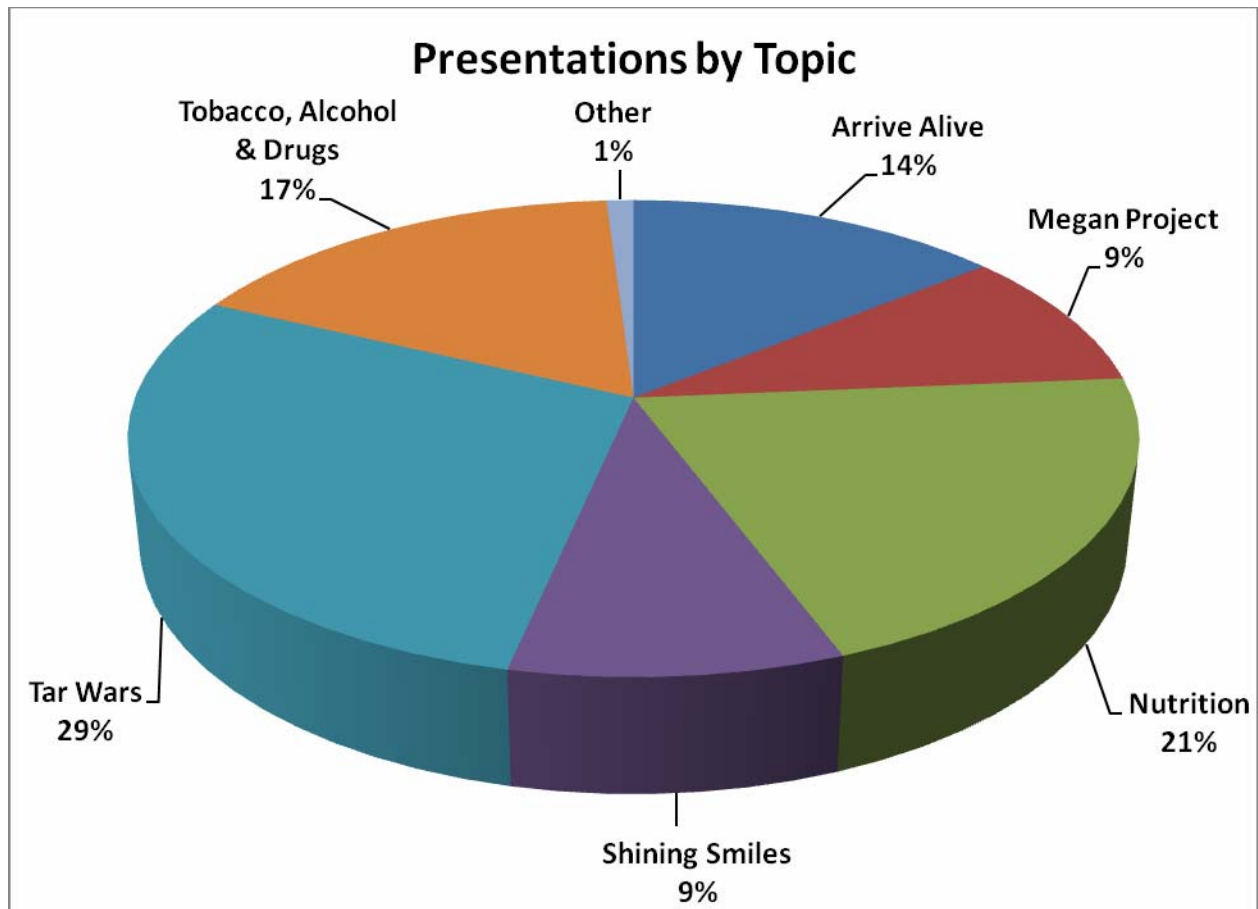
"The physician did a great job talking to my students." – teacher, T.L. Hanna High School, regarding *Arrive Alive*

"I enjoyed the presentation very much, Doclink always does a good job!" – teacher, Riverside Middle School, regarding tobacco, alcohol and other drugs presentation

"The students were really involved and enjoyed it. They also used their prior knowledge and learned new facts. They really liked the mouth and lung replicas." – teacher, Mt. Lebanon Elementary, regarding *Tar Wars*

