



## **FOR IMMEDIATE RELEASE**

June 5, 2006

For more information about CCPH or the CCPH award, contact Sarena Seifer at 206-616-4305 or [sarena@u.washington.edu](mailto:sarena@u.washington.edu) or visit <http://www.ccpb.info>

For more information on the CCPH annual award winner, contact Carolyn Jenkins at 843-792-5872 or [jenkinsc@musc.edu](mailto:jenkinsc@musc.edu) or visit <http://reach.musc.edu>

### **REACH 2010 Charleston and Georgetown Diabetes Coalition Receives Community-Campus Partnerships for Health Annual Award**

**REACH 2010 Charleston and Georgetown Diabetes Coalition** is the recipient of the 5th annual Community-Campus Partnerships for Health (CCPH) Award. The award, announced during the closing session of CCPH's 9<sup>th</sup> conference in Minneapolis, MN USA, highlights the power and potential of partnerships between communities and higher educational institutions as a strategy for improving health. Selected from a competitive pool of nominations, the Coalition is a partnership between the Charleston and Georgetown communities and the Medical University of South Carolina (MUSC) College of Nursing that is eliminating disparities for African Americans with diabetes through community action, health systems change, and collaboration. Increased testing for diabetes, decreased emergency room visits and decreased amputations in African-American men by 50% are among the significant outcomes achieved since the Coalition began in 1999.

"The Coalition demonstrates how community-campus partnerships can contribute to significant health outcomes. The Coalition's focus on community-driven education and systems change, supported by trusting relationships, democratic governing structures and equitable sharing of power and resources are hallmarks of this exemplary partnership that others can aspire to," noted CCPH Executive Director, Sarena D. Seifer in presenting the award. Accepting the award on behalf of the partnership were Virginia Thomas, Alpha Kappa Alpha Sorority and REACH Community Health Advisor, North Charleston and Carolyn Jenkins, Professor of Nursing and Ann Darlington Edwards Endowed Chair of Nursing at MUSC College of Nursing. This year's award was supported by Jossey-Bass/Wiley Publishers and two journals: *Progress in Community Health Partnerships: Research, Education and Action* and the *Journal of Higher Education Outreach and Engagement*.

The Coalition builds on relationships between MUSC College of Nursing and the community that span 20 years. The partnership includes 16 agencies, neighborhoods, and people with diabetes and covers more than 1,600 square miles, with over 12,000 African Americans with diabetes. About 40 area churches, community centers, worksites, and libraries provide linkages to people with diabetes in their communities. Funding is generated by community fundraising, coalition activities, grants, and a cooperative agreement from the Centers for Disease Control and Prevention.

The Coalition builds upon the strengths and assets of each partner. The health systems provide care but lack the resources for quality diabetes education and outreach. MUSC College of Nursing has faculty who are Certified Diabetes Educators and the community centers, churches and libraries collaborate to offer diabetes self management education. Public librarians, in collaboration with MUSC librarians and diabetes educators, teach people how to use the Internet to find high quality diabetes information, while local health providers work with people to improve diabetes control.

Community-based participatory research (CBPR) and service-learning are central to the Coalition's strategy for change. Over 200 students from the MUSC Colleges of Nursing, Pharmacy, Health Professions, Medicine, and Graduate Studies, as well as dietetic interns and interns from other universities and local high schools, engage in service-learning to assist the communities in meeting their goals. Four students have completed their doctoral dissertations, learning about CBPR while advancing the Coalition's goals

Also announced at the conference were 3 partnerships that received recognition as honorable mentions:

**Brazos Valley Health Partnership.** The Center for Community Health Development (CCHD) conducted a health status assessment in the surrounding seven-county Brazos Valley region of Texas in 2002. Funded by two hospital systems, the local health department, the council of governments and the Texas A&M School of Rural Public Health in College Station, assessment findings motivated the funders and local health and social service providers to establish the Brazos Valley Health Partnership. With CCHD offering to serve as both a partner and a neutral facilitator, the stakeholders agreed to commit their time and resources to develop a collaborative base from which local and regional efforts to improve community health status could be launched. The new partnership utilized CCHD faculty's expertise and the CCHD student workforce to identify underlying health status issues and engage local communities in working with providers and other partners to customize successful healthcare solutions unique to each community. CCHD faculty benefits from the increased opportunity to conduct community-based participatory research in their own backyard while students gain immediate hands-on experience in community health development. Since then, BVHP has expanded its network to include four community health partnerships and five health resource centers, trained fifteen students and supported several research projects. [www.bvhp.org](http://www.bvhp.org)

**The Stepping Up Project** is a campus-community coalition composed of members of The University of Iowa and Iowa City/Coralville community. They are dedicated to creating recreational and educational programs along with government policies to reduce high-risk drinking and its harmful effects. With funding from the Robert Wood Johnson Foundation administered by the American Medical Association, the coalition's approach is to change the environment and help solve the problem of high-risk drinking, especially among college students, through collaboration and partnerships within The University of Iowa and Iowa City community. [www.uiowa.edu/~stepping](http://www.uiowa.edu/~stepping)

**The Flint Healthcare Employment Opportunities Project** was established in 2002 to develop and coordinate local education, training and skill development programs in ways that would simultaneously address employment barriers for low-income Flint and Genesee County residents while helping healthcare employers meet their workforce needs and other significant challenges. The FHEO Project provides sustainable employment and career tracks in the healthcare industry for residents of Flint's Renewal Community through a comprehensive program that encompasses attitudinal and life skills training, job-skills development, training in healthcare occupations, job placement, and mentoring provided by community-based organizations and academic institutions. The partnership members include three major health systems, two educational institutions, the K-12 school district, the workforce development system, and faith-based and community based organizations that serve Genesee County. Primary funding for the FHEO Project was initially provided by the Charles Stewart Mott Foundation with additional funding from the Community Foundation of Greater Flint. [www.gfhc.org](http://www.gfhc.org)

Nomination guidelines for the 2007 CCPH Award will be released in Summer 2006 and posted online at [www.ccpht.org](http://www.ccpht.org). Partnerships may nominate themselves and need not be members of CCPH. Nominations are accepted from any country or nation. The 2007 CCPH Award will be announced at the CCPH 10<sup>th</sup> anniversary conference, April 11-14, 2007 in Toronto, ON Canada.

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Community-Campus Partnerships for Health (CCPH) is a nonprofit organization that promotes health (broadly defined) through partnerships between communities and higher educational institutions. Founded in 1996, CCPH is a growing network of over 1,000 communities and campuses that are collaborating to promote health through service-learning, community-based participatory research, broad-based coalitions and other community-academic partnership strategies. These partnerships are powerful tools for improving health professional education, civic engagement and the overall health of communities. Become a member today at [www.ccpht.org](http://www.ccpht.org)