

US IMPACT Awards

Philadelphia Area and Research Triangle Park Region

*Recognizing Excellence in
Community Healthcare*



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Key Facts

- GlaxoSmithKline (GSK) is one of the world's leading pharmaceutical and healthcare companies. It is committed to improving the quality of human life by enabling people to do more, feel better and live longer.
- GSK's community investment programs represent a commitment that, as the company builds upon its successes and grows, it will continue to recognize the responsibility of leadership and the strength of partnership.
- The GSK IMPACT Awards are held annually in the United States and in the United Kingdom. In the Philadelphia area of Pennsylvania and in the Research Triangle region of North Carolina, the awards recognize the efforts of nonprofit organizations working in community healthcare.

Overview

GSK is committed to promoting health and well-being in the communities in which it operates. The GSK IMPACT Awards are designed to recognize and promote the work of nonprofit organizations with a proven track record in the challenging and demanding area of community healthcare.

Awards in the amount of \$40,000 each are given for existing work rather than new programs and an impressive number of strong applications were received. Applicants were assessed against the IMPACT criteria (shown opposite) and reviewed by the judging panel (see page 17).

Partner

In the Research Triangle Park region, the GlaxoSmithKline IMPACT Awards are presented in partnership with Triangle Community Foundation, a nonprofit organization that makes grants and administers a variety of programs for the community's benefit. Triangle Community Foundation connects philanthropic resources with community needs, creates opportunity for enlightened change, and encourages philanthropy as a way of life. Additional information about Triangle Community Foundation can be found at www.trianglecf.org.



Awards Criteria

- I**nnovation
- M**anagement
- P**artnership
- A**chievement
- C**ommunity focus
- T**argeting needs

This brochure describes the winning organizations. The breadth of their work benefits a wide range of different people with diverse needs. Each group represents a model of good practice in its particular field.

All the winners have succeeded in making a real difference to the health of their communities, often working with very modest resources. The GSK IMPACT Awards are designed to reward the considerable achievements of these organizations and recognize the importance of the work they do.

There are twelve winners of the GSK US IMPACT Awards.
Each organization has received an award
of \$40,000 in recognition of their work and its positive impact
on the health of local communities.

IMPACT Winners

- Benson Area Medical Center, Inc.
- Birth Care and Family Health Services
- Club Horizon, Inc.
- Community Health Coalition, Inc.
- El Futuro, Inc.
- The Family Violence Prevention Center, Inc.
- Healing with CAARE, Inc.
- Maternal and Child Health Consortium of Chester County, Inc.
- North Carolina Dental Health Fund
- Pretty in Pink Foundation
- South Jersey Eye Center, Inc.
- Student Action with Farmworkers



WINNER

Benson Area Medical Center, Inc.

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Founded: 1977

Mission: To provide access to affordable, quality primary healthcare services for all members of the community, including the uninsured and underinsured.



Benson Area Medical Center (BAMC) is a community-owned, primary healthcare provider, serving residents of Johnston, Harnett, and Sampson Counties. Providing access to quality, cost-effective primary healthcare services with a caring touch for all in the community is BAMC's primary goal. The organization was formed as the result of a grassroots community movement to address the shortage of physicians in southern Johnston County.

BAMC has 41 full- and

part-time employees, including five full-time family practice physicians, two full-time and one part-time physician assistants and a clinical pharmacist. Providers and staff deliver primary medical care services, including laboratory tests and x-rays on-site and outreach programs. BAMC is the medical home for more than 11,000 patients and provides over 31,000 office visits each year.

BAMC is a federally-certified Rural Health Center. For 31 years, BAMC has been a safety net provider of primary care

services in their rural area, with a special commitment to serve the uninsured and underinsured members of the community. About 63% of their patients have incomes at or below 200% of the Federal Poverty Line (FPL). Many of these patients do not qualify for government assistance, Medicare or Medicaid, and cannot afford health insurance.

