Children at West Center City Early Learning Center participate in a music and dance class.
For nearly 80 years, Highmark Blue Cross Blue Shield Delaware (Highmark Delaware) has been an important part of the Delaware community. As the landscape of health care changes, we evolve with it – and our commitment to our members and our community remains strong. We’re proud of our history and our efforts to help improve the health and well-being of Delawareans.

These efforts include our community support initiatives, which fund organizations and programs that address major health issues in Delaware, such as increasing access to quality care, addressing health care disparities and increasing the number of health care professionals in our state. This report describes our 2013 community support initiatives, the largest of which is our BluePrints for the Community grant program.

Highmark Delaware created the BluePrints for the Community grant program in 2007 with the goal of addressing issues faced by Delaware’s uninsured and underserved populations, as well as health care disparities throughout the state. To support the grant program, Highmark Delaware committed to make annual contributions equal to what the company would owe in state corporate income taxes, were it subject to such tax.

After a thorough review of health care statistics and reports by respected Delaware organizations, Highmark Delaware identified four areas of focus for the program:

1. Recruiting and training health care professionals
2. Reducing health disparities in minority communities
3. Increasing access to health care for the uninsured/underserved
4. Supporting early childhood development with initiatives focused on health

Each year, the program funds initiatives created to address these issues. Since 2007, BluePrints for the Community has awarded more than $9 million through 62 grants to 45 organizations across the state. Our grant recipients have:

• Created 48 full-time positions
• Created 52 part-time positions
• Trained 784 professionals and volunteers
• Served more than 53,000 individuals

In 2013, Highmark Delaware awarded nearly $2.9 million in grants to 19 organizations through the BluePrints for the Community grant program. The following pages highlight efforts that were undertaken in Delaware by 14 of these organizations. (The remaining five organizations did not begin their one-year grant periods until September 2013, and will be highlighted in our 2014 report.)

$2.9 million in grants to 19 organizations
BluePrints for the Community: FOCUSED ON IMPROVING DELAWARE’S HEALTH

COMMUNITY INVESTMENTS
Giving Across the First State

Combined Total: $2,871,531

$1,157,493 for statewide initiatives

$642,765 for New Castle County initiatives

$519,803 for Kent County initiatives

$301,470 for initiatives serving both Kent and Sussex Counties

$250,000 for Sussex County initiatives
<table>
<thead>
<tr>
<th>GRANT RECIPIENT</th>
<th>PROGRAM</th>
<th>PURPOSE</th>
<th>TOTAL AWARDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer Care Connection</td>
<td>Expanding and Sustaining Services to Support Individuals With Cancer</td>
<td>Recruiting and Training</td>
<td>$118,800</td>
</tr>
<tr>
<td>Catholic Charities*</td>
<td>Supporting Mental Health Services for Delaware’s Under- or Uninsured</td>
<td>Reducing Health Disparities</td>
<td>$249,838</td>
</tr>
<tr>
<td>Children &amp; Families First*</td>
<td>Nurse-Family Partnership</td>
<td>Improving Access</td>
<td>$82,559</td>
</tr>
<tr>
<td>Delaware Breast Cancer Coalition</td>
<td>Reaching Through the Cracks: Increasing Mammography Screenings of Hispanic Women</td>
<td>Supporting Early Childhood Development</td>
<td>$199,100</td>
</tr>
<tr>
<td>Delaware Hospice</td>
<td>New Hope Bereavement Support Program for Children</td>
<td></td>
<td>$100,000</td>
</tr>
<tr>
<td>Delaware State University Foundation, Inc.</td>
<td>Healthy Kent County: The Heart of Delaware — Cardiovascular Disease Prevention and Education</td>
<td></td>
<td>$83,453</td>
</tr>
<tr>
<td>Delaware Technical Community College</td>
<td>Terry Campus Nursing Program: Expanding Simulation Technology in Courses</td>
<td></td>
<td>$162,197</td>
</tr>
<tr>
<td>Dover Interfaith Mission for Housing</td>
<td>Healthy Living for Men in Transition</td>
<td></td>
<td>$75,000</td>
</tr>
<tr>
<td>Food Bank of Delaware</td>
<td>Campaign to Expand Milford Facility and Open a Culinary School Kitchen</td>
<td></td>
<td>$250,000</td>
</tr>
<tr>
<td>Hope Medical Clinic, Inc.*</td>
<td>Patient Services and Staff and Technology Expansion</td>
<td></td>
<td>$131,000</td>
</tr>
<tr>
<td>Jewish Family Services of Delaware</td>
<td>Brandywine Village Network: Promoting Independence and Increasing Access to Health Care for Adults Over Age 50</td>
<td></td>
<td>$250,000</td>
</tr>
<tr>
<td>La Red Health Center</td>
<td>Expansion of Oral Health Service Delivery in Sussex County</td>
<td></td>
<td>$250,000</td>
</tr>
<tr>
<td>Latin American Community Center*</td>
<td>Increasing Access to and Decreasing Disparities in Mental Health Services</td>
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<td>$249,839</td>
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<tr>
<td>Mental Health Association in Delaware</td>
<td>Peer Support Groups in Kent and Sussex Counties</td>
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<td>$51,470</td>
</tr>
<tr>
<td>Mom’s House – Dover*</td>
<td>Go!Kids Health Program</td>
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<td>$68,153</td>
</tr>
<tr>
<td>Practice Without Pressure</td>
<td>Oral Health in the Home: Training for Health Care Professionals and Caregivers of Patients with Disabilities</td>
<td></td>
<td>$246,699</td>
</tr>
<tr>
<td>Supporting KIDS</td>
<td>Increasing Capacity to Provide Therapy and Support for Bereaved Children</td>
<td></td>
<td>$133,056</td>
</tr>
<tr>
<td>United Way of Delaware</td>
<td>Supporting Health Mobilization Initiatives in Delaware</td>
<td></td>
<td>$110,000</td>
</tr>
<tr>
<td>West Center City Early Learning Center (WCCELC)</td>
<td>WCCELC Enrichment Program: Extracurricular Activities to Teach Life and Physical Fitness Skills</td>
<td></td>
<td>$60,367</td>
</tr>
</tbody>
</table>

