

ANNUAL REPORT 2013 - 2014



PREVENTION
PARTNERSSM

AGENTS *of* **CHANGE**

Celebrating the people and institutions
working to make our communities healthier

PREVENTION PARTNERS STAFF

Meg Molloy, DrPH, MPH, RD
President & CEO

Kim Forrest
Chief Operating Officer

Melva Fager Okun, DrPH
Senior Advisor

Research & Evaluation

Whitney Davis, MPH
Director

Amy Meador, MPH
Manager

Strategic Alliances

Annie Thornhill, MPH
Director

Heather Berdanier
Manager

Lindsey Bickers Bock, MPH
Manager

Elina Urli Hodges, MSPH
Manager

Product Support

Julie Knaack, MPH, RD, LDN
Senior Manager

Hannah Prentice-Dunn, MPH
Coordinator

Kara Van de Grift, MSW, MSPH
Coordinator

Information Technology

Kristy Lange-Lowther, MSW
Director

Ben Reinhardt, PMP
Manager

Brandon Adams
Coordinator

Development

Lisa Roper
Associate

Human Resources, Administration

Kinga Rapacz
Coordinator

Strategic Communications

Lisa Watts
Manager

FROM THE PRESIDENT

Celebrating the innovators who create ripples of healthy change

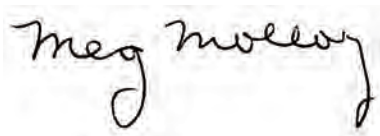
Science tells us to build healthy places in order to change behavior and improve health. But change is often difficult, even when you know it's the right thing to do.

Our goal at Prevention Partners is to make it easier for community and organization partners to work through the complex change process, in turn making it easier for their employees, patients and students to choose healthy behaviors.

No matter where we've worked or in which sector, we've found one crucial ingredient for successful change: a passionate leader. One person's energy and conviction ignites others, and the change process takes off. We've seen such passion engage entire organizations, communities, even states, leading to countless healthier lives through prevention. You can read about a few of these change agents in these pages — people like Chef Jim McGrody, who has reinvented hospital cafeteria food as healthy and delicious dining at Rex Healthcare in Raleigh, and Susan Johnson, whose work steering the massive public/private Medical University of South Carolina to a tobacco-free campus is just the beginning of many healthy changes. You can meet still more inspiring Agents of Change by visiting our YouTube channel.

As more leaders join the prevention movement, the change process gets easier. Thoughtful partnerships are spreading this work and picking up the pace of improvement, as you'll see on page 2. Your feedback and best-practice sharing are helping us all understand what works best.

Thank you for your partnership, and your passion, as together we create healthy places and change lives.



Meg Molloy, DrPH, MPH, RD
President & CEO



BOARD OF DIRECTORS

A year of pushing the accelerator pedal

Some changes are so subtle they may go unnoticed. You see your child every day and don't realize how much he or she is growing until you look back at photos taken over the years. Similarly, you may not have noticed that we have formally changed our name to Prevention Partners--especially because that is how most people already referred to us.

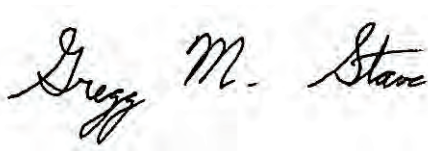
The change in our name reflects our expanding activity across the country. We continue to grow our partnerships, improve our technology, and enhance our data capabilities to measure impact. As a result, our footprint has dramatically changed (check out the map on page 2).

In addition to our name, we have refreshed our mission and vision (see page 5). Our new website domain name, **forprevention.org**, clearly indicates our ongoing focus on prevention as we continue to address the major opportunities for improved health: tobacco, nutrition, physical activity, and obesity. Our products are now helping to embed prevention in even more places where people work, learn, and provide care.

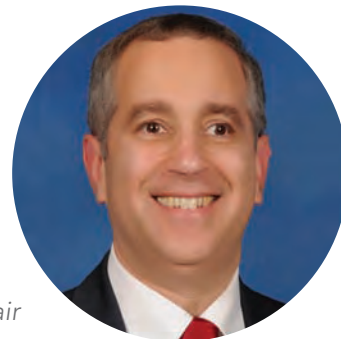
Our approach to prevention is designed to accelerate change. We take evidence-based research and translate it into real-world settings in ways that make it faster and easier for organizations to meet their goals.

