Blue Cross NC Institute for Health & Human Services

APPALACHIAN STATE UNIVERSITY
BEAVER COLLEGE OF HEALTH SCIENCES

Annual Report for 2018-2019

Appalachian State University
Beaver College of Health Sciences
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This Annual Report reflects the continuing efforts of the Blue Cross NC Institute for Health and Human Service (IHHS) to collaborate with the people in the communities we serve to improve regional health and well-being through a three-pronged approach: research, outreach, and clinical services. The IHHS, as part of Appalachian State University and the Beaver College of Health Sciences, must hold training and education of students as paramount to all activities to help promote and produce a sustainable future with educated, trained health professionals. The IHHS aspires to meet its objectives by connecting faculty, staff and students with regional partners to fulfill its mission and train future generations of health and human service professionals in the art and science of regional transformational.

Mission

“The mission of the Blue Cross North Carolina Institute for Health and Human Services, within the Beaver College of Health Sciences, is to promote multidisciplinary research opportunities, clinical services, community outreach, and training programs related to holistic health and well-being with the overarching goal of improving lives through transformative social, environmental, and healthcare advances.”

In achieving this mission, we aspire to create a community of learning wherein all people are part of our regional classroom, engaging with us in the process of learning, teaching, seeking new knowledge and new methods, and working collaboratively toward a healthier future.

Much of this report is divided into the areas of Research, Outreach, and Clinical Services. This division reflects the need to define financial divisions more than goal-oriented objectives. In reality, these areas overlap as we create projects and partnerships that train students, create new knowledge, and provide meaningful educational and clinical opportunities that benefit all of the people of the High Country.
Research

The primary purpose of the research arm of the IHHS is to foster, promote, and support interdisciplinary research that will impact health and wellness issues that are meaningful to the people of Western North Carolina. Some of our research is basic science research, while other projects are community-based participatory research studies. Regardless, they are all conducted to, at some point in time, bring improved knowledge and application to our communities. We engage students in our research to build the future and work within key priority areas that are important to our region and that match the research interests and skills of our faculty. Our current research priorities reflect this and include physical activity and nutrition, autism and significant disabilities, aging and adult rural health, and rural health disparities.

This year we also added IHHS faculty affiliations. Over 20 faculty are now affiliated with the IHHS as Research Affiliates, Research Associates, or Research Fellows, depending on their level of investment in externally funded research applications and the amount of funds awarded. Faculty are from multiple disciplines and departments and are not all from the Beaver College of Health Sciences. Our faculty are in the Reich College of Education, the College of Arts and Sciences, and the College of Fine and Applied Arts.

In the 2018-2019 academic year, the IHHS had five active grants. Three of these projects concluded at the beginning of the fiscal year. Dr. Emily Lakey’s (Communication Sciences and Disorders) iShine grant had its first cohort of scholars start and complete the program this year. Dr. Jill Naar (Recreation Management) began her affiliation with IHHS on a project she brought to Appalachian from Ohio State on Food for a Long Life, a program that offers intergenerational teaching and programming to children and elders to address food insecurity. Drs. Williams and Spaulding (Health Care Management) continued their examination of trends in biopharmaceuticals, and Annette Ward (Social Work) continued to train students and area professionals on screening for substance use through the SAMHSA-funded SBIRT project.