**TOTAL: $2,871,531**

*Descriptions of initiatives will be included in the 2014 community impact report.*
Increasing access to quality health care has long been a Highmark Delaware goal – even before the inception of BluePrints for the Community. Just as our commitment to helping our members access affordable care remains strong, so does our commitment to helping uninsured Delawareans receive care. In the 2013 grant year, we awarded 10 grants focused on increasing health care access, including the programs below:

**Cancer Care Connection**  
$118,800, May 2013 to April 2014

Cancer Care Connection helps those affected by cancer navigate the full range of issues they face by providing coping assistance, coaching, resource referrals and information. The BluePrints for the Community grant assisted Cancer Care Connection with the implementation of an organizational redesign, which included additional cancer coach staffing to enhance delivery of a new service model. Cancer Care Connection also established significant new partnerships with the State of Delaware, the Delaware Cancer Treatment Program and United Way’s Delaware 2-1-1 to assist those organizations in working one-on-one with people throughout the state affected by cancer.

**Delaware Breast Cancer Coalition**  
$199,100, May 2013 to April 2014

The Delaware Breast Cancer Coalition (DBCC) program, Reaching through the Cracks, brings breast cancer screenings to women who are unable to access mammography services due to income or language and cultural barriers. The grant funded culturally and linguistically appropriate education and follow-up to these women, as well as access to patient navigators, who help enroll and guide women through the screening process. During just the first quarter of the one-year grant period, the DBCC had a 58 percent increase in mammograms for rarely or never-screened Hispanic women, reaching 432 individuals. During the grant year, more than 4,300 individuals received information about mammograms. Like many other grant recipients, the DBCC also formed collaborations with other local non-profits (such as La Red and Westside Family Healthcare) to create awareness of their program.

**Dover Interfaith Mission for Housing**  
$75,000, May 2013 to April 2014

Dover Interfaith Mission for Housing enables homeless men to be self-reliant and live more productive lives as members of the community. This was the second BluePrints for the Community grant for the organization and helped launch the Healthy Living Project, which provides health education and resources to shelter residents who are moving to more independent living arrangements at the organization’s new residence facility.

Nursing students and students from the nutrition departments at Wesley College, Delaware Technical Community College’s Terry Campus and Delaware State University provided health screening and education to shelter residents, as part of newly-formed partnerships with the schools. Dover Interfaith Mission for Housing also increased its access to nutritious, locally-sourced food through several local farms and two community gardens. Shelter residents helped prepare meals, learning more about how to add local produce to their diets.