Great thanks to all of the funders, supporters, board members, and partners who helped to make this past year another historic one for Prevention Partners. And a special thank you to the incredible staff, interns, and fellows of Prevention Partners who continue to make the impossible happen every day. Thanks to you, better health is in our future.

That's another change we can all be proud of.



Gregg M. Stave MD, JD, MPH
Board Chair



FROM THE
BOARD CHAIR

Gregg M. Stave
MD, JD, MPH, Chair
Consultant
Occupational Medicine

Pamela P. Highsmith
M.Ed, Vice Chair
Development Director
NC Medical Society

Shelley Kalfas
RD, Secretary
Senior Vice President
Sodexo Health Care

Sharon Sawchak
Treasurer
Senior Director Clinical Development
GSK

Ronald Black
President & CEO
Bank of Oak Ridge

Laura Gerald
MD, MPH
Former Health Director
State of North Carolina

Sig Hutchinson
President
Sig Hutchinson Communications

Jeffrey Maddox
Vice President, Sales
United Healthcare of the Carolinas

Robert S. (Bob) Parker
Former Vice President
Wake Forest Baptist Medical Center

Reggie Pearson
Senior Vice President
Vidant Medical Center

William A. Pully
President
NC Hospital Association

Tom Williams
MHA, RRT, RCP
Vice President
Rex Healthcare

Meg Molloy
DrPH, MPH, RD
President & CEO
Prevention Partners

Peg O'Connell
JD, Ex officio, Immediate Past Chair
Consultant
Health Policy & Communications

AGENT OF CHANGE



Susan Johnson, PhD
Director of Health Promotion
Medical University of South Carolina
Charleston, SC

"Most people know what they should and shouldn't do. They just need something to make them change. It's human nature."

Susan Johnson came to Medical University of South Carolina with her eyes set on the goal of transforming the state university, hospital and physician practice into a national leader for workplace wellness. Through the South Carolina Hospital Association's Working Well initiative, in partnership with Prevention Partners, she did just that, systematically achieving WorkHealthy America gold awards for MUSC in nutrition, physical activity, and tobacco and ultimately the Excellence Recognition in 2013.

Of all her achievements, Johnson is proudest of creating a truly tobacco-free campus. It was a hurdle many thought a state university couldn't jump. Through careful lobbying, advocacy of the student government, and strong leadership from then-president Ray Greenberg, MUSC was able to not just ban tobacco from its campus but also to create a tobacco-free medical district of surrounding streets.

"You have to think about what you can do for the most significant impact. For me, it's environmental changes, cultural changes, and policy changes."

WATCH SUSAN'S VIDEO:
forprevention.org/agentsofchange



OUR REACH

Prevention Partners extends its reach nationally

Through key alliances, Prevention Partners saw its work touch more states than ever in 2013. Our rebranding, rolled out in January 2014 (see page 5), reflects this growth in reach and scope. At the same time, we have launched "Our Promise to North Carolina," pledging to significantly reach all 100 counties in the state where our work is rooted.

Partners who are helping us bring organizational-level prevention to more communities include:

North Carolina

Partners: The Duke Endowment, NC Hospital Association, GSK, Kate B. Reynolds Charitable Trust, AstraZeneca, Vidant, MedCost, FirstCarolinaCare, Novo Nordisk

South Carolina: Working Well

Partners: SC Hospital Association, The Duke Endowment, Eat Smart Move More SC

Virginia: WorkHealthy Virginia

Partners: Virginia Hospital & Healthcare Association

Oklahoma: WorkHealthy Hospitals

Partners: Oklahoma Hospital Association, Tobacco Settlement Endowment Trust

New York City:

Tobacco-Free Hospitals Campaign
Partners: NYC Department of Health & Mental Hygiene

National

Partners: Centers for Disease Control and Prevention, Children's Hospital Association, Department of Defense, Mars Incorporated

Interactive national participation map launched

In August 2013 Prevention Partners unveiled an interactive national map of WorkHealthy America participation. Pinpoints on the map identify all workplaces that submit an assessment. Filters allow searches by region, industry sector, worksite structure, employer size, or date. No individual organization's grades or assessment answers are displayed, but the map does show all organizations that reach the new Excellence Recognition level (see page 6) under a "Recognition" tab. Visit forprevention.org/nationalmap.