A table of all submissions and awards is provided below. Submissions totaled just over $1.5 million, and ongoing grants brought in just under $500,000.
<table>
<thead>
<tr>
<th>Name(s)</th>
<th>Title of project</th>
<th>Sponsor</th>
<th>FY18-19 award amount</th>
<th>Total awarded</th>
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<td>Annette Ward</td>
<td>Appalachian SBIRT Training</td>
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<td>David Williams, Trent Spaulding</td>
<td>Trends in Biopharmaceutical IPO R&amp;D Spending, Profitability, and De-listing.</td>
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<td>Emily Lakey, Aftynne Cheek, David Koppenhaver</td>
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<td>DoEd OSEP</td>
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<td>Gary McCullough</td>
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<td>Food for a Long Life</td>
<td>Ohio State University/USDA</td>
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<td><strong>Total IHHS awarded</strong></td>
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<td>Name(s)</td>
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<tr>
<td>Adam Hege, Benjamin Alexander-Eitzman</td>
<td>Preventing Trauma Building Resiliene and Addressing Adverse Childhood Experiences ACEs in Rural Appalachia An Upstream Systems Approach</td>
<td>Robert Wood Johnson Foundation</td>
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<td>Alan Needle, Jennifer Howard</td>
<td>Treating Joing Instability with a New SCRIPt Stimulating the Cortext to Rehabilitate Injury induced Plasticity</td>
<td>NIH National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMSD)</td>
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<td>Kyle Thompson, Melissa Gutschall</td>
<td>Comprehensive Nutrition Education Addressing Nutrition Needs in a Low Income Rural North Carolina Population</td>
<td>NC GlaxoSmithKline Foundation</td>
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<td>Maggie Sugg, Sandi Lane</td>
<td>RUI Addressing Vulnerability of Nursing Home Facilities to Weather Events</td>
<td>East Carolina University; NIH National Institute of Diabetes, Digestive, and Kidney Diseases (NIDDKD)</td>
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<td>Mary Sheryl Horine</td>
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<td>ECRS</td>
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<td>Dana Brackney, Jamie Griffin, Bryan Belcher, Gary McCullough</td>
<td>Safety Net Focused Interdisciplinary Interventions for Chronic Disease Self Management in a Rural Community</td>
<td>Rita &amp; Alex Hillman Foundation</td>
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<td>Total IHHS requested</td>
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In total, grant submissions and awards are on the rise in the IHHS and the Beaver College of Health Sciences. This year we hired a Contracts and Grants Manager to assist with pre-award faculty research development and post-award research spending. Jessica Donley, who holds a Masters degree in Music Therapy, worked in our Office of Research part time before joining our team. We believe the addition of this position has helped stimulate this growth and spawned increases in IHHS-affiliated faculty, as well. In the coming year, the IHHS will be adding interdisciplinary research groups to support interdisciplinary research development. Internal awards will be provided to help stimulate external grant opportunities.
SUMMARY

In 2018-19, the Blue Cross of North Carolina Institute for Health and Human Services (IHHS) Division of Community Outreach continued to be actively involved in community programming and collaboration. Led by IHHS Associate Director Mary Sheryl Horine as the sole FTE, staff also included Jackie Dyer, Girls on the Run Site Coordinator (50% temporary employee).

In its eleventh year of operation, the Division continued six major projects, formed collaborations with multiple community organizations; advised one student club; represented IHHS at two health fairs/forums; and collaborated with four undergraduate classes for hands on application of competencies.

A focal point of the Division of Community Outreach is to engage students in community service and/or applied experiences. In total, the Division supervised 14 interns and collaborated through either training or service with 42 faculty/staff, 275 students and 6 classes.

In order to unite the University’s resources with community need in the areas of health and human services, the following projects were undertaken or continued during FY 18-19:

**Continued Projects**

1. **Community Resource Directory (CRD):**

   The CRD currently lists 332 service providers with full descriptive information including fee structure, populations served, referral information, contact information and links to websites. The directory remains free to both search and to post content to for health and human service providers in the high country. While we have not made comprehensive updates to the CRD, we continue to edit the site when notified by listed providers.

2. **Girls on the Run of the High Country (GOTR-HC):**

   Since 2009, BCBS of NC IHHS has been the affiliate sponsor for the Girls on the Run of the High Country (GOTR-HC). Mary Sheryl Horine currently serves as the Director and a member of the Advisory Committee. Girls on the Run is a transformational physical activity–based positive youth development program for girls in 3rd to 8th grade designed to develop and enhance girls’ competencies to successfully navigate life experiences. At Girls on the Run, trained and supportive coaches and volunteers teach life skills through dynamic, conversation-based lessons
and running games. The program culminates with the girls being physically and emotionally prepared to complete a celebratory 5K running event. The goals of the program are to develop and improve competence, unleash confidence through accomplishment, develop strength of character, respond to others and oneself with care and compassion, create positive connections with peers and adults and make a meaningful contribution to community, all while establishing a lifetime appreciation of health and fitness.

In FY 18-19, GOTR-HC offered two 10-week programs, one each during the fall semester and spring semester. Additionally, GOTR-HC hosted a summer camp program that was overwhelmingly successful. The 10-week programs consisted of 17 different teams of girls at 24 sites with a total of 314 girls participating. Coaching staff consisted of 101 volunteers to work with the girls two days per week for the duration of the program. Each site was required to have at least one head coach over the age of 18 with CPR and First Aid certifications. All coaches had valid multi state background checks completed. The 101 coaches consisted of 42 elementary school teachers, 38 ASU students (including seven academic year interns), 16 community members and 5 faculty/staff.