**Jewish Family Services of Delaware**  
$250,000, January 2013 to December 2013

This grant supported the Brandywine Village Network (BVN), a program designed to promote independence and increase access to health care and support services for adults over age 50 in northern New Castle County. The program aims to ensure older adults can age in place, reducing the need for institutionalization and hospital readmissions. During the grant period, there were 113 BVN members and 170 volunteers. Often, each BVN member had multiple family members involved as well. Seventy programs were held for participants, and volunteers provided nearly 1,700 hours of in-person and telephone support. Programs included yoga, computer classes, Spanish instruction, memoir writing, book clubs, dining out and special health care lectures. BVN also partnered with the University of Delaware Service Learning Scholars program to provide exercise classes. Nearly all BVN members were able to remain in their homes during the grant period.
Brandywine Village Network members meet for social activities at Jewish Family Services of Delaware.

La Red Health Center
$250,000, January 2013 to December 2013

With this grant, La Red Health Center expanded its oral health care services in Sussex County. La Red hired a full-time hygienist and dentist, and plans to hire an additional dentist and dental hygienist. La Red also worked with Delaware Technical Community College to rotate five dental hygiene students through the clinic’s dental department.

Due to the increase in staff and new equipment, La Red was able to provide: comprehensive exams with full mouth series of radiographs and/or panographic radiograph; root canals; dentures, partials and flippers; fixed prosthodontics – crown and bridge; periodontics; and oral surgery.

Throughout 2013, La Red treated 1,266 dental patients during 2,776 patient visits.

La Red Health Center dental staff prepare to see a patient.

Hope Medical Clinic in Dover received a $131,000 grant in September 2013 for its efforts to increase health care access. Additional details of this program will be shared in our 2014 report.
The health needs of Delawareans vary by county and by population. The four programs listed below were awarded grants in 2013 because each had the opportunity to improve overall health and wellness in Delaware or a particular Delaware community.

**Delaware State University Foundation, Inc.**  
$83,453, January 2013 to December 2013  
In response to a report that Kent County is the state’s least healthy county, the Delaware Center for Health Promotion (DCHP) at Delaware State University put together a proposal for a county-wide health promotion initiative. The *BluePrints for the Community* grant supported the initial project for this initiative, a faith-based health promotion program at Calvary Baptist Church in Dover. DCHP conducted a needs assessment and implemented a variety of educational of programs. For example, 140 church members joined a 10-week walking program called “Walk It Off.” Fifty-five participants completed the program, logging a total of 3,489 miles. The church youth group participated in a 30-day pledge to avoid sugary beverages. A weight loss program called Weigh-to-Go! was implemented and 68 percent of participants lost weight during the 12-week program. Health screenings, monthly seminars, a women’s conference on health and a healthy cooking demonstration were also provided. For sustainability, a group of congregants were trained as “Health Ambassadors” to provide future healthy lifestyle programming.

**Food Bank of Delaware**  
$250,000, January 2013 to December 2013  
Nationally, Delaware has one of the highest percentages of residents who cannot afford food. Nutritious food is a basic health requirement – a community that is hungry cannot be healthy. With help from Highmark Delaware’s grant, the Food Bank of Delaware was able to nearly double the size of its Milford facility and construct a Culinary School kitchen. The first Culinary School class began in September with 13 students and will provide job training in the culinary field for individuals who are under-employed and unemployed. Meal production for the after-school nutrition program began in the training kitchen and will allow the Food Bank to increase the number of children served through the distribution of an additional 272,500 meals each year statewide.

**United Way of Delaware**  
$110,000, January 2013 to December 2013  
In 2013, United Way of Delaware (UWD) was one of 10 United Way organizations in the U.S. selected by United Way Worldwide to participate in its Worldwide Health Mobilization Team. The project aims to advance UWD’s health care goals by aligning its efforts with similar work of other United Way organizations and providing appropriate tools and training. The grant from Highmark Delaware covered UWD’s cost to participate in this program and supported UWD’s health initiatives, which included distribution of a localized Healthcare Resource Guide and prescription discount card information to more than 25,000 individuals. The funding also aligned with and supported UWD’s overall focus on access to quality healthcare coverage, information and resources; seniors “aging in place”; mental and behavioral health; youth development; and individuals with disabilities.

The Worldwide Health Mobilization Team program allowed UWD to share and receive expert advice regarding health communications strategies and tactics, gain insight into best practices regarding communications about health care issues in Delaware and acquire new tools and templates to create a statewide communications plan to improve the health of all Delawareans.