With grant assistance provided through the North Carolina Office of Rural Health & Community Care, BAMC offers the Medical Access Plan

(MAP), making healthcare accessible and affordable to uninsured people with incomes at or below 200% FPL. BAMC serves 391 individuals through the MAP program, which represents a 38% increase over 2009. As increased demand continues, this program will soon exceed the funds available.

BAMC collaborates with the North Carolina Farm Workers Project to offer a Farm Worker Clinic during the months of June through October each year. Primary healthcare services including lab, x-ray, and immunizations are provided for more than 350 migrant and seasonal farm workers, a 25% increase over last year.

Currently, Benson Area Medical Center is in the midst of expanding their facility, adding approximately 2,300 sq. ft. of much needed clinical space to help handle the community need. Renovations to the reception area, medical records, and other office areas will facilitate better customer service for the increasing number of patients.



WINNER

Birth Care & Family Health Services

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Bart, PA 17503
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Website: www.birthcaremidwives.com

Founded: 1978

Mission: To deliver affordable, family-centered childbirth and women's healthcare.

Birth Care & Family Health Services is Pennsylvania's first and oldest freestanding birth center. The center was established in 1978 to provide safe and sensitive midwifery care to families within the community, regardless of ability to pay. They celebrated a milestone this year with the delivery of their 5,000th baby. Birth Care's core services are prenatal care and natural childbirth for low risk women and comprehensive gynecological care for women of all ages. Birth Care believes

that successful healthcare is a partnership between each woman and her caregivers, and that health encompasses emotional and spiritual well-being together with physical health. The center has a strong focus on wellness counseling, health education, and the use of natural and complimentary therapies.

Birth Care is directed by a volunteer, community-based board of local leaders and former clients. A modern birth center was constructed in 2006, and the practice has grown



from 165 to over 450 annual deliveries. Of the women admitted to the center, 95% deliver successfully. The cesarean section rate is only 3%, and the incidence of neonatal complications is less than 1%. Birth Care is collaborating with Ephrata Community Hospital to develop a vision for a future family health center to better meet the needs of their target client population.

Although women from all walks of life seek a personalized, natural childbirth experience, horse-and-buggy

Amish families form the core of the Birth Care's clientele. Most of these women have no formal education beyond the 8th grade, and they have restricted access to tools for self-education such as television, the internet, and public libraries. For these clients, Birth Care functions as a trusted medical home and a gateway to the wider healthcare system through an extensive network of collaborative relationships. Midwives serve as primary health educators through childbirth classes, culturally appropriate written materials, and seminars on a wide variety of women's health topics.

Birth Care is a grassroots organization that does not rely on government funding, and receives little corporate or foundation support. The center's fees-for-service are less than a third of similar services by obstetricians and hospitals. Private insurance and Medicaid are accepted. A sliding fee scale is offered to eligible uninsured, and free services may be granted to those in dire need. The community subsidizes the center through an annual benefit auction to which hundreds of local businesses donate goods and services.



Club Horizon, Inc.

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Founded: 2004

Mission: To increase community acceptance and improve the quality of life for persons with serious mental illness by facilitating healthcare, work, housing, education and social opportunities.



Club Horizon, Inc. was established to provide a place for adults with mental illness to work toward recovery and management of their mental illness within a framework of mutual acceptance, respect, and support. Club Horizon's "Clubhouse" is built around the concepts of *meaningful* work and relationships. The program operates during regular business hours, five days a week, with additional evening and weekend activities. In a "Clubhouse" environment, clients are referred to as "members." Membership is guaranteed, allowing members to participate in any and all activities as they choose to

regain the confidence and skills necessary to lead healthy, vocationally productive, and socially satisfying lives.

The "Clubhouse Model" is proven to successfully promote recovery, full community integration, and improved quality of life for persons who have mental health conditions that severely impair functioning. This treatment approach directly addresses the risks that many persons with serious mental illness experience with regard to low levels of functioning in the community, social isolation, persistent homelessness, incarceration, disproportionate unemployment rates, repeated hospitalizations, and high utili-

zation of emergency room services. As part of relapse prevention, Club Horizon intervenes prior to full-blown crisis by linking members with psychiatrists for necessary medication adjustments, ensuring that medication is administered correctly, and making certain that the psychiatrist is aware of any issues that may be exacerbating psychiatric symptoms.