Prevention Partners convenes Research Council

A select group of leading academic, foundation, industry, and government researchers, along with data stakeholders, signed on to our Research Council in 2014. By leveraging our unique data and strong partnerships, the Research Council aims to strengthen the understanding of what works in prevention and wellness. Research Council Advisors and Collaborators include:

Dr. Alice Ammerman, DrPH, RD
Director, Center for Health Promotion and Disease Prevention and Professor, Nutrition, UNC Gillings School of Global Public Health and School of Medicine

Dr. James Michael Bowling, PhD
Professor, Health Behavior, UNC Gillings School of Global Public Health

Christine Caivano
GlaxoSmithKline

Lynne Garner, PhD
President & Trustee, Donaghue Foundation

Dr. Kathryn Kolasa, PhD, RD
East Carolina University Brody School of Medicine

Dr. Laura Linnan, ScD
Director, Carolina Collaborative for Research on Work and Health;

Professor, Health Behavior, UNC Gillings School of Global Public Health

Meg Pomerantz
Project Director, Carolina Collaborative for Research on Work and Health

Dr. Hazhir Rahmandad, BS, PhD
Professor, College of Engineering, Virginia Tech

Dr. Anna Schenck, MSPH, PhD
Director, Public Health Leadership Program and NC Institute of Public Health; Associate Dean of Public Health Practice, UNC Gillings School of Global Public Health

Angie Wester
Disease & Case Management Coordinator, NC State Health Plan

RESEARCH

Highway to Health study

Prevention Partners led a three-year initiative with the NC State Health Plan, the state's transportation employees, and UNC-Chapel Hill, funded by AstraZeneca. The study tested the effects of WorkHealthy America and an individual-level, employee-focused wellness competition—with the ultimate goal of preventing and improving chronic disease among employees. Findings include a reduction in body mass index and an increased awareness of wellness benefits (a manuscript is in preparation).



Research and Evaluation Manager Amy Meador shares an overview of our data at the inaugural meeting of the Research Council in March 2014.

AGENT OF CHANGE



Jim McGrody
*Director of Culinary Services
Rex Healthcare
Raleigh, NC*

"I came in here five years ago with a plan and a mission to really transform the way hospital coworkers are being fed."

Jim McGrody was trained at the Culinary Institute of America and worked in more traditional food service settings like hotels and restaurants. He came to the 650-bed Rex Healthcare (a WorkHealthy America Excellence Recognition winner) with the express goal of shaking things up, making the food served to patients and employees healthier, fresher, and more enticing. His most radical move: tearing out the deep-fat fryers. In place of French fries, he presented gourmet potato wedges, seasoned to order, among many other custom-order areas of the cafeteria.

"We've introduced new whole grains, fresh vegetables, seafood and more lean meats," he says. He and his staff add fresh herbs, some grown in a garden outside the cafeteria, and source ingredients locally whenever they can.

An outgoing, personable man, McGrody would recognize a look of skepticism in his coworkers as they surveyed the new offerings. He offered them samples with a large helping of enthusiasm, converting them one by one.

"People tell me they've lost 20 or 30 pounds because they eat our foods and it's made a difference in their lives. To me, that's our mission."

WATCH JIM'S VIDEO:
forprevention.org/agentsofchange

Eastern NC Academy opens year's slate of high-energy training

A daylong event in Greenville brings together enthusiastic WorkHealthy America participants, partners, and prospective organizations to learn about workplace wellness, share challenges and successes, and recognize Gold award winners. Similar Academies follow in Salisbury in June (in photo) and Asheville in September with positive feedback from attendees.



N&O shows support

Ned Barnett, Raleigh's News & Observer editorial page editor, features Prevention Partners and CEO Meg Molloy in an editorial about our work, the value of prevention, and the need for executive-level policies.



Employer Roundtable on Prevention meets

More than 100 invited business leaders and elected officials focus on sharing best practices in workplace prevention, aligning public and private prevention efforts, and how building a healthy workforce can boost North Carolina's economy. "The first, most important thing we can do for employers in North Carolina, both current and prospective employers, is give them healthy employees," the Honorable Sharon Decker, Secretary of the N.C. Department of Commerce (at right, stretching), tells attendees in an opening address.



Research Council convenes

Research & Evaluation Director Whitney Davis welcomes prospective Research Council members and gives them an overview of our unique datasets, collected through our web-based platforms. Working with representatives from industry, academia and government agencies, we aim to strengthen understanding of what works in prevention and wellness (see more, page 3).