**West Center City Early Learning Center**  
$60,367, May 2013 to April 2014  
West Center City Early Learning Center provides early childhood education to children from age 6 weeks through the second grade. It is one of only a few early learning centers serving only low-income families to achieve Star Level 3 in the Delaware Stars for Early Success program. The grant funded one year of extracurricular programs that exposed the children to new sports and activities, with the goal of encouraging daily physical activity.

The Center added weekly excursions to its schedule, including swimming and gymnastics lessons, which helped the children develop physical, social and emotional skills.

Children & Families First in New Castle County and Mom’s House in Dover both received grants in September 2013 for children’s health and wellness programs. Learn more about each of these organizations in our 2014 report.
Students at the Food Bank of Delaware’s Culinary School Kitchen learn culinary skills while preparing meals for Food Bank customers.
BluePrints for the Community:

TRAINING AND RECRUITING HEALTH CARE PROFESSIONALS

With the evolving health care landscape and a number of health professional shortage areas in our state, it is important to recruit and train high quality professionals to ensure a healthy community. Highmark Delaware awarded grants to Delaware Technical Community College and Practice Without Pressure to help them enhance the training they provide to these professionals.

Delaware Technical Community College
$162,197, January 2013 to December 2013

In response to recent nursing shortages and the projected increased need for nurses over the next decade, Delaware Technical Community College significantly expanded its graduate nursing program’s capacity. The BluePrints for the Community grant supported the addition of a dedicated simulation lab at the school’s Terry Campus in Kent County to allow faculty and students to practice and refine their nursing skills in a safe environment prior to providing patient care. The lab opened in February 2014 and will enhance the education and training experience for all nursing students at the school. It will also be available to area health care institutions and professionals for training activities.

Practice Without Pressure
$246,699, January 2013 to December 2013

Practice Without Pressure’s (PWP) mission is to help people with disabilities receive quality medical, dental and personal care with dignity and respect. Through its newly developed curriculum, PWP educated 851 individuals and their families/caregivers, two PWP practice specialists, and 49 professionals on methods that will improve dental and medical care for people with disabilities. Partnerships among PWP, Christiana Care Health System (CCHS) and other organizations created a dental/medical home model to better serve people with disabilities.

PWP delivered Oral Health in the Home training sessions to 100 Delawareans in the disability community. Through Highmark Delaware’s funding, these individuals gained vital oral hygiene skills that they would not have otherwise learned.

During CCHS’s and Bayada Home Health Care’s 2014 conferences, PWP will educate nurses on techniques to enhance medical care received by people with disabilities. In all respects, the recipients of PWP’s education obtained essential tools that will last a lifetime.
BluePrints for the Community:
MENTAL HEALTH AND GRIEF SUPPORT

Mental health awareness and treatment is a national and local health priority. In Delaware, one in five residents experience a mental health issue such as depression or anxiety disorder every year. Yet, each county has an area in which there is a shortage of designated mental health care professionals. The three grant recipients below address these needs in a variety of ways and assist Delawareans across the state.

Delaware Hospice
$100,000, May 2013 to April 2014

With locations in Wilmington, Dover, Milford and Millsboro, the Delaware Hospice’s New Hope Program helps children ages 6 to 17 who are grieving the loss of a loved one. New Hope provides support through one-on-one counseling, peer group meetings, school groups and four-day summer camps at Lums Pond in June and at Redden State Forest in August.

The BluePrints for the Community grant funded both pre- and post-death support for children and adolescents. The program helps prepare a child for the impending death of a loved one, and supports the child after the death has occurred when their loved one is in the Delaware Hospice program. New Hope also provides services to community families and children when there has been an unexpected death. In 2013, 118 children worked with volunteers and counselors to process their grief while enjoying typical camp activities at Delaware Hospice’s Camp New Hope. Outside of the camp, 1,223 children received counseling statewide.

Mental Health Association in Delaware
$51,470, May 2013 to April 2014

This grant allowed the Mental Health Association in Delaware to continue expanding the availability of peer support groups for people with depression in Kent and Sussex counties. Four new support groups were created, with the capacity to serve 80 additional individuals with dual disorders, anxiety disorders, depression and/or suicide of a loved one. This was the group’s second BluePrints for the Community grant supporting this project.

Supporting Kids
$133,056, May 2013 to April 2014

Supporting Kids is one of the few organizations in the country specifically designed to serve grieving children. In 2012, the organization helped more than 800 grieving children and their family members, and recently expanded to offer services in Spanish. The 2013 grant from Highmark Delaware helped the organization increase its capacity to serve grieving families, serving more than 110 additional individuals. Supporting Kids contracted with Widener University to work with a doctoral student and hired an additional licensed clinician.

