



Bradshaw Institute for Community Child Health & Advocacy

From Our Directors

In June 2016, through the support of a generous legacy gift from William and Annette Bradshaw, Greenville Health System (GHS) launched the Bradshaw Institute for Community Child Health & Advocacy, part of GHS Children's Hospital, with the vision to create optimal health for all children we serve. In our first year, we have seen this vision transform into reality through innovative health prevention and promotion initiatives, research projects and new processes to measure our community impact, and strengthened relationships with our academic partners.

We commend Bradshaw Institute staff for creating programs that positively affect the health and well-being of South Carolina's children. But we are not in this journey alone. This past year, we strengthened our existing community partnerships and joined forces with some new groups. We realize that collaboration with other passionate child health professionals is key to our success, and we are proud of our staff and community partners for the work they do every day to improve children's lives.

In 2016, we introduced our newest performance team, Community Pediatrics, which serves as the bridge between clinical pediatric practice, academics and research. We are able to examine community needs and respond by assisting GHS practices in adopting evidence-based strategies to improve community outcomes.

We are excited to highlight some of our accomplishments in this inaugural *Year in Review*, which spans our inception through Fiscal Year '17 (ending September 30, 2017). We look forward to continuing these strides while identifying new ways to optimize the health of both the children and families we serve.

Linda Brees, MA
Director

Kerry Sease, MD, MPH
Medical Director



Dr. Sease (left) and Linda Brees



Children's Hospital
Greenville Health System



Our Mission

Promote child and family wellness and advance child health through education and research

2016-17 Highlights

Under the leadership of the GHS Health Sciences Center and Children's Hospital, Bradshaw Institute staff are experts in pediatric health and care coordination, child development, public health, research, program coordination, project management, communications and community relations.

- 30 full- and part-time staff
- 12 student interns
- 55 state- and national-level conference presentations

20 Years of Advocacy

For more than two decades, Children's Hospital has supported advocacy programs throughout the Upstate in these ways:

- 9 permanent car seat inspection stations established
- Over 15,600 car seats checked and more than 10,750 replaced
- 94,200 student participants in Buddy's Home Safety House
- 8,000 Bike Skills Clinic participants
- Over 470 children and family participants in the Choosy Farm-to-Belly program (Choosy stands for "Choose Healthy Options Often and Start Young")
- Through Help Me Grow SC, assisted 3,531 children and their families to access developmental and behavioral services

In the Community

Safe sleep is a priority of Bradshaw Institute's Child Abuse Prevention team. The team trains parents, caregivers, healthcare providers, first responders and other child care advocates to ensure that all children are positioned safely and given a safe sleep environment. Since 2008, more than 2,000 families have received safe sleep education and, if eligible, a Pack 'n Play to provide a safe sleeping space for their baby.

Bradshaw Institute's School Health program is on a mission to increase the number of safe youth bicycle riders who ride for both fitness and transportation. The Bike Skills Clinic provides a safety and education curriculum to 4th and 5th graders across Greenville County. More than 2,000 students participated in the clinic during the 2016-17 school year.

In 2017, Bradshaw Institute celebrated Safe Kids™ Upstate's partnership with the Greenville Drive, hosting the largest safety event in the region.



Safety Patrol students march around Fluor Field at the Annual Safe Kids @ The Drive Day in April 2017.



Research Spotlight

A research partnership with Clemson University is evaluating the effectiveness of the Choosy Farm-to-Belly program and measuring improvements in healthy eating behaviors in participating communities over time. Results are expected to help expand the program to other communities.

The program's focus is on promoting nutrition, active living, social and emotional health, and a healthy understanding of puberty. In the 2016-17 school year, more than 2,000 students took part.

The institute also recognizes that children with special health concerns need special camps. Such camps allow campers the freedom to play, laugh, explore and grow in a normal, developmentally appropriate way. Trained counselors and volunteers nurture campers' self-confidence and provide therapeutic opportunities for individual development.

Enhancing Health Literacy

Bradshaw Institute is home to a childhood obesity prevention program called Choosy Farm-to-Belly. With the goal of increasing physical activity and improving nutrition behaviors among preschool children and families living in areas of high poverty and food insecurity, this program organizes monthly farmers markets, lets children try healthy foods they may not receive at home, and provides a weekly recipe bag for families to cook healthy meals at home together.

180 children and families took part in the Choosy Farm-to-Belly program in 2016. Here are some results:

- 98% of parents reported they ate meals together as a family, with 88% reporting they ate together as a family often (a 49% increase)
- 68% of parents reported their child played outside three or more days a week (a 36% increase)

Hallways to Health is the accompanying health education component to the School-based Health Centers. Bradshaw Institute's goal is to change the health culture of schools that have SBHCs; to do so means teaching health education not only in the health room, but also in the school's hallways, classrooms, cafeterias and surrounding neighborhoods.

Bradshaw Institute coordinates Camp Buddy, a summer day camp for children with type 1 diabetes. Over 70 children ages 6-12 attended Camp Buddy in July 2016 and 2017. Campers enjoyed rock climbing, swimming, bowling, games, and arts and crafts, all while gaining independence and developing self-efficacy around their illness.

In August 2017, the Bradshaw Institute was awarded \$3.4 million from the Greenville Health Authority for a five-year comprehensive school-based health initiative.



