Dear Community Friend,

We are pleased to bring you this year’s report on our BluePrints for the Community grant program. This program has supported initiatives that address the health care needs of Delaware’s uninsured, underinsured and low-income (at or below 200% of the federal poverty level) families. Since its inception in 2007, BluePrints for the Community has awarded nearly $2,000,000 to 11 initiatives. As a result, approximately 11,000 Delawareans have been able to access affordable, high quality care — including prenatal and mental health services.

Four initiatives received grants in 2010 from BluePrints for the Community. One of these initiatives resulted from a collaboration between two organizations, allowing the groups to combine resources to address the needs in the communities they serve.

In our 2011 report, we are proud to highlight the positive and promising impact of the individual projects funded by the grant program. We hope that they will inspire creation of additional initiatives that support health care needs throughout our communities.

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Blue Cross Blue Shield of Delaware (BCBSD), the state’s premier health benefits company, understands the importance of access to quality, affordable health care for our members and all Delawareans. We are a local, not-for-profit company with over 400,000 members, 323,000 of whom reside in our state. Our associates have been serving BCBSD customers for more than 75 years — and we take our commitment to the health and well-being of our members and our Delaware community seriously.

To encourage a healthier Delaware, BCBSD supports more than 120 Delaware organizations annually, many of which address various health-related issues in the state. In 2007, we expanded on these activities with BluePrints for the Community, a grant program to help address the issues faced by Delaware’s uninsured and underserved populations. The program was established as a donor-advised fund at the Delaware Community Foundation, a non-profit organization that manages and administers charitable funds throughout Delaware. BCBSD provided an initial $2 million contribution, and continues to make annual contributions equal to what it would owe in state corporate income taxes, were BCBSD subject to such tax.

The goals for the program were determined after an extensive review of Delaware health care statistics and reports indicating where the need for BluePrints for the Community funds were most critical. Four areas became the program’s initial focus:

- Increase access to health care for the uninsured/underserved
- Reduce health disparities in minority communities
- Support early childhood development with initiatives focused on health
- Recruit and train health care professionals

In November 2008, the first BluePrints for the Community grants were awarded to four organizations throughout the state. Three additional grants were awarded in 2009, and four more in 2010. In this report, you’ll read about the most recent four initiatives — from their challenges to their successes — and how they have made a difference through BluePrints for the Community.
Children & Families First’s Nurse Home Visitors, pictured below, help first-time expectant mothers experience healthy pregnancies, and deliver healthy babies.

*Results provided by Children & Families First

In 2008, Children & Families First (CFF) was awarded a five-year grant from the Federal Administration for Children & Families. That grant supported the Nurse-Family Partnership Program, designed to prevent child abuse and infant mortality by pairing a registered nurse and expectant mother from early pregnancy through the child’s second birthday.

The federal grant stopped short of covering the full salaries of the Nurse Home Visitors, who would spend three years working with CFF’s clients — a target group of roughly 320 low-income, first-time pregnant mothers. There was a special focus in the underserved and uninsured population on African American women, as well as teens.

Through BluePrints for the Community, CFF received $48,389 to cover the salary, benefits and other expenses of a Nurse Home Visitor to serve New Castle County. As a result of the BluePrint for the Community grant and other funding, a team of four Nurse Home Visitors was handling a caseload of 48 pregnant women by the end of 2010. Pregnancy outcomes — including infant mortality and gestational age — were positive. The nursing team also followed up with those parents and families to help them become more self-sufficient, break the cycle of poverty, learn care giving and parenting techniques, and build stronger communities.

BluePrints for the Community at Children & Families First*

- Hired a Nurse Home Visitor to serve New Castle County
- Helped women improve prenatal health — and, ultimately, the health of their babies — by reducing smoking and hypertension
- Improved pregnancy outcomes among low-income, underserved clients
- Of the 23 babies born in New Castle County under this initiative during the grant period, all reached full gestational age, and all but one were at a healthy birth weight

*Results provided by Children & Families First
In Kent County, the Volunteer Ambulatory Surgical Access Program (VASAP) helps patients in need receive free outpatient, ambulatory and elective surgeries. By helping patients address their health conditions early, VASAP helps them prevent future complications.

Founded in 1995 as a non-profit organization, the Volunteer Ambulatory Surgical Access Program (VASAP) provides free, outpatient, ambulatory and elective surgeries to eligible low-income, uninsured residents in Kent County. Services are performed by an all-volunteer staff of surgeons, nurses, and allied health care providers, in conjunction with local hospitals and outpatient surgical centers. Eligible patients must meet criteria for type of surgery needed, income level, Medicaid ineligibility, and health risk factors.

