

# MESSAGE FROM THE DIRECTOR

Healthy Individuals Make Up Healthy Neighborhoods and Together They Create a Healthy Community!



Sussex County Health Coalition will be entering its fifteenth year in 2019. We are proud to have touched the lives of thousands, both individually and organizationally, to remove systemic and individual barriers to promoting and providing community health opportunities. In 2018, Sussex County Delaware was ranked the healthiest county in Delaware according to the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. This meant that if you live in Sussex County you are more likely to be healthier and have a better quality of life than others who live in other counties in Delaware. The rankings analyzed length of life, quality of life, health behaviors, clinical care, social and economic factors and physical environment as gauges for this assessment. We were excited about this ranking as we know that Sussex County has one of the largest geographic areas for a county east of the Mississippi. It

has high rates of need and health concerns equal to its counterparts in the northern half of the state, has a lack of key service providers in health fields and it spends philanthropically less than 50% per citizen on health and human service needs as New Castle County. This 2018 ranking could potentially be contributed to better inter-organizational communication, structured collaboration and increased alignment of work to improve the health and wellness of our citizens.

What the rankings did not demonstrate was the significant areas of growing need that include:

- The opioid epidemic
- Inequities in babies born healthy
- The growing number of teens engaging in high risk behaviors
- The growing number of teens suffering from mental health concerns
- A serious growing obesity crisis facing our county

SCHC exists to create and foster community infrastructure that promotes collaboration to address these community health needs. Although I believe as a county, we do so much with so little, our work is even more critical now than ever with increased efforts and focus in the following arenas: The Opioid Crisis, Chronic Health Conditions, Teen Prevention, Equity in Babies Born Healthy, Literacy and Intergenerational Poverty!

The Sussex County Health Coalition would like to thank our partners for their hard work and our funders who have supported this work. We are doing a lot, but the work must continue, and this only happens when we all come to the table. We appreciate everyone, locally and statewide, who continue to partner with us and continue to welcome those who have yet to have a seat!

**Peggy Geisler**, Executive Director, Sussex County Health Coalition

## SCHC MISSION

The Sussex County Health Coalition exists to engage the entire community in collaborative family-focused efforts to improve the health of children, youth and families in Sussex County.

## SCHC VISION

We envision a community in which our citizens and institutions (public, private, and not-for-profit) are actively engaged in community health promotion as a shared community good and working together to create a cultural and physical environment which supports healthy lifestyles for our children and their families.

## SCHC GOALS

Our Coalition is viewed by our community as a respected source of knowledge and action for community health promotion, with an organizational culture that is inclusive, welcoming, respectful, trustworthy, non-partisan, listening, responsive, action-oriented, and accountable.

## BOARD OF DIRECTORS

- Megan Williams, President
- Trisha Newcomer, 1st Vice President
- Nancy Mears, Secretary
- Patty Cunningham, Treasurer
- Debora Tyre, 2nd Vice President
- David Miller, Immediate Past President
- David Crimmins
- Bernice Edwards
- Dr. Julius Mullen
- Dr. Jay Owens
- Troy Hazzard
- Sharon Harrington

## FUNDERS

- Highmark BluePrints for the Community
- Division of Public Health / Physical Activity Nutrition and Obesity (PANO)
- Division of Public Health / Maternal Child Health (MCH)
- Division of Substance Abuse and Mental Health (DSAMH)
- Nanticoke Health Services
- Beebe Healthcare
- Bayhealth
- United Way of Delaware
- Discover Bank
- Arsht-Cannon Fund
- Matt Haley Trust
- Walmart
- Delaware Center for Health Innovation (DCHI)
- Health Management Associates (HMA) and other Strategic Funders

## SCHC TEAM

- Peggy Geisler, Executive Director
- Cheryl Doucette
- Lisa Coldiron
- Crystal Timmons
- Cathy Vansciver

*“Without the comprehensive, holistic support from the Sussex County Health Coalition, the Indian River School District behavioral health system would not have been able to reach as many students with quality mental health support.”*