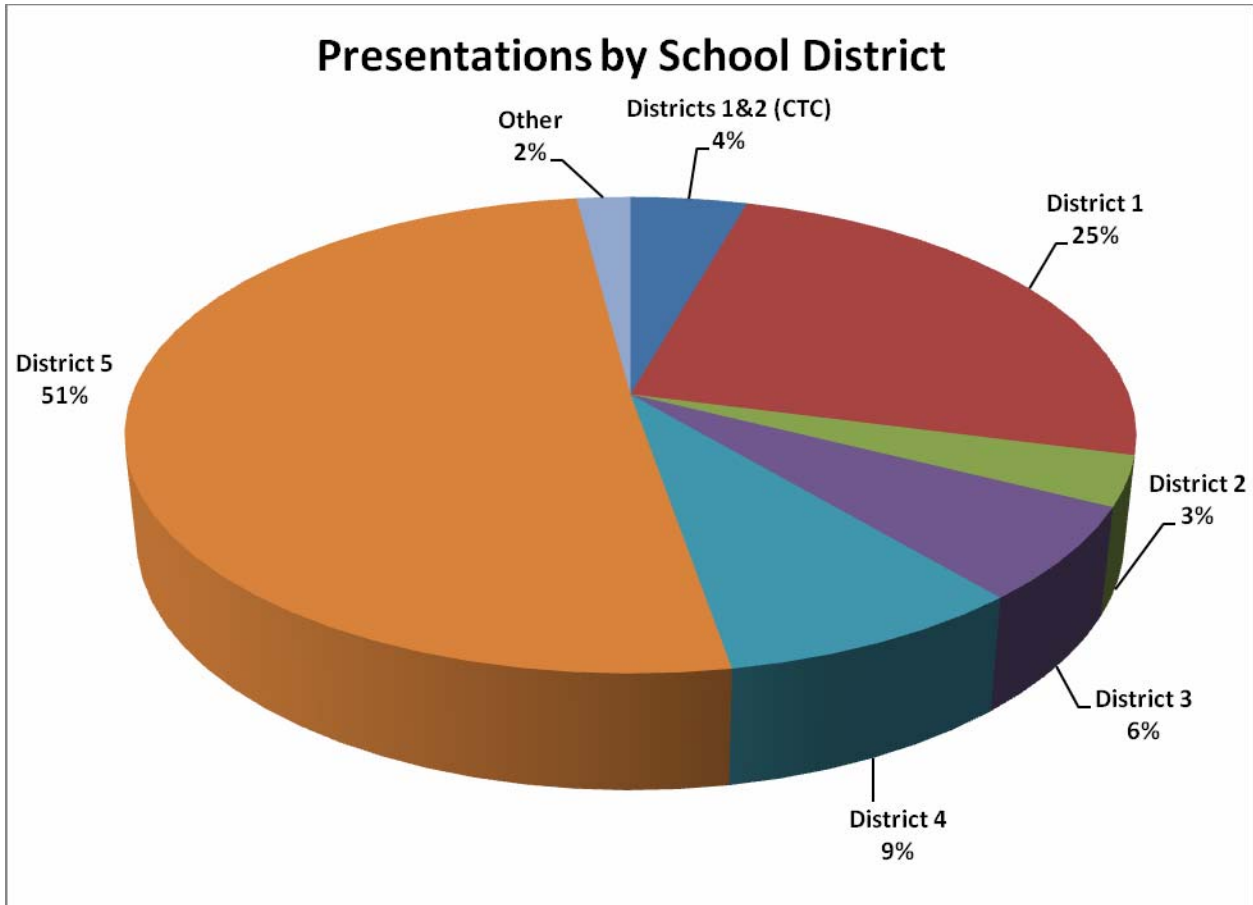
2009-2010 Data

Presentations by Topic:				
	# of presentations	%	# students	%
Arrive Alive	42	14.19%	1580	16.43%
Megan Project/Teen Dating Violence	28	9.46%	1184	12.31%
Nutrition	61	20.61%	1677	17.44%
Shining Smiles	27	9.12%	1656	17.22%
Tar Wars	85	28.72%	1982	20.61%
Tobacco, Alcohol & Drugs	50	16.89%	1444	15.01%
Other	3	1.01%	95	0.99%
Total	296	100.00%	9618	100.00%