Catholic Charities (statewide) and Latin American Community Center in Wilmington both received grants to increase mental health services for uninsured and underserved Delawareans. Additional details will be shared in our 2014 report.
COMMUNITY CONTRIBUTIONS

Each year, through sponsorships, small grants and donations, Highmark Delaware supports a variety of community organizations and programs that benefit the Delawareans. In 2013, Highmark Delaware contributed nearly $500,000 to 142 organizations for 173 events and initiatives. Many of these organizations address significant health-related issues throughout the state, including heart disease, stroke, cancer, maternal and child health, diabetes, respiratory conditions, HIV/AIDS and obesity. Below is just a partial listing of the many organizations we are proud to support.

American Cancer Society
American Diabetes Association
American Lung Association
American Heart Association
Arc of Delaware
Arthritis Foundation, Delaware
Autism Delaware
Bayhealth Foundation
Best Buddies Delaware
Big Brothers Big Sisters of Delaware
Brain Injury Association of Delaware
Cancer Support Community Delaware
Catholic Charities
CHILD, Inc.
Children’s Beach House
Chimes Delaware
Cindy Foundation for Ovarian Cancer Research
Claymont Community Center
Claymore Senior Center
Connections Community Support Programs, Inc.
Delaware Adolescent Program, Inc.
Delaware Breast Cancer Coalition, Inc.
Delaware Coalition Against Domestic Violence
Delaware Diabetes Coalition
Delaware Foundation for Reaching Citizens
Delaware Guidance Services for Children & Youth
Delaware Hospice
Delaware HIV Consortium
Delaware Ovarian Cancer Foundation
Down Syndrome Association of Delaware
Easter Seals
Epilepsy Foundation of Delaware
Exceptional Care for Children
ForeverSTRONG Foundation
Girls on the Run
Hope Medical Clinic
Junior Board of Christiana Care
Juvenile Diabetes Research Foundation
Latin American Community Center
Leukemia and Lymphoma Society
Leukemia Research Foundation of Delaware
Lupus Foundation
March of Dimes
Meals On Wheels Delaware
Mental Health Association in Delaware
Ministry of Caring
Moving for Melanoma of Delaware
NAMI Delaware
Nanticoke Health Services
National Brain Tumor Society
National Kidney Foundation
National Multiple Sclerosis Society
Nemours
Newark Senior Center
Pancreatic Cancer Action Network
Ronald McDonald House of Delaware
Safe Kids Delaware
Sojourners’ Place
Stand Up to Cancer
Sunday Breakfast Mission
Survivors of Abuse in Recovery
United Cerebral Palsy
Westside Family Healthcare
Wilmington Senior Center
YMCA of Delaware
OTHER COMMUNITY SUPPORT

In addition to our BluePrints for the Community grant program and our other community contributions, Highmark Delaware provided grants to two additional organizations: the Delaware Health Care Commission and the Delaware Health Information Network.

Highmark Delaware provided a $1 million grant to support the Delaware Health Information Network (DHIN). In 2007, DHIN became the first operational statewide health information exchange (HIE) in the country. It allows health care providers across the state to securely share real-time clinical information to improve patient outcomes, reduce duplication of services and reduce the cost of health care. DHIN currently serves all Delaware acute-care hospitals, skilled nursing facilities and Federally Qualified Health Centers, as well as nearly all of the state’s medical providers. The organization continues to expand and is the first HIE to formally serve as a consultant to another state’s HIE program.

Additionally, we provided a $500,000 grant to the Delaware Health Care Commission specifically to help develop the health care workforce in our state. The Delaware Health Care Commission has used this grant to fund a variety of projects with the intent of increasing the number of health care professionals in Delaware – specifically in areas with shortages.

HIGHMARK DELAWARE 2013 COMMUNITY REPORT GIVING SUMMARY

Total of $4,843,258 to 157 organizations

- $2.75M to 7 organizations
- $1.62M to 3 organizations
- $746K to 6 organizations
- $452K to 2 organizations
- $425K to 6 organizations
- $248K to 13 organizations
- $50K to 2 organizations
- $25,000-$49,999 contributions from 133 organizations
- $50,000-$99,999 contributions from 133 organizations
- $100,000-$149,999 contributions from 1 organization
- $150,000-$199,999 contributions from 1 organization
- $200,000-$249,999 contributions from 1 organization
- $250,000+ contributions from 1 organization
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