Two new-coach trainings were held in 2018-19 utilizing a blended on-line and in-person method. The new training platform prepared coaches to provide the best experience for girls in the program. The new training curriculum is a model based on research in the field, council input, positive youth development practices, and adult learning principles. Using a learning management system, coaches completed several online modules that set the foundation for the in-person training. The online module topics included GOTRology, Policies and Procedures, Curriculum Overview and Girl Development. In person training built upon the modules and taught the core concepts of positive youth development called BPM: building relationships, creating a positive inclusive environment and cultivating mastery orientation. In person, coaches learned how to put these concepts into action, watched videos of coaches in the field and practice a full lesson. Infused throughout the entire training was preparing coaches to work with all girls. By exploring the contexts in which our girls live, coaches were engaged in exercises which encouraged them to reflect on their own contexts and identities and how these influence their interactions and coaching behaviors. Coaches were given an interactive Coach Guide containing best practices in each of the areas of training as well as additional information for a successful season.

As the culmination of the GOTR curriculum, participants took part in a 5k run with the goal of completing the 3.1 miles. The fall 2018 GOTR-HC 5k was canceled because of a blizzard blanketing North Carolina. All registrations were transferred to the spring 5k. In May, we held the spring 5k on the Greenway Trail in Boone and had approximately 350 runners, and 350 additional running buddies which made it the largest 5k event ever held by GOTR-HC. There
were approximately 300 spectators in attendance including State Representative Virginia Foxx.
A planning committee of eight volunteers assisted with the coordination of the 5k events. Planning included volunteer recruitment and coordination, registration, hospitality – food and water donations and transport, logistics, permitting through the Boone Town Council, contingency planning and marketing.

Sixty-two percent of GOTR-HC participants in 2018-19 received scholarship support in order to register for the program. Program fees for participants, lowered from previous years, were based on a sliding scale. Girls who qualified for free/reduced lunch paid a $25 fee; girls with extenuating financial circumstances paid $75; and the full program fee was $100. Two girls in 2017-18 paid no program fees. An important aspect of GOTR-HC is to adequately fundraise so that the ability to pay program fees is not a barrier to participation. GOTR-HC fundraising efforts are described below as part of the objectives within the strategic plan.

Additional 2018-19 GOTR-HC Accomplishments

Fundraising

Luck o’ the Lassie (LOL) is the primary fundraiser for GOTR-HC. Advisory team meetings for the event began in December when fundraising goals were set. The event was held around St. Patrick’s Day and held at The Inn at Ragged Gardens/Best Cellar restaurant. This year’s event had 60 attendees and raised over $15,800 through the live auction and donations. The Leigh Cooper Wallace Making a Difference Award was presented to GOTR advocate and supporter Jesse Miller.

3. Camp Crinkleroot:

In a response to the Autism Community Needs Assessment conducted in 2009, Camp Crinkleroot held its ninth Annual Retreat for kids ages 8-14 with an autism diagnosis. Siblings (ages eight and up) were also encouraged to attend the camp. The name “Crinkleroot” was derived from a healing herb called crinkleroot that grows in the Blue Ridge region during April, which is recognized as Autism Awareness Month.

Thirty-four ASU undergraduate and graduate students with a special interest and/or experience working with individuals with an Autism Spectrum Disorder served as counselors for the camp. All campers had a one to one camper/counselor ratio and other counselors organized group activities. Dr. Emily Lakey provided a 2-hour training to volunteers who had varying levels of experience working with people on the autism spectrum and the RMPE Camp Management class led all volunteers in team-building activities.
Seventeen campers had the opportunity to participate in “typical camp activities” that were modified to meet the specific needs of children with an ASD. Activities included field games, arts and crafts, camp songs, board games, hikes, a campfire, s’mores, and a special store that encouraged campers to make financial and nutritional decisions about snack choices. Emphasis was also placed on STEAM activities in 2018 and campers participated in GPS mapping and the design of a self-propelled car. The camp concluded with a talent show and awards given to each camper to recognize their achievements and special characteristics.

In November, the first “Fall Crinkelroot” was held and focused on developing communication and social skills that were tailored to priority needs for each camper. The theme of the camp was transportation and nutrition. Lessons were developed to support communication skills while creatively participating in transportation themed activities. Eight campers enjoyed making lunch, team activities, taking the AppalCART to campus and watching a movie in the IG Greer Super Cinema. Twenty ASU students participated as counselors at Fall Crinkleroot and also helped to develop activities for the day.

4. Hub for Autism and Neurodiversity (HANd):

The Hub for Autism and Neurodiversity (HANd) provides community-wide education, connects families and individuals to services and resources, and advocates for acceptance and understanding of autism and neurodiversity.