—Jay Owens, Ed.D., Assistant Superintendent, Indian River School District



21133 Sterling Avenue, Suite #12  
Georgetown, DE 19947  
302-858-4764

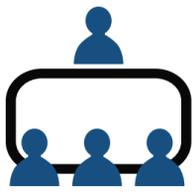
[www.sussexcoalition.org](http://www.sussexcoalition.org)



2018 Annual Report



HEALTHY PEOPLE &  
HEALTHY NEIGHBORHOODS  
MAKE HEALTHY  
COMMUNITIES



over 100

Businesses and Non-Profit Organizations in Kent and Sussex Counties went Purple and held events to promote awareness and prevention messaging around substance abuse.



3,408

Hours of physical activity completed by our Worksite Wellness members



Public Service Announcements related to addictions  
174,779

impressions on Facebook and other Social Media outlets



\$325,000

of dedicated funds to support:

- Summer Youth Programming and Prevention
- Mental Health Trainings for three School Districts in Sussex County
- Botvin Life Skills Training and Materials provided to middle school students
- Healthy Eating Education—Lunch and Learns
- Worksite Wellness Programming
- Physical Fitness Classes
- Sponsorship for Partner Events
- Partner Communications and Information Dissemination—Weekly and Monthly
- Mini-Grants for Community Programs
- Health Promotion and Prevention Messaging
- Material Child Health Literature—Vroom Cards, Baby Books and Mommy Bags
- Partnership Capacity Training



over

3,000

Vroom cards distributed to families in Sussex County



over

2,000

Children received prevention education messaging



over

175

Health education meetings / events / trainings held

# SUSSEX Goes PURPLE SEAFORD Goes PURPLE

“Delaware has been one of the hardest hit states by The Public Health Crisis of the 21st Century, deaths from overdose. We are ranked in tie for fifth per capita overdose death rate. “Project Purple” will help to further awareness and recognize that as a state we need a great sense of urgency in addressing this public health crisis.”

—David Humes, Volunteer with AtTAck addiction



“The Sussex County Health Coalition has continued to be at the forefront of improving and expanding behavioral health services in Delaware. From prevention and education to stigma and treatment, SCHC continues to make tremendous impact for those in need.”

—Lt. Governor Bethany Hall-Long



## WHAT WE DO:

## WE EXIST TO BUILD PARTNER CAPACITY, AND THIS IS HOW WE DO IT:

CREATING A SYSTEM OF CARE IN THE COMMUNITY

PROVIDE TRAININGS AND TECHNICAL ASSISTANCE FOR OUR PARTNERS AND THE COMMUNITY AT LARGE

HELP BRING FUNDING TO SUSSEX COUNTY

FACILITATE COLLABORATION AND ASSIST WITH PLANNING AND IMPLEMENTATION OF PILOTS

### Monitor Community Health Status

- Raise community awareness of community health issues.
- Give voice to community concerns and ideas.
- Expand and publicize the knowledge base on community health promotion.
- Proactively engage people and organizations from all sectors (not-for-profit, public, private) in community health promotion.
- Facilitate development of child and family health promotion strategies.
- Develop and mobilize community resources for community health promotion.
- Build community capacity for policy and program development.
- Support collaborative efforts to improve community policies, programs, and practices.
- Evaluate and report on the impact of our actions.

### Targeted Areas of Focus:

- Babies born healthy
- Developmental milestones
- Children entering school ready to learn
- Third grade reading levels
- Reduction of overdose deaths
- Increased support for families affected by substance use disorder
- Increased access to physical and mental health services for children and families
- Increased program support for children age 12 to 18
- Addressing intergenerational poverty
- Addressing chronic health concerns

“The work the Sussex County Health Coalition does is so valuable because they are addressing health not only from an individual, but also from a population-based, health perspective. We are so grateful for their partnership.”

—Karyl T. Rattay, MD, MS Director, Division of Health and Social Services