Club Horizon works with the local health department to increase member awareness of safe sexual behavior, nutrition, and general physical health. The formalized wellness program includes weekly agendas focused on health education and physical

wellness, exercise, smoking cessation, reducing mental health relapse, symptom management, effective medication usage, and coping with the challenges of living with mental illness. Ten members reported weight loss during the last 12 months. As a result of healthier habits, three members with diabetes report numbers returning to within normal limits.

Club Horizon provides services for a cost of \$84 per day vs. \$835 per day for psychiatric hospitalization. In a survey 53 of 63 members revealed a total of 250 hospitalizations prior to attending Club Horizon. The group reported only 24 psychiatric hospitalizations after admission to Club Horizon. Also, 90% of members who have been re-hospitalized have experienced shorter hospital stays. Overall, members have a less than 9.6% re-hospitalization rate. Club Horizon's holistic services center on mental and physical health (including access to care), work, housing, social and life skills development, empowerment and, above all, a deep sense of belonging in society.



WINNER

Community Health Coalition, Inc.

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Website: www.chealthc.org

Founded: 1989

Mission: To eliminate health disparities among the African American community and the general public.

The Community Health Coalition, Inc. (CHC) partners with and brings together the resources of existing organizations for the expressed purpose of improving the health of the African American community. CHC works with the Durham Academy of Medicine, Dentistry and Pharmacy (DAMDP), various agencies, churches, and community groups. Their main focus within health-related disparities includes problems related to cardiovascular, cancer, diabetes, childhood

obesity, and hypertension. CHC builds awareness, educates/informs, intervenes, and collaborates on health issues through a newsletter entitled, *Health Tip*. This was CHC's first approach to effectively reaching its intended audience. *Health Tip* is written in collaboration with prominent local African American physicians and is distributed monthly to over 300 predominantly African American churches, associations, and organizations in Durham County.



For over a decade, CHC has reached more than 20,000 people monthly with information on vital health topics through the Black Churches' health and wellness ministries and other programs. In addition to the written information of *Health Tip*, CHC reaches the African American Community at health fairs. At the fairs, blood pressure and glucose screenings are administered, and health education and nutritional counseling are shared.

CHC also manages and coordinates free screenings for

mammograms for women 40 years and older who are under-insured or uninsured or have a history of breast cancer in the family. They actively recruit people with Type II diabetes through a diabetes improvement project/ research study to encourage self management of the disease. CHC works with youth and parents to teach healthy eating habits and proper exercise to prevent and manage disease.

The Community Health Coalition Team consists of professionals with a variety of expertise and knowledge. Members include community volunteers, students (graduates and undergraduates), nurses, a nutritionist, an internist, a pharmacist, a dentist, health educators and family and specialty practice physicians.

CHC's website provides health tips for infant health and pregnancy, mental health, stroke awareness and prevention, good nutrition, heart health, exercise, and many other topics.

CHC strongly believes that disease can be prevented and illness reduced when people are aware of the risks and make smart choices to create safe, healthy habits and lifestyles.



El Futuro, Inc.

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Founded: 2004

Mission: To provide and advance model mental health and substance abuse treatment resources for underserved Latinos in North Carolina.

El Futuro provides high-quality mental health and substance abuse treatment for Latino families in central North Carolina. This population is frequently marginalized and severely underserved. El Futuro offers therapy at clinics in Durham, Carrboro-Chapel Hill, and Siler City. They also provide school-based care in schools.

Latinos in North Carolina have unique stresses, including separation from family during

migration and pressures to acculturate. For Latino youth, consequences can be teen pregnancy, high dropout rates, alcohol abuse, and gang involvement. Statistics show 26% of the children and 44% of adults served by El Futuro are victims of crime. Of the children, 40% report domestic violence, 20% physical abuse, and 10% sexual abuse.

El Futuro has a team of clinicians to provide mental health treatment to Spanish-speaking



immigrants. The multidisciplinary team includes social workers, a marriage and family therapist, child psychologists, child and adolescent psychiatrists, and licensed substance abuse counselors. El Futuro's bilingual staff provides culturally appropriate care wherein clients are treated with dignity and respect.