A YEAR OF EXTENDING OUR REACH 2013 - 2014

JAN 2013

JUNE 2013

JULY 2013

OCT 2013

NOV 2013

JAN 2014

MAR 2014

Annual Meeting honors excellent workplaces, schools

We celebrate the 15th anniversary of our Prevention Excellence awards at a gathering of partners, funders, and other VIPs with keynote speaker Joseph Curtatone, mayor of Somerville, MA (photo below), who shares stories of creating a healthier community city-wide. Among our Prevention Excellence awardees, we honor Mars, Inc. with the workplace award, Medical University of South Carolina and Vidant Health with the hospital award, and Asheville City Schools and Buncombe County Schools with the school awards.



Okun earns state public health honor

North Carolina Public Health Association shines the spotlight on Senior Advisor Melva Fager Okun, DrPH, by awarding her with the 2013 Distinguished Service Award. A champion of tobacco control and cessation policies, Okun was instrumental in establishing 100% tobacco-free campus-wide policies for all 130 acute care hospitals in North Carolina, the only state where this has occurred.

(In photo: Prevention Partners board member Bob Parker congratulates Okun.)



New year, new name

We announce our rebranding as simply Prevention Partners, representing the broadening scope of our work to more than two dozen states. Our web address changes to forprevention.org. At the same time, we launch Our Promise to North Carolina, vowing to bring prevention strategies to all 100 counties in the state where our work is rooted. Our vision: Healthy places change lives.



AGENT OF CHANGE



Randy McGowan
Vice President, Manufacturing
DSM Dyneema
Greenville, NC

"It's important for us to provide wellness avenues for our employees. It helps them manage the stress that we see in everyday life."

Randy McGowan had his own health and wellness wake-up call about 10 years ago, when a team-building ride on tandem bikes at DSM's home office in the Netherlands left him winded. He learned to take time for himself early every morning to walk, then jog, then run. The positive momentum and side effects – he lost 40 pounds in six months – appealed to him, so within a few years he trained and ran a marathon, and since then has completed several Ironman endurance triathlons.

The ripple effects began at home – his wife is now a triathlete, too – and spread to work, a manufacturing plant in eastern North Carolina. As a member of DSM's wellness committee, McGowan has seen the plant progress to the Excellence Recognition level in WorkHealthy America with policies and practices in place such as a no-fee fitness facility on site with personal training services, foods color-coded for nutritional value in the cafeteria, and a tobacco-free campus.

"At DSM, we believe in creating brighter lives for our customers through our products," he says, "but we also believe in creating brighter lives for our employees."

WATCH RANDY'S VIDEO:
forprevention.org/agentsofchange

Top performers earn new Excellence Recognition

To keep pace with and honor the top-performing organizations participating in WorkHealthy America, we established the Excellence Recognition in 2013.



This award signals that an employer has achieved the highest standards in workplace health and prevention. Organizations reach this prestigious mark by scoring straight As in all four modules of WorkHealthy America: Tobacco-Free, Physical Activity, Nutrition, and Culture of Wellness.

We celebrate these organizations for committing to the health of their employees by creating best-practice policies, programs and benefits that integrate wellness into daily operations.



Broughton Hospital's wellness team includes (from left) Kim Hunt, Dietitian; Pam Causby, Kitchen Manager; Denise Ferber, Purchasing Agent; and Sherry Helton, Radiology Supervisor & Wellness Chair.

2013 Excellence Recognitions

Baptist Easley Hospital
Easley, SC

Beaufort Memorial Hospital
Beaufort, SC

Broughton Hospital
Morganton, NC

Caldwell UNC Health Care
Lenoir, NC

CaroMont Health
Gastonia, NC

Catawba Valley Medical Center
Hickory, NC

DSM-Dyneema
Greenville, NC

Duke Health Raleigh Hospital
Raleigh, NC

Georgetown Memorial Hospital
Georgetown, SC

Hilton Head Hospital
Hilton Head, SC

Johnson Price Sprinkle PA
Asheville, NC

Medical University of South Carolina
Charleston, SC

Piedmont Medical Center
Rock Hill, SC

Rex Healthcare
Raleigh, NC

South Carolina Hospital Association
Columbia, SC

Waccamaw
Community
Hospital
Murrells
Inlet, SC



APPRECIATION

Thank you, GSK, for a decade of building healthier schools

In our quest to reverse childhood obesity in North Carolina, GlaxoSmithKline has been a remarkable partner over the past decade. Ten years ago, GSK's US Community Partnerships were far ahead of other national funders in understanding the scope of the problem and the most sustainable solutions. Their investment enabled us to create Zone Health, a comprehensive schools initiative with in-person trainings, paper and pencil assessments, and phone-based consultations. Over the years, GSK's support helped us to improve the reach, efficiency, and quality of Zone Health by developing an online assessment and webinar training model.

