



McMillenHealth
EDUCATION • CURRICULUM • MEDIA

2017.2018 Annual Report



Dr. Holli Seabury, CEO

A Letter from our CEO: This year we set a new record, reaching over 63,000 students through face-to-face education! While many of those students live right here in Indiana, our live distance education allowed us to reach students from Maine to Arizona and even tiny Nunavut, Canada, north of the Arctic Circle. Technology allows us to bring our critical health education to schools and groups who have no access to these specialized programs. Countless others were impacted by our curriculum materials, our children’s books, and our professional development training.

While we had a record-breaking year, it was a difficult year for health education centers in general. McMillen Health is the 2nd oldest health education center in the nation, patterned after the Robert Crown Center for Health Education, in Hinsdale, Illinois. We were saddened to hear Robert Crown closed their building this year, moving to limited outreach education only. They generously donated many of their displays to us and we are storing them for use in the first health education center in India, which we are helping to develop. Recently, we also received word that HealthWorks in South Bend also closed. Why is McMillen Health thriving when so many other health education centers have closed? The answer is simple: we have diversified. McMillen Health has always had a mission to provide preventive health education to youth and adults. You will see in this annual report that we are meeting this mission in a number of new and exciting ways!

As always, we seek to serve our community and the nation through education that meets our changing health needs. We have expanded our pregnancy prevention education and developed new programs on e-cigarettes, opioids, and marijuana. We continue to have a strong focus on developing resources for professionals who work with at-risk families, expanded our oral health programming through WIC, and created new smoke-free resources for Head Start families. Through our newest original children’s book, we even introduced families to a cute little hedgehog named Hazel who doesn’t like to brush her teeth. (Spoiler alert, by the end of the book she DOES like to brush her teeth!)

The success of McMillen Health is dependent on the generous support we receive from our donors, including foundations, individuals, and corporate sponsorships. We thank all those who support us and we look forward to another successful year!

Guide

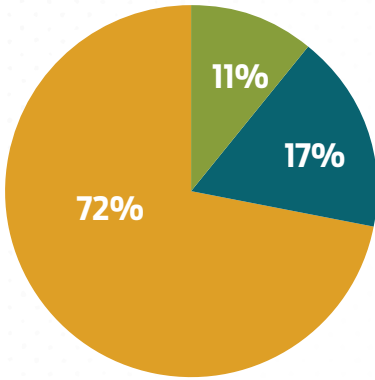
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The Basics

Our Influence (# of individuals reached)

- Distance Education 6,951
 - In-House 10,960
 - Outreach 45,457
- Total 63,368**



Our Most Popular Programs

- Life Begins
- PHARM Crisis
- Respect & Responsibility
- Brush Your Teeth
- Choice Today, Options Tomorrow
- Toward Maturity
- News About Booze
- Informed Decisions
- Stay Drug Free
- Body Friendly Foods

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Varied Abilities Days

Over 8 special days, McMillen Health was transformed, providing numerous activities and educational opportunities designed specifically for youth and adults with disabilities. Through this new project, funded by the AWS Foundation, we were able to serve 766 youth and 274 adults living with disabilities. Another 358 adults attended these programs as teachers, staff and parents. Groups were invited to McMillen for a half day where they attended at least two health education program sessions. McMillen Health staff provided a thirty-minute time period between each program session and invited participants to engage in hands-on activities in our Great Hall.



Teen Pregnancy Prevention

Funded by the Indiana State Department of Health, our Choices Today, Options Tomorrow program for teens in grades 9-12 has been incredibly popular. Focusing on preventing teen pregnancy, the program teaches communication and negotiation skills, future planning, and helps teens see their place in the community. After repeated requests from schools seeking education for students in grades 6-8, we expanded our program offerings to include the evidence-based curriculum Promoting Health Among Teens (PHAT). This year, we have served 2,298 students.



Vitality Awards 2017

Our 2017 Vitality Awards had an amazing lineup of nominees. The award winners were Mark Terrell of Lifeline Youth and Family Services, Crosswind Inc. and Lasting Changes, Meg Distler of the Saint Joseph Community Health Foundation, and Anthony Stites of Barrett McNagny. The winning overall business was Do it Best Corp. Our Janus Award recipient was Dr. Deborah McMahan, the Health Commissioner of the Fort Wayne Allen County Department of Health. We appreciate the support of everyone who attended and thank those of you who nominated.