Due to unforeseen circumstances, VASAP’s administrative functions — including patient evaluations and screenings — had to be moved from a large office space to a small, shared space at the Hope Medical Clinic in 2007. With no dedicated landline phone, limited days when the clinic was open, and a lack of office equipment, VASAP struggled to remain accessible to potential patients.

BluePrints for the Community awarded a $25,000 grant to VASAP in 2010, enabling the organization to continue its mission. VASAP contracted with a part-time office manager who helped increase the efficiency of patient scheduling and referrals. A new computer system and dedicated phone line further enhanced VASAP’s ability to provide access to its services. The BluePrints for the Community grant supported efforts to recruit local surgeons, and promote the program to area physicians and residents to increase the number of patients served. VASAP has plans to move into a larger office space, which was under construction as of the end of the grant period.

BluePrints for the Community at Volunteer Ambulatory Surgical Access Program*

- Recruited three additional surgeons to participate in the program
- Contracted a part-time office manager to increase administrative efficiency
- Purchased a new computer and office equipment to simplify screenings, referrals and recordkeeping
- Met with 67 potential surgery patients, and referred 20 of those patients to participating surgeons for procedures

*Results provided by VASAP
When patients don’t have access to transportation, Generations Home Care helps them get to their medical appointments — removing a common barrier to health care.

BluePrints for the Community at Generations Home Care*

• Served 3,057 uninsured, low-income, underserved clients — an increase of 103 percent over 2009 figures
• Provided 12,034 medical transportation trips — an increase of nearly 12 percent since 2009
• Conducted 218 outreach sessions to promote the availability of this program to health care providers and patients
• Coordinated transportation services with physicians’ offices, federally funded health care sites, labs and other clinical facilities

*Results provided by Generations Home Care

Studies indicate that inadequate transportation is a barrier to obtaining health care for low-income and uninsured families. As a result, patients without access to reliable transportation are less likely to receive timely preventive care, primary care, lab tests, screenings and treatment for chronic conditions. They often end up with a higher rate of complications, hospital visits and emergency care. Low-income minority women are at particular risk of delivering low-birth-weight babies. These women often go without prenatal care due to a lack of transportation to medical appointments.

Generations Home Care addresses this issue with its door-to-door, statewide medical transportation service. In meeting this critical community need, the organization had successfully increased access to health care for the state’s low-income and uninsured families, while addressing health disparities in minority communities. The program had become so popular that it was at capacity in 2009 and unable to accommodate all of the requests received.

A $60,000 BluePrints for the Community grant was awarded to Generations Home Care for its “Medical Transportation Project.” The grant increased the number of medical transportation trips in 2010 by nearly 12 percent and increased the number of clients served by 103 percent. With the grant, Generations Home Care was also able to conduct outreach sessions to target populations.
Catholic Charities and the Latin American Community Center partnered to expand the availability of mental health services for Spanish-speaking clients. Below, the members of the Latin American Community Center mental health team gather, and a Catholic Charities counselor provides information about additional services.

Under a joint project called “Increasing Access & Decreasing Disparities: Outpatient Mental Health Care in Delaware,” Catholic Charities and the Latin American Community Center (LACC) committed to provide the state’s underserved and uninsured minority populations—particularly Hispanic populations—with outpatient mental health services. The organizations also identified a need to recruit additional mental health professionals in the state, increase the availability of services in Spanish, and implement a community outreach plan to promote their outpatient services.

A BluePrints for the Community grant of $248,864 enabled Catholic Charities and LACC to subsidize outpatient mental health and substance abuse counseling statewide. Catholic Charities also hired a bilingual therapist, helping to increase the number of Hispanic clients served. To better serve those with substance abuse issues, LACC staff members obtained scholarships from Catholic Charities to attend its Certified Alcohol and Drug Counselor (CADC) training.

In addition to using grant funds to expand outpatient assessments, therapies, interventions and referrals for the uninsured, the two groups also outlined plans to collaboratively provide anger management classes for Spanish-speaking clients.

BluePrints for the Community at Catholic Charities*
- Provided counseling services to 177 uninsured, minority clients
- Hired a bilingual therapist, more than doubling the percentage of Hispanic clients served
- Increased the number of client counseling sessions available
- Collaborated with LACC to increase referrals to Catholic Charities for Spanish-speaking clients needing substance abuse treatment

BluePrints for the Community at Latin American Community Center*
- Provided counseling services to 78 uninsured, minority clients
- Sent nine staff members for Certified Alcohol and Drug Counselor training at Catholic Charities, increasing the number of counselors providing addiction treatment in Delaware
- Provided 376 hours of assessments and treatment for uninsured children, youth and adults

*Results provided by Catholic Charities and the Latin American Community Center