In 2009 El Futuro provided nearly 800 individuals with 4,300 sessions of therapy and psychiatric treatment. Most families are employed in

low-wage jobs without health insurance: 75% of clients are uninsured and financially needy and 99% are below 200% of the federal poverty level. Of those who have insurance, 80% are insured by government programs. Since most families are uninsured and have little discretionary income, a sliding fee scale is used for services.

El Futuro conducts community outreach to reduce the stigma of mental illness and other barriers that prevent families from seeking care. Since Latino immigrants traditionally rely on family, social networks, and non-traditional informal services, El Futuro strives to build a working liaison with these groups. Because of difficulties with transportation, childcare, and shift work schedules, services are brought to the individual in various settings.

El Futuro is mentoring a new generation of medical students, resident physicians, psychology interns, social work students and other professionals to serve the mental health needs of North Carolina's Latino population.

Overall, El Futuro's goal is to empower Latinos in North Carolina who suffer from mental illness or addiction to take the steps they need to recover for a brighter "Futuro."



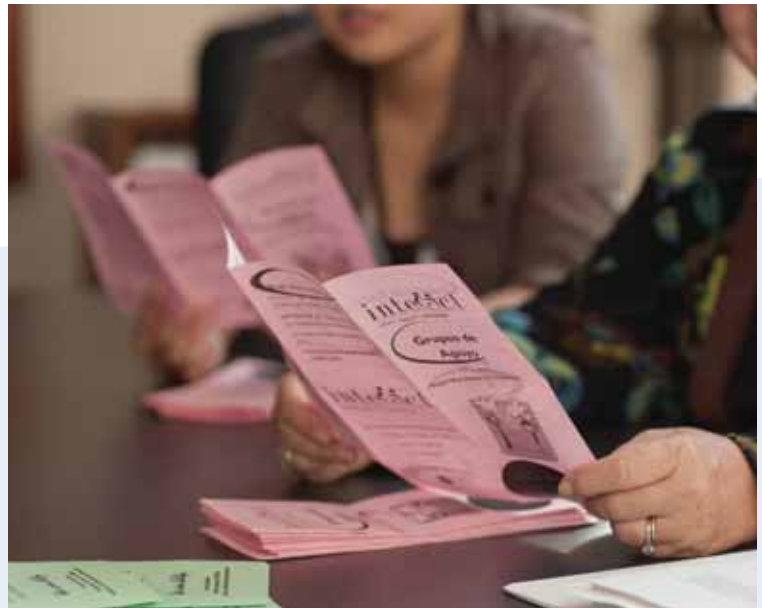
WINNER

The Family Violence Prevention Center, Inc. dba InterAct

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Email: admin@interactofwake.org
Website: www.interactofwake.org

Founded: 1984

Mission: To provide safety, support, and awareness to victims and survivors of domestic violence and rape/sexual assault.



The Family Violence Prevention Center (InterAct) is a United Way of the Greater Triangle agency that provides safety, support, and awareness to victims and survivors of domestic violence and rape/sexual assault. InterAct provides two 24-hour crisis lines, group and individual counseling (including bi-lingual and bi-cultural counseling), court and hospital advocacy, specialized children's counseling, case management, professional training, and a full curriculum of violence prevention in the Wake County Public Schools. InterAct operates

Wake County's only confidential residential program for women and children fleeing domestic violence. All services are free and confidential.

InterAct recently opened The Family Safety & Empowerment Center in Raleigh. InterAct is headquartered in the Center and provides crisis support services, while nine collaborative nonprofit partners and agencies have satellite programs in the same facility in order to offer one-stop, wrap-around services for clients. The project takes a collaborative approach to providing advocacy and

essential services to victims of domestic violence and rape/sexual assault. This method has been recognized nationally for its innovation and effectiveness. The partner agencies are Wake Health Services, SouthLight, Easter Seals (UCP), Kiran, YMCA of the Triangle, YWCA of the Greater Triangle, Inter-Faith Food Shuttle, Raleigh Police Department, and Legal Aid of North Carolina.