As more nonprofits and government partners began working in this area, GSK's grant support enabled us to leverage seed funds from the NC Department of Public Instruction and NC Division of Public Health to develop NC School Health Connection, a collaborative website that maps childhood obesity programs in schools across the state and identifies areas of need. A third round of support from GSK allowed us to bring WorkHealthy America to schools, ensuring that school employees were also supported in building a comprehensive school wellness environment. We are proud to have reached 14 districts, 78 schools, 119,431 students and 56,126 staff with this work.

A GSK capacity building grant now allows us to transform Zone Health into LearnHealthy America, a broader initiative. We are honored to partner with GSK going forward to scale this work more deeply in North Carolina as well as in Denver and St. Louis in 2014 and 2015.

AGENT OF CHANGE



Nekita "Nikki" Eubanks
Human Resources Relationship Manager
Rowan-Cabarrus Community College
Salisbury, NC

"I open up with my coworkers about my own fitness story, and that lets them see the possibilities."

Attending our Prevention Academy in Salisbury, NC, in June 2013 was one of the pushes that got Nikki Eubanks to her physician and committed to better health. "My doctor told me, 'Your numbers aren't bad, but you're going to need to do things differently—or they will be,'" Eubanks remembers.

So, despite the demands of a busy job and a new husband and son at home, Eubanks started going to the Y every morning. "I needed to reclaim that time for myself," she says, meanwhile cutting back on sweets and junk food. The result, six months later? Less weight, more energy, less stress. "If I do my 45 minutes of exercise, I feel good all day," she says. "And I don't reward myself with Twizzlers any more."

Her work as the college's WorkHealthy America point person also motivated Eubanks, and these days her enthusiasm draws in still more participants. "Employee health coordinators need to walk the talk," she says.



Sonia Dickerson of Surry County Schools congratulates winners of the Snack Master healthy cooking competition from the county's 19 schools. Surry County Schools participated in Zone Health through GSK funding.

HONOR ROLL OF SUPPORTERS

April 2013 - May 2014

Thank you to the following donors for their gifts to Prevention Partners this past year. We invite you to join our roster of supporters; visit forprevention.org/donate.

\$100,000 to \$249,999

The Duke Endowment

\$25,000 to \$99,999

GSK

Novo Nordisk Inc

The Kate B. Reynolds Charitable Trust

\$10,000 to \$24,999

FirstHealth/FirstCarolinaCare Insurance

Drs. Christine Hunt & Gregg Stave

Vidant Medical Center

\$5,000-\$9,999

Anonymous

Cone Health

Dasani

MedCost

Sports Endeavors

\$1,000-\$4,999

Ronald O. & Lynn P. Black

Cone Health Foundation

GSK Foundation

GSK IMPACT Awards Fund

Lighten Up 4 Life

Pamela P. Highsmith

Sig & Nancy Hutchinson

Shelley Kalfas

Jeff Maddox

Mission Hospital

Peg O'Connell

Robert S. & Mary Beth Parker

Reggie Pearson

Bill Pully

Sharon J. Sawchak

Sodexo

United Healthcare

\$500-\$999

Carol Hogue & Gordon DeFriese

Merck & Co., Inc.

Meg Molloy & Cameron Binnie

David R. and Cathy Moore

John & Millicent Rennick

Cathy & Robert Weiser

Tommy & Denise Williams

Matching Gifts

GSK Foundation

Prevention First Endowment

Robert S. & Mary Beth Parker

\$100-\$499

Allen Adams

Betty & Howard Adams

Kathryn & Daniel Ahlport

Barbara Morales Burke & Scott Burke

Susan Warwick & Douglas W. Call

Dr. Clay F. Church

Della M. Cross

Fred Eckel

Dr. Anne Schulte & Dr. William Erchul

Charles & Nancy Frock

Laura Gerald

The Honorable Richard Glazier

Susan Harrison

Jeanette Hyde

Lorrie & Parks Icenhour

Darlene & Harold Jacobsen

Karen & Tom Jordan

Denese Lavender

Viravan & William Maixner

McMillan Pate & Co.