Jackie Cassidy, School Health Promotion coordinator, poses in the hallway of Lakeview Middle School.



Creating Healthier, Safer Communities

According to the SC Department of Social Services, 18,398 children were involved in cases of abuse and neglect in 2015-16. In addition, a child under age 19 dies every day in the state as a result of a preventable injury.

The Bradshaw Institute continues to develop and refine various educational initiatives that promote safe and healthy communities where children can thrive.

Safe Kids Upstate, led by Bradshaw Institute's Injury Prevention team, has worked with community partners since 1994 to implement programs that address the leading causes of injury and injury-related death.

In 2016-17, Bradshaw Institute completed the following:

- Donated 250 life jackets for the Lake Keowee Life Jacket Loaner Board
- Provided car seats and education to 200 families through a grant from Graco
- Fitted over 2,000 bike helmets
- Trained more than 2,400 children as School Safety Patrols

A Medical-Legal Partnership (MLP) was launched in October 2016. The MLP improves patient health by addressing critical health-harming civil legal barriers facing vulnerable populations. In its first year, the MLP received 210 patient referrals on issues including denial of benefits, housing and guardianship.

Bradshaw Institute also supports Managing Abstinence in Newborns (MAiN), an innovative, family-centered program led by Children's Hospital, which provides coordinated care for newborns at risk for, or diagnosed with, neonatal abstinence syndrome, as well as their mothers.

In 2016, 250 substance-exposed infants were identified at birth and received evaluation, monitoring and wrap-around services. Of those, 28 were treated under the MAiN model of early palliative care treatment.

Research Spotlight

Bradshaw Institute undertook a research study to better inform our injury prevention programming. The study looked at GHS Emergency Department visits for falls, bicycle accidents, car accidents and violent incidents among upstate children from 2012-15. The study investigated whether the same socioeconomic characteristics that contribute to higher rates of childhood injury at the individual level also contribute to higher injury rates at the community level.





Increasing Access to Health Care

Bradshaw Institute continues to make strides to increase access to health care for children and families in several ways.

In partnership with the United Way of Greenville County, the Bradshaw Institute's School-based Health Centers (SBHCs) provide students access to health care in a location that is safe, convenient and accessible.

Centers are staffed by licensed professionals who can deliver high-quality care that addresses the broad range of concerns affecting students' healthy development. These services improve the social, emotional and behavioral health of students, and they reduce the effects of poverty and other adverse experiences on school success.

An evaluation of the SBHCs for the 2016-17 school year found the following:

- 361 students were seen in 495 visits to SBHCs
- 208 sports physicals provided students with the opportunity to join a sports team
- To ensure maintenance of the SBHCs, medical chart reviews show that care protocols and referral follow-ups were followed in all visits

Bradshaw Institute's Hospital School Program is staffed by a certified teacher and helps make the transition from hospital back to school as smooth as possible.

- 227 patients from more than 15 local and out-of-state school districts were served through this program last year

Bradshaw Institute is home to Help Me Grow South Carolina (HMG SC). HMG SC plays a crucial role in identifying developmental-behavioral problems early on and connecting children to community-based services. Once services are determined, HMG SC follows up with the families to make sure linkages were successful.

Research Spotlight

In 2017, Bradshaw Institute undertook a research project to analyze referral patterns to Help Me Grow SC by GHS pediatric primary care practices. An analysis of referral patterns provided general knowledge about factors prompting referrals and is improving awareness of systematic gaps in use that could enhance early identification and referral of children with developmental-behavioral concerns.

This past year, HMG SC has accomplished the following:

- Expanded from serving two to 12 counties, representing 48% of all SC families with a child under age 5
- Made 2,158 referrals to an array of community services
- Processed 1,054 developmental screenings and conveyed results to parents/caregivers



Holly Bryan, nurse practitioner for the School-based Health Centers, examines a student.



GREENVILLE HEALTH SYSTEM

701 Grove Road
Greenville, SC 29605

Non-Profit Org.
US Postage
PAID
Greenville SC
Permit No. 842

Becoming a Best Practice Leader

The Bradshaw Institute will continue to strive to become a leader in pediatric population health. We are developing a pediatric workforce pipeline through a longitudinal residency advocacy rotation and through graduate and undergraduate internships in public health, social work, health promotion, research, and health sciences.

As co-lead of the Carolinas Collaborative, the Bradshaw Institute will continue to work with colleagues at eight pediatric residency programs across both North and South Carolina to better prepare future pediatricians to meet the needs of children and families through population health strategies.

The Bradshaw Institute's Community Pediatrics team is improving the quality of clinical care across GHS practices by implementing quality improvement projects and promoting best practices. In 2016-17, projects were begun in these areas:

- Oral health
- ADHD evaluation and follow-up
- Developmental screening
- Early literacy

What's Next?

In 2017-18 and beyond, the Bradshaw Institute plans to conduct the following:

- Deepen our community relationships and partnerships, looking more to community-based participatory research to inform our programming
- Pursue systems change by identifying further policy and advocacy opportunities
- Develop a research agenda and form new research collaborations to complete relevant, timely studies that can drive evidence-based decision making within the institute and our own health system
- Share best practices with other children's hospitals and community organizations

The GHS Marketing department has modified and approved this material for digital distribution. A copy may be printed for personal use. All methods of commercial print duplication are prohibited.