India's First Health Education Center

In June of 2017, officials from Chandigarh, India, visited McMillen Health to learn how we operate as part of their plans to open India's first health education center. In November 2017 our CEO visited Chandigarh to see potential building sites and meet with local officials. We continue our work with India during the planning process for this milestone project.



Robert Crown Center

In 1981, McMillen Health was the 2nd health education center to open in the US, patterned after the Robert Crown Center for Health Education in Hinsdale, Illinois. Robert Crown closed their facility in the Spring of 2017, moving to outreach education only. They generously donated props and displays to be used at the planned health education facility in India. Our staff and volunteers, from the Hinsdale Rotary Club, dismantled the displays and moved them to our center where we are storing them until they are needed in India.



The Fight Against Opioid Addiction

The opioid epidemic is a national public health emergency that has led to a devastating side-effect: nationwide, every 15 minutes a baby is born with withdrawal symptoms from being exposed to opioids in utero. Since this is a new problem and there is relatively little research on how to develop education for this population, we are conducting a series of interviews with mothers with opioid use disorder and the professionals who work with them. Funded by the St. Joseph Community Health Foundation, this project will culminate in a report released to the community with recommendations of how to move forward with developing an educational intervention to help these mothers and babies reach their full potential.

Habit Free for Me (Grades K-1)

Program description: Students are given facts about maintaining their health, which encourages them to make healthy choices daily resulting in lifelong habits. A brief introduction to the effects of alcohol, tobacco and the misuse of prescription medications is discussed to help children understand why choosing to be free of a drug habit is truly important. A role-playing segment on how to refuse a drug is included.

Internet Surfin' Safety (Grades 3-5)

Program description: This program illuminates the positive and negative attributes of the internet that students may experience while online. Students learn ways to stay safe while being online, including how to make strong passwords and protect personal information. There is an emphasis on netiquette and examples of negative internet usage such as cyberbullying and online predators.

Digital Citizenship 101 (Grades 3-5)

Program description: Students learn the different aspects of digital citizenship, otherwise known as responsible technology use, to help improve their overall presence online. Learning strategies demonstrate how to create an effective password and how to use products such as cell phones, webcams, and social media in a positive way. Children are able to learn about their 'digital footprint' and discuss ways to maintain a positive online reputation.

Odor Eaters 101 (Grades 4-5)

Program description: Students learn about the normal physical changes their bodies will make during puberty and how to prepare for these changes. This program covers hygiene related topics including: showering, handwashing, dental hygiene, skin care, and nail care. Participation in this program prepares students to care for their changing bodies as they transition into adolescence.

Password to Internet Safety (Grades 6-8)

Program description: Students learn the pros and cons of internet usage and ways to stay safe online including the use of strong passwords and protecting personal information. In a world where everything is going viral, it's important for students to know how to be safe and aware of some of the consequences that can occur online.

Digital Citizenship 201 (Grades 6-8)

Program description: Students learn what a 'digital footprint' entails and how it affects their future based on what their personal profiles contain. Learning strategies allow the class to engage in discussions about internet usage in their own lives and the positives and negatives related to those activities. Identifying and stopping cyberbullying is addressed, along with the mental, physical, and legal consequences that accompany these behaviors.



Breathe: Healthy Steps to Living Tobacco Free

With funding from the Tobacco Prevention & Cessation Commission of the Indiana State Department of Health, we developed educational materials to help families live tobacco free.

Flip Chart

One side of the flip chart is designed for the educator and the other side is for interaction with the parent. QR codes link to short videos to reinforce topic information. The Flip Chart covers asthma, secondhand smoke, e-cigarettes, pregnancy, and more!



Flip Chart



Parent Handouts

For use in parent education, along with flip chart.

Parent Handouts

We designed 16 parent handouts to address common topics parents face from asthma, pregnancy, thirdhand smoke, and more. Developed with parents in mind, this series helps medical and education professionals talk to parents about how to take healthy steps for their family.

Parent Activities

Six interactive parent education activities reinforce the importance of a smokefree environment for children.

Managing Stress Healthfully: Stress Ball

Parent Activity

Overview

Parents will create a stress ball that they can use during times of stress and to share with their child to help with strengthening their child's stress management strategies. The activity also allows parents to discuss their own stress management strategies in a healthy fashion.

Supplies

3 balloons per participant (parents and child) do not use white balloons
Empty jar (8 oz or more capacity) - 1 per participant (provide this plastic jar to each participant)
Flour - 1/4 cup per participant
Well pad paper towels
Pencil (or chopstick) - 1 per every 2 participants
Fork(s) - 1 per every 2 participants
Measuring cup(s)

Before You Begin

Place newspapers on the table before beginning to make stress balls to catch any spillage.