InterAct connects resources and provides culturally specific services to two increasing populations in Wake County: Latinos and South Asians. The

Immigrants Seeking Safety (ISS) project was initiated by five organizations to offer immigrant clients bilingual counseling, assessments, and case management. Another essential goal of the project is community outreach and education. By teaching the community about intimate partner violence, InterAct hopes that immigrant victims will feel supported and understood, as well as be made aware of services.

In an effort to build and maintain capacity, InterAct develops partnerships with businesses, law enforcement and other first responders, medical, healthcare, human services, colleges, faith-based, and other professionals to enhance their knowledge as advocates and appropriate responders to individuals and families impacted by the issues of domestic violence, rape/sexual assault and other related causes.

The overall goal of the Family Safety and Empowerment Center is to create lasting changes for victims and their families. Upon receiving impactful, holistic services and interventions, they are empowered to live violence-free throughout their lives.



Healing With CAARE, Inc.

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Website: www.caare-inc.org

Founded: 1995

Mission: To provide care in Durham, NC, and surrounding areas for at-risk community members who experience health and socioeconomic disparities.



Healing with CAARE is a community-based organization serving over 1,000 clients monthly. The agency's comprehensive, holistic program emphasizes screening and education to decrease a broad range of health disparities that are affecting global health. The CAARE Free Clinic was Durham's first free clinic.

At Jeanne Hopkins Lucas Education and Wellness Center, Healing with CAARE addresses five health disparities: cancer, diabetes, cardiovascular disease, obesity, and HIV/AIDS. Healing with CAARE provides a variety

of programs and services, which include the following:

- Project Uplift is a community program to educate clients about breast, cervical, colorectal, and prostate cancers. The program emphasizes education and prevention of health issues by using a multifaceted comprehensive approach to primary and secondary prevention.
- The Health Outreach Program provides community-based services, including health screenings, prevention, and education via church health fairs,

community events, and public outreaches. Their goal is to reduce the physical and psychosocial barriers to healthcare through education, assessment, outreach services, and patient/provider linkage and referral. Health screenings include blood glucose, blood pressure, body mass index (BMI), height/weight, and cholesterol. Clients are provided information about diabetes, cardiovascular/hypertension, obesity and cancer. The program provides non-traditional testing through HIV outreach. In

2009, the Center conducted over 1,900 HIV tests resulting in 10 positives, which were supported and provided services through CAARE

CAARE assesses gaps in the local healthcare delivery system and fills those gaps primarily through volunteer healthcare professionals and through the coordination and collaboration of referral health services/providers.

CAARE serves as a safety net provider of choice for the rising number of uninsured individuals. The organizations focus on sustainable partnerships to meet their objective to be a "one stop shop" for services in Durham and surrounding communities.

Healing with CAARE's major programs target people who are disadvantaged and in socio-economic disparate circumstances. They provide medical and dental care for low-income, uninsured, and medically underinsured people. The CAARE Free Clinic expanded its outreach to non-traditional hours in the evenings and on weekends to meet the needs of its clients. Additionally, they provide case management and substance abuse treatment.



WINNER

Maternal and Child Health Consortium of Chester County, Inc.

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Email: mchc@ccmchc.org
Website: www.ccmchc.org

Founded: 1995

Mission: To improve maternal and child health in Chester County through the collaboration of individuals, providers and policy makers.



Maternal and Child Health Consortium (MCHC) of Chester County is a countywide organization working to increase access to health, social, and educational services for low-income families.

MCHC's bilingual, bicultural staff help reduce the roadblocks to healthcare that a growing number of Chester County families face, including language barriers, lack of health coverage, and limited public transportation. MCHC offers culturally-sensitive health education, linkages to vital resources, and support to help families ensure that their children have the opportunity to start healthy, stay healthy, and succeed in school.