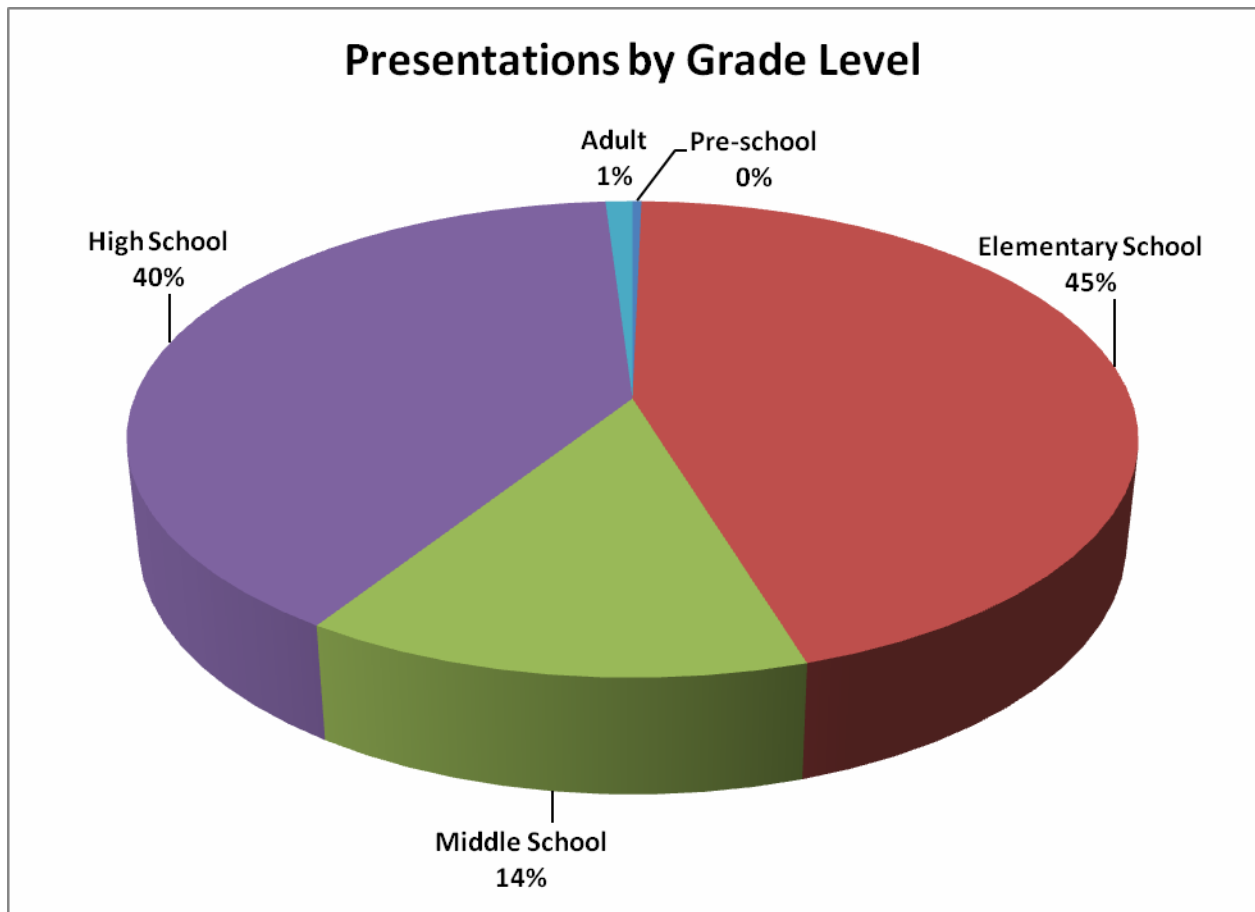
2009-2010 Data Continued

Presentations by School District:				
	# of presentations	%	# students	%
Districts 1-2 (Career & Tech. Center)	13	4.39%	283	2.94%
District 1	73	24.66%	3010	31.30%
District 2	10	3.38%	469	4.88%
District 3	19	6.42%	571	5.94%
District 4	25	8.45%	1182	12.29%
District 5	150	50.68%	3916	40.72%
Other	6	2.03%	187	1.94%
Total	296	100.00%	9618	100.00%