SAFETY NOTE: If a parent or child has an allergy to flour, use oil or sand that can be used to fill the balloon instead.

Steps

Pre-Activity Discussion: Stress is the feeling we get when the best pressures, strain, or an uncomfortable stress is a normal part of life. You can experience stress from your job or a child causes stress such as a punishment or an encouragement to work with a partner for the first time.

Activity Instructions: Having an extra set of hands can be helpful, encourage parents to work with a partner to do the following for the parents:

1. Insert the flour into the bottle and put 3/4 cup flour into bottle. If necessary use a pencil to stir the flour around to further mix into the flour.
2. Dip the bottle over holding the balloon around the bottle top and slowly squeeze the bottle to get the flour into the balloon. Fill the balloon with about 1/4 cup of flour.
3. Pinch the balloon to prevent air from escaping while the remaining balloon can come.
4. Tie the balloon closed, and cut off the short tail of the balloon. Caution: Do not cut too close to the knot structure of the balloon.
5. Move up the second balloon and tie the tie to the neck of the first balloon.
6. Show up the third end of the first balloon, pull the string balloon over the first so more flour.
7. Repeat step 2 and 3 above with the third balloon to make the stress ball even.

Post-Activity Discussion:

Parents can use stress balls during their child's time of stress. They can use the stress ball with a healthy attitude and to help the child manage their stress. They can also use the stress ball to help the child manage their stress. The stress ball is a healthy way to manage stress. It can be used to help the child manage their stress. It can be used to help the child manage their stress.

Parent Activities

Children's Activities

Fifteen classroom lessons reinforce the importance of clean air and healthy lungs. Each lesson meets Head Start and HighScope curriculum standards.

Action Graph

Children's Activity

Overview

Children will learn how to create an action graph. They will gather information for the graph. They will gather information for the graph. They will gather information for the graph. They will gather information for the graph. They will gather information for the graph.

Supplies

Large piece of paper/paperboard board
Markers
Glue sticks
Pencil

Steps

Pre-Activity Discussion: What do you need to do to keep your lungs healthy? (You take deep breaths, breathe clean air, and healthy foods, wash hands to stop germs spreading germs, get checked up at the doctor, keep our classrooms clean, burning, jumping, eating a balanced diet, and exercising help us keep our bodies healthy and strong and breathe healthy.)

1. Explain what an action graph is. Simply put, it is a picture that helps to tell information.
2. Write the title "What activity do you like to do the most?" on the top of the large paper. Write "Number" down the left side and "Activity" on the bottom.
3. Use markers to label each column of the bottom of the graph with activities (jumping, playing outside, running, jumping, eating a balanced diet, and exercising) on the bottom of the graph. Use the same colors for the pictures of each activity. Use the same colors for the pictures.
4. Involve children to discuss with a partner what they like to do the most. The teacher may model first.
5. Ask children to find the piece of paper that matches the activity card they most enjoy doing. Place them with their name on the paper.
6. Children will draw up and glue their paper above the corresponding column activity category on the graph to create a bar graph for each child. Give each paper. (Place on side of children)

Post-Activity Discussion:

Discuss the graph. What do you need to do to keep your lungs healthy? (You take deep breaths, breathe clean air, and healthy foods, wash hands to stop germs spreading germs, get checked up at the doctor, keep our classrooms clean, burning, jumping, eating a balanced diet, and exercising help us keep our bodies healthy and strong and breathe healthy.)

Head Start Domains & Goals:

Health & Safety
 1. 1.1.1, 1.1.2, 1.1.3, 1.1.4, 1.1.5, 1.1.6, 1.1.7, 1.1.8, 1.1.9, 1.1.10, 1.1.11, 1.1.12, 1.1.13, 1.1.14, 1.1.15, 1.1.16, 1.1.17, 1.1.18, 1.1.19, 1.1.20, 1.1.21, 1.1.22, 1.1.23, 1.1.24, 1.1.25, 1.1.26, 1.1.27, 1.1.28, 1.1.29, 1.1.30, 1.1.31, 1.1.32, 1.1.33, 1.1.34, 1.1.35, 1.1.36, 1.1.37, 1.1.38, 1.1.39, 1.1.40, 1.1.41, 1.1.42, 1.1.43, 1.1.44, 1.1.45, 1.1.46, 1.1.47, 1.1.48, 1.1.49, 1.1.50, 1.1.51, 1.1.52, 1.1.53, 1.1.54, 1.1.55, 1.1.56, 1.1.57, 1.1.58, 1.1.59, 1.1.60, 1.1.61, 1.1.62, 1.1.63, 1.1.64, 1.1.65, 1.1.66, 1.1.67, 1.1.68, 1.1.69, 1.1.70, 1.1.71, 1.1.72, 1.1.73, 1.1.74, 1.1.75, 1.1.76, 1.1.77, 1.1.78, 1.1.79, 1.1.80, 1.1.81, 1.1.82, 1.1.83, 1.1.84, 1.1.85, 1.1.86, 1.1.87, 1.1.88, 1.1.89, 1.1.90, 1.1.91, 1.1.92, 1.1.93, 1.1.94, 1.1.95, 1.1.96, 1.1.97, 1.1.98, 1.1.99, 1.1.100

HighScope Curriculum Content:

1.1.1, 1.1.2, 1.1.3, 1.1.4, 1.1.5, 1.1.6, 1.1.7, 1.1.8, 1.1.9, 1.1.10, 1.1.11, 1.1.12, 1.1.13, 1.1.14, 1.1.15, 1.1.16, 1.1.17, 1.1.18, 1.1.19, 1.1.20, 1.1.21, 1.1.22, 1.1.23, 1.1.24, 1.1.25, 1.1.26, 1.1.27, 1.1.28, 1.1.29, 1.1.30, 1.1.31, 1.1.32, 1.1.33, 1.1.34, 1.1.35, 1.1.36, 1.1.37, 1.1.38, 1.1.39, 1.1.40, 1.1.41, 1.1.42, 1.1.43, 1.1.44, 1.1.45, 1.1.46, 1.1.47, 1.1.48, 1.1.49, 1.1.50, 1.1.51, 1.1.52, 1.1.53, 1.1.54, 1.1.55, 1.1.56, 1.1.57, 1.1.58, 1.1.59, 1.1.60, 1.1.61, 1.1.62, 1.1.63, 1.1.64, 1.1.65, 1.1.66, 1.1.67, 1.1.68, 1.1.69, 1.1.70, 1.1.71, 1.1.72, 1.1.73, 1.1.74, 1.1.75, 1.1.76, 1.1.77, 1.1.78, 1.1.79, 1.1.80, 1.1.81, 1.1.82, 1.1.83, 1.1.84, 1.1.85, 1.1.86, 1.1.87, 1.1.88, 1.1.89, 1.1.90, 1.1.91, 1.1.92, 1.1.93, 1.1.94, 1.1.95, 1.1.96, 1.1.97, 1.1.98, 1.1.99, 1.1.100

Children's Activities



New Brush Resources

The Brush program encourages the establishment of a dental home by age one and promotes oral health education for all who influence a child's health status, including parents, caregivers, educators, and health practitioners. In addition to the current resources we offer, we were able to develop a new educational children's book and training for parents who have a child with special needs.

Book

Our new book "Hazel Does Not Like to Brush Her Teeth" was published in January 2017. This book helps preschool/early elementary aged children learn why it's important to brush our teeth twice a day and how healthy teeth help us to be happy.



Special Needs Resources

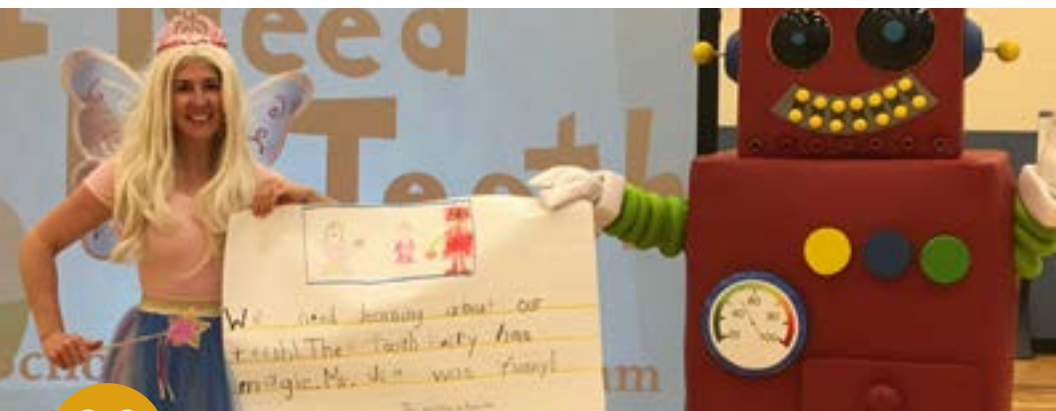
Special Needs trainings and resources kicked off in the fall of 2017. These resources were developed to educate parents and make home care more manageable, ensuring the best oral health possible.