MCHC's programs include the following:

- MCHC's Healthy Start Program is part of a national effort in 100 communities to improve the health and well-being of women, infants, and children. Through the program, bilingual, bicultural family health advocates provide home visits to pregnant and parenting women, serving more than 1,300 women per year. The advocates work in

the communities where they reside and work one-on-one with women, providing emotional support and education on how to have a healthy pregnancy and safe delivery. Women enroll in Healthy Start while pregnant and stay with the program until their child is two years old. Independent research has found that Healthy Start infants are born healthier than infants from the same communities whose mothers

are not enrolled in the program. In 2009, 97% of babies born to Healthy Start mothers were born at a healthy birth weight.

- Through the Health Insurance Enrollment and Family Benefits Program, MCHC secures health insurance for more than 2,000 uninsured children and adults annually. MCHC's staff is highly knowledgeable about subsidized health insurance

programs such as Medicaid and CHIP. They work with uninsured families to find health insurance for which they are eligible and help them with completing the applications (Spanish or English). MCHC also partners with community agencies to help them enroll their uninsured clients. In addition, MCHC conducts outreach and enrollment to secure health coverage for other uninsured community residents and provides enrollment into the food stamp program (SNAP).

- Bilingual parent educators at the Kennett Square Family Center provide early learning skills for children up to age five. Assistance includes child developmental screenings, home visits, group parenting classes, and kindergarten enrollment assistance. Children achieve important early learning skills necessary to be successful in school.

For over 15 years, the Maternal and Child Health Consortium has integrated emerging research and trends in its field to help ensure that Chester County's most vulnerable families stay healthy and strong.



North Carolina Dental Health Fund

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Email: info@ncdental.org
Website: www.ncdental.org

Founded: 1998

Mission: To improve the dental health of underserved people of North Carolina.

Access to dental care in North Carolina is a problem for more than one million adults and children. Even with Medicaid, only a fraction of them can find regular dental care.

To assist in addressing the need, the North Carolina Dental Health Fund coordinates the North Carolina Missions of Mercy (NCMOM) program. The NCMOM program is a traveling free dental clinic open to residents of North Carolina who are uninsured and low-income (family income does not exceed 200% of the federal poverty guidelines), who have severe dental needs and have little or no access to dental care. At the start of each clinic, perspective patients are seen by medical personnel, dental x-rays are taken, and the patients are seen by a triage dentist.

The dental program is innovative and consists of transporting everything necessary to set up a fully functional and operational dental clinic. Items include 40 or more portable dental chairs, dental units, chair-side lights, sterilization units, an x-ray van, instruments, dental and general supplies, an electric generator, a diesel powered air compressor, electrical wiring, air hoses, and miscellaneous other large and small equipment. Within this

setting 30-60 providers deliver free dental treatment to as many as 1000 individuals per two-day clinic.

Volunteer dentists, dental hygienists, and dental assistants are recruited from all over the state to provide services in each clinic. They perform extractions, restorations, root canals, full mouth scaling, cleanings, minor repair of dentures, biopsies, and offer education. In addition, hundreds of local community



volunteers offer their time to assist during the clinics. The goal at each clinic is to see as many patients as possible while giving each patient the time and treatment they need.

Over the years, partnerships have been formed with many different organizations to locate patients and areas of the state that most need the program. These partners include the NC Association of Free Clinics; the North Carolina

Office of Research, Demonstrations and Rural Health Development; local health departments; the UNC School of Dentistry; East Carolina University School of Dental Medicine; and several community colleges.

Since its inception, the program has cared for well over 25,000 needy citizens of North Carolina, delivering over \$7 million of free dental care.



WINNER

Pretty in Pink Foundation

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Website: www.PrettyInPinkFoundation.org

Founded: 2004

Mission: To ensure that quality, life-saving medical treatment is available to breast cancer patients regardless of the ability to pay.



Pretty in Pink Foundation serves individuals diagnosed with breast cancer who have limited health insurance benefits or no health insurance. Typically, these people do not qualify for government funded or assisted programs. When breast cancer is present and medical insurance is not, care is often delayed or not received because of cost barriers. Once diagnosed with breast cancer, many people experience financial hardships in trying to keep up with paying for quality, life-saving medical treatment. Oftentimes,

this is because they are choosing between a person's breast cancer treatment and quality of life needs like shelter and food.