2009-2010 Data Continued

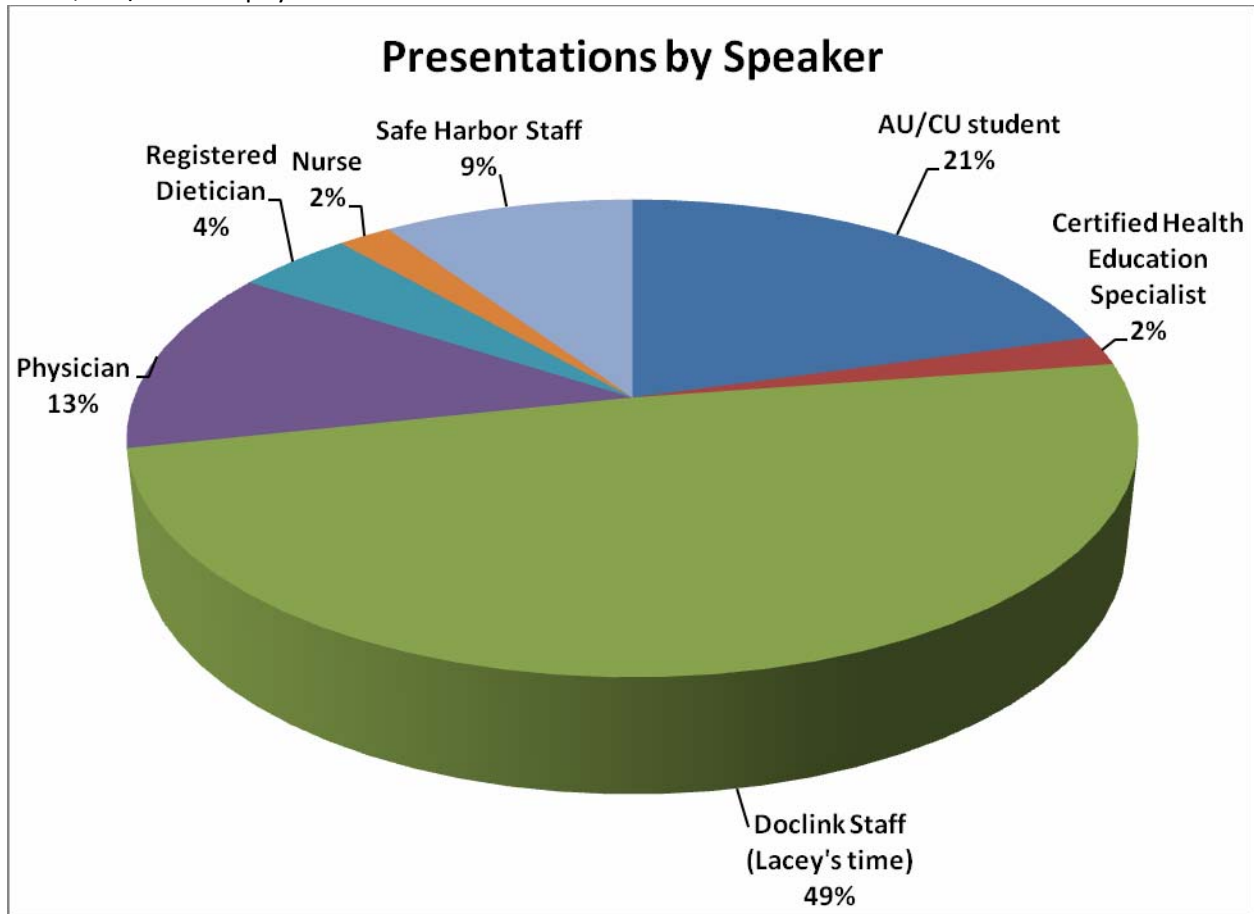
Presentations by Grade Level:				
	# of presentations	%	# students	%
Pre-school	1	0.34%	15	0.16%
Elementary School	133	44.93%	4178	43.44%
Middle School	41	13.85%	1737	18.06%
High School	118	39.86%	3621	37.65%
Adult	3	1.01%	67	0.70%
Total	296	100.00%	9618	100.00%



2009-2010 Data Continued

Presentations by type of speaker:				
	Total #	Total %	Total Classroom Hours	\$ Value **
AU/CU student	61	20.61%	45.75	\$858.73
Certified Health Education Specialist	6	2.03%	4.5	\$137.70
Doclink Staff (Lacey's time)	145	48.99%	108.75	\$3,327.75
Physician	37	12.50%	27.75	\$2,775.00
Registered Dietician	13	4.39%	9.75	\$298.35
Nurse	6	2.03%	4.5	\$137.70
Safe Harbor Staff	28	9.46%	21	\$642.60
Total	296	100.00%	222	\$8,177.83

**Rate determined using \$18.77 for students, \$30.60/hour for professionals and \$100/hour for physicians



Financial Report

(October 1, 2009-September 30, 2010)

Total Expenses - \$80,272.72

Total Income - \$55,930.56

Total Budget - \$24,342.16

Checking Account	\$ 566.13
Money Market Account	\$ 28,614.17
Foothills Community Foundation	\$ 309,750.14
Total Assets	\$ 338,930.44