Oral Health for Michigan WIC

Funded by the Delta Dental Foundation, this project wrapped up its 2nd successful year training Michigan WIC staff on oral health and giving them Brush resources. Outside evaluator Altarum found the program resulted not only in an increase in awareness among WIC staff of the recommended age for a child's first dental visit-- 6 months to 1 year or when teeth erupt (from 43% to 95%), but also an increase in comfort level among staff in discussing oral health issues (from 36% to 86%). As a result of this training, 25.1% of children in WIC had a dental visit after referral compared to the dental visit rate of 18.2% for matched controls; an increase of 38%.



"I Need My Teeth" School Assembly

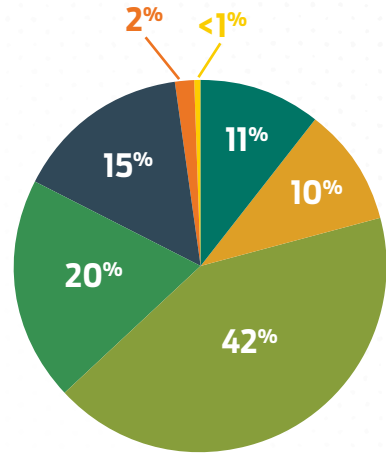
It was another successful year for the "I Need My Teeth" school assembly. The Tooth Fairy and her friends had the chance to teach 4,335 students throughout Ohio, Michigan and Indiana the importance of their primary teeth. Funding for the assembly comes from the Delta Dental Foundation of Michigan, Ohio, Indiana, and North Carolina.



2017-2018 Income & Expenses

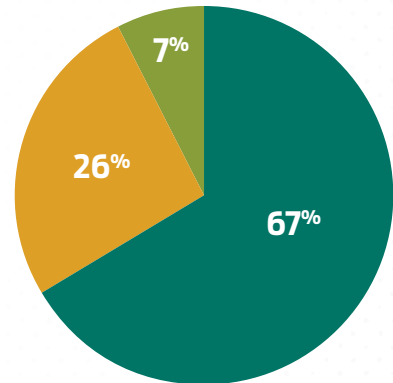
Income

- Admissions \$116,242
- Brush Curriculum \$114,363
- Grants & Donations \$461,005
- Contracted Work \$215,133
- Investment Income \$166,792
- Special Events \$17,000
- Other \$5,313



Expenses

- Program Services & Health Education \$681,155
- Management & General Expenses \$266,609
- Development Expenses \$75,634

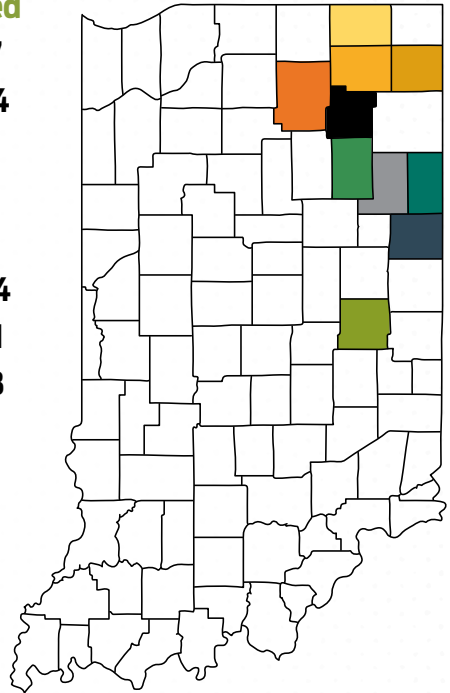




How We've Grown

Though we served many counties, here we highlight the counties where we saw significant growth in numbers this fiscal year.

County	2016.2017 served	2017.2018 served
Adams	1,297	1,867
DeKalb	1,475	4,434
Henry	602	909
Huntington	459	882
Jay	0	578
Kosciusko	3,213	4,554
LaGrange	1,938	2,051
Noble	2,325	6,148
Wells	20	393
Whitley	115	788



40,877 total students of all ages were served through grant funding.

This means that **65% of students** received our programs through the generosity of our donors.



Donors

Platinum \$20,000 & Above

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