In North Carolina, nearly 20% of women have no health insurance coverage and more than 14% live at or below the federal poverty level. Additionally, almost one third of North Carolinian households are managed by single or divorced women with limited financial resources. The process of managing breast cancer treatment includes the careful coordination of medical profes-

sionals, surgeons, hospitals, oncologists and radiation oncologists. Once diagnosed, people with breast cancer are thrust into a process unlike anything they have ever experienced.

To help make managing breast cancer a little easier for patients and their families, Pretty in Pink Foundation plays a critical role in the fight against breast cancer by providing access to breast health services and information in a timely manner to women who otherwise would have no recourse and might suffer in silence. Their case management

team, along with an extensive medical and social service network, coordinates care through all stages of the breast cancer journey. The Pretty in Pink Access Program provides the public with breast health education and informational resources, referrals for screening mammograms, and funding for treatment options (surgery, chemotherapy and radiation therapy).

Access to healthcare is essential to individual lives and to quality of life within the community. Preventative and routine healthcare access allows members of the community stay healthy and take responsibility for their well-being. However, for individuals who may lack knowledge, access, and financial resources, maneuvering the healthcare maze is challenging and many times discouraging. When you're diagnosed with breast cancer, you have a million thoughts rushing through your mind. How to pay for treatment shouldn't be one of them, but for many it is.

The goal of Pretty in Pink Foundation is simple: they want to ensure that quality, life-saving medical treatment is available to breast cancer patients who need it most.



South Jersey Eye Center, Inc.

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Founded: 1961

Mission: To reduce vision impairment by providing high quality comprehensive eye health and vision care and to raise the awareness of eye health.



The South Jersey Eye Center is the only facility of its kind in New Jersey completely dedicated to providing high quality comprehensive free and low cost eye health and vision care to needy, poor, low, and moderate income, uninsured, and underinsured residents of Camden City and the Southern New Jersey region.

The Center's goal is to reduce vision impairment in all populations and to provide a host of eye health and vision programs, including the following:

- The Sight First For Kids program provides eye care services and corrective glasses to eligible children in South Jersey, including services to schools, youth programs, day care and head start programs, special needs children, and United Way programs for At Risk Youth.
- The Sight For Adults and Seniors program offers comprehensive free and low cost eye care services and materials to adults and seniors who are unable to obtain these services otherwise. The program targets seniors at risk for sight-threatening diseases.
- The Homeless Eye Care program brings free eye care

to a number of homeless shelter and feeding sites in Camden City and Trenton. Many in this population are diabetics at risk to developing diabetic retinopathy.

- The Amblyopia (Lazy Eye) Detection and Remediation program brings pre-school vision screening services to children between one and five years. It is essential that amblyopia be detected and treated very early in order to prevent the development of lazy eye and monocular blindness that occur in about 3% of the child population.

- The Low Vision Rehabilitation Program brings free specialized comprehensive care and special optical aids to people whose vision has been impaired by diseases such as glaucoma, diabetic retinopathy, macular degeneration, and cataracts.

The centerpiece of the South Jersey Eye Center is its Mobile Vision Clinic that delivers the above services at health fairs, special events, schools, community organizations, faith-based organizations, governmental programs and corporate health programs making services accessible to

people in need.

Through partnerships the South Jersey Eye Center is able to provide important community outreach at long-term senior residences and behavioral health centers, programs with the Camden City Housing Authority, and an array of other tailor-made programs for each segment of its target population.

The South Jersey Eye Center prides itself on its aggressive efforts to reduce disparities in access to healthcare. The Center continues to expand geographically and increase the number of patients served.





Student Action with Farmworkers

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Founded: 1992

Mission: To improve conditions for farmworkers' healthcare and build diverse coalitions working for social change.



Student Action with Farmworkers (SAF) addresses specific barriers that farmworkers face in accessing healthcare. SAF works with young people, who need training in the healthcare field; with farmworkers, one of the most underserved and uninsured populations in our society; and with rural health clinics, which need greater human resources to meet the needs of immigrant farmworkers.