Bobbi Jo Munson

Nancy & Michael O'Dowd

Melva Fager Okun

Susan Osborne & Stephen Reynolds

Dr. Barry M. Popkin

Bess Ramey

Dr. Barbara Rimer

Pam Seamans & Ben Feldman

Dr. Ross Simpson & Christine Simpson

Renee & Howard Stave

Dr. Robert J. Sullivan, Jr.

Anne B. Thornhill

Julia Tighe

Betsy & Joe Vetter

Janet & Brian Worstell

Up to \$99

Laura and John Arnold Foundation

Diane Beth & Ray Parker

Mary Bethel

Beverly Biggs

Timothy & Vickie Bradley

Janice Dodds

Anna Gerow

Karen Gottovi

Christine Hayami

Harrington Bank

Jennifer & Abel Hastings

Anita Holmes

Janice K. Horner

Natasha Jamison

Glen Jernigan & Associates

David Jolly

Kristy Lange-Lowther

Dr. Ron Levine & Elizabeth Levine

Bridget Lozano

The Honorable Elaine Marshall

Etta & Tom Maynard

Rev. Gene Moore & Theresa Moore

John Morrow

Dr. Sheri Mouw

Judy & Randy Ollis

Robert Lee Powell

Lorraine Richardson

Lisa Ratliff Roper

Lucy Savitz

Steven Sawyer

Patricia Silvers

Ray Spain

Lee Storrow

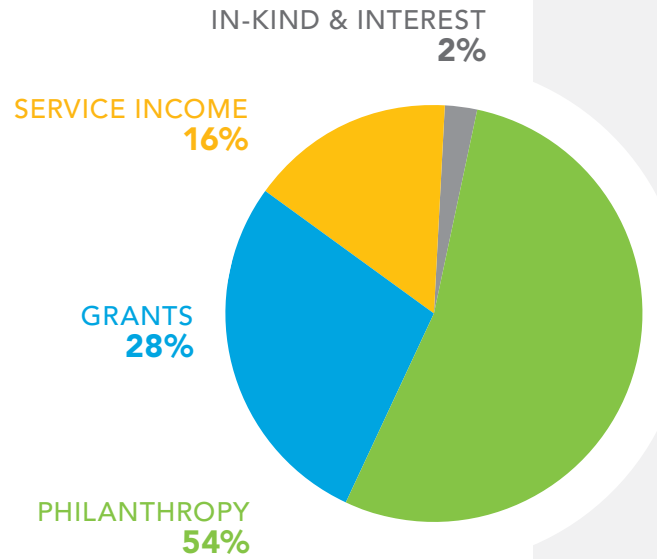
Dr. David Tayloe & Denise Tayloe

Mary Beth Wims

Katherine & Lawrence Wu

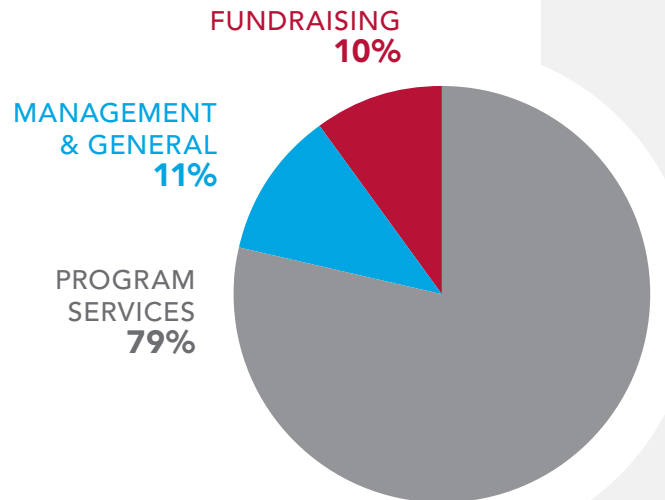
INCOME:

GRANTS	\$793,295
PHILANTHROPY	\$1,528,296
SERVICE INCOME	\$447,891
IN-KIND & INTEREST	\$68,934
TOTAL	\$2,838,416



EXPENSES:

PROGRAM SERVICES	\$1,541,084
MANAGEMENT & GENERAL	\$217,948
FUNDRAISING	\$195,442
TOTAL	\$1,954,474



PROGRAM EXPENSES:

HOSPITALS	\$951,709
SCHOOLS	\$312,561
BUSINESSES	\$259,577
STATE GOVERNMENT	\$15,319
HEALTH INSURERS	\$1,918
TOTAL	\$1,541,084