The majority of the more than 8,000 farmworkers in central NC are monolingual

Spanish speakers who earn below-poverty wages and do not have health insurance. They live and work in isolated rural areas and suffer high rates of musculoskeletal pain, skin disorders, and work-related injuries and illnesses.

Through innovative internship and fellowship programs, bilingual and bicultural SAF students work with rural clinics to provide enabling services to farmworkers and their families. These volunteers conduct outreach and health assessments with workers, respond to identified risks, link

patients with primary care services, and make patient referrals to specialty care. They also provide follow-up services, such as interpretation at medical appointments and transportation to clinics. SAF enables more than 2,000 farmworkers annually to access culturally and linguistically appropriate healthcare. Farmworkers are receptive to the healthcare provided by SAF interns and fellows, as the majority are Latino students from farmworker families.

SAF addresses the lack of access to healthcare experi-

enced by farmworker families and conducts prevention education in workers' homes and in clinic waiting rooms using participatory workshops, documentary, and theater. These projects speak to key health concerns, including heat stress, chemical exposure, and occupational injuries. In 2009 and 2010, SAF interns wrote and performed a play focusing on HIV/STIs. The play helped to dispel myths about transmission of STIs and answered key questions that farmworkers had about HIV testing.

In addition to addressing immediate barriers to healthcare that farmworkers face, SAF works on the root causes of these problems. In partnership with Wake Forest University School of Medicine, SAF conducts community-based participatory research focusing on health and safety issues. They completed a four-year study focused on pesticides and are currently working on a project related to HIV/STIs. SAF uses research to enhance their policy advocacy. SAF works with the Farmworker Advocacy Network to improve health policies affecting farmworkers through legislative reform.



The Panel of Judges

Mary Linda Andrews (Chair)

Director, Community Partnerships
GlaxoSmithKline

Thomas J. Bacon, DrPH

Executive Associate Dean and Director
NC Area Health Education Centers Program
UNC-CH School of Medicine

Robert H. Bilbro, MD FACP

Retired Physician

Calvin Bland

Research Professor & Director
New Jersey Health Initiatives of
Robert Wood Johnson Foundation
Rutgers University

David M. Cocchetto, PhD

Adjunct Associate Professor
Dept. of Pharmacotherapy and Experimental
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Applications

Applications for GSK's IMPACT Awards are normally accepted during the first quarter; please visit the Our work with communities section of www.us.gsk.com for more information.



Recent Winners

Alliance Medical Ministry, Inc.
The Alliance of AIDS Services – Carolina
Breastfeeding Resource Center
Bucks County Health Improvement Partnership
Casa Guadalupe Center
Chester County Community Dental Center
Co-County Wellness Services
Community Volunteers in Medicine
The Crime Victims' Center of Chester County, Inc.
Diabetes Management Solutions
ElderNet of Lower Merion and Narberth
FairView Counseling, Inc.
Family and Community Service of Delaware County
Family Violence & Rape Crisis Services, Inc.
La Comunidad Hispana, Inc.
Libertae, Inc.
Lucy Daniels Center for Early Childhood
National Society to Prevent Blindness-North Carolina Affiliate
Prevention Point Philadelphia
Public Citizens for Children and Youth
Quest Therapeutic Services, Inc.
Resources for Children's Health
St. Catherine Labouré Medical Clinic
Southeast Asian Mutual Assistance Associations Coalition
Threshold, Inc.
Urban Ministries of Wake County, Inc.
Urban Solutions
Wake Teen Medical Services, Inc.





Countries

The GlaxoSmithKline IMPACT Awards have been presented annually in the United States and in the United Kingdom since 1998. Hundreds of exemplary nonprofit organizations have been recognized for their work in removing barriers to healthcare for the underserved in their communities. In the United States alone, the program has awarded almost \$6 million to dedicated providers of community based-healthcare. GSK is proud to recognize these innovative organizations for their overall achievements and best practices.

Website

Please visit the Our work with communities section of www.us.gsk.com for more information.

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