The university’s commitment to addressing Autism-related needs spans nearly a decade. In 2009, the Autism Task Force at the Institute for Health and Human Services conducted a needs-assessment of local providers and families with a child on the autism spectrum. The results of this assessment indicated that there was a greater need for autism-related services, support, and education in the local area. This Autism Task Force (comprised of ASU faculty, community providers, and families with children on the autism spectrum) hosted multiple trainings and community forums. In December 2013, the Innovative Approaches Initiative, a community effort to bring together parents and service providers to jointly address local needs through systems-level changes, agreed to continue the work that the Autism Task Force had started with IHHS taking on a collaborative role.

In 2018-19, HANd met on a monthly basis and included members from the school system, health care, Parent-to-Parent Family Support Network, Communication Sciences Department and the Communication Science Disorders Clinic, UNC TEACCH, Reich College of Education, SDAP, Department of Nutrition, LIFE Village, AS-U-R, Department of Social Work, ASNC student organization, individual with disabilities and parents in addition to IHHS staff.

Notable HANd achievements in 2018-19 include the following:
- Support of a Social Work intern
- Development of priority needs for the Resource Center
- Submission of one grant intended to fund resources in the Resource Center
- Extensive planning and offering a regional autism conference.

**Conference Summary:**

On Friday September 21, 2018 the Hub for Autism and Neurodiversity (HANd) held its inaugural conference “The Transformative Power of Autistic Self-Knowledge and Self-Advocacy: Speaking your Truth”. The conference featured author and TEACCH practitioner Catherine Faherty and autistic activist Jade McWilliams talking about their journey together as client and clinician. The audience included parents, professionals, students, faculty/staff, individuals with disabilities and caregivers. Total attendance was greater than 183 people including 114 professionals. Attendees were mostly from Watauga County but also included 66 people from surrounding counties. After the conference, an assessment survey was sent out to the participants to gather feedback to help plan the next conference, and to measure the impact the conference had on the community.

5. **High Country Triple Crown:**

High Country Triple Crown (HCTC) is the premier adult running race series in the High Country and has been in existence for fourteen years. Organized by a planning team of seven community members and ASU faculty/staff, the events consisted of The Cub (seven-mile race), The High Country Half Marathon and The Knob (2 miles). In total, 375 people participated in the series with 90 people volunteering at the events. Presenting sponsors of the HCTC included Mast General Store, Foscoe Rentals and Modern Toyota. Other sponsors included M-Prints, Tapp Room, Blowing Rock Brewing Co., Hatchet Coffee, Appstate Track and Cross Country Teams, Blowing Rock Parks and Recreation, Valle Crucis School and Lost Province Brewing Company. The 2018 HCTC generated $13,000 in proceeds that were donated to GOTR-HC to use for participant scholarships.

6. **Healthy Heart Collaborative:**

In collaboration with the Omar Carter Foundation, Appalachian Regional Hospital System and Boone Chamber of Commerce, an initiative to focus on cardiovascular health, awareness and education continued at IHHS in 2018-19. The Healthy Heart Collaborative focuses on cardiac
health with goals of educating and advancing sudden cardiac death awareness as well as the promotion of cardiovascular health in the high country community.

Sudden cardiac arrest (SCA) is a leading cause of death among adults over the age of 40 in the United States and other countries. SCA is a condition that occurs when the heart suddenly and unexpectedly stops beating effectively. As a result, blood is no longer pumped throughout the body. Without immediate CPR and AED administration, nine out of 10 victims die. SCA is a life-threatening condition—but it can be treated successfully through early intervention by giving cardiopulmonary resuscitation (CPR) and using automated external defibrillators (AEDs). When bystanders intervene by giving CPR and before EMS arrives, four out of 10 victims survive.

The HHC hosted numerous events including:

- **LLHS forum**: Appstate students attended a lecture presented by Omar Carter and cardiologist Dr. Donna Denier. Students were also given the opportunity to participate in CPR/AED training. During this presentation, ESPN was also filming a special segment featuring Omar Carter. Numerous students were interviewed and given the chance to talk about how cardiac health is important to them personally.
- **Appstate men’s basketball game on February 17**: attendees had the chance to receive training in CPR and AED and to take part in fun activities designed to increase awareness about cardiovascular health. The Collaborative developed and produced an educational video that was shown during the game. T-shirts were also designed and used as give-aways to attendees who participated in one of the three CPR training stations.
- **Ricks Athletic Center forum**: Student athletes, coaches and teams attended a training presented by Omar Carter. Student athletes were also given the opportunity for hands-on practice in CPR and AED use.
- **Watauga High School**: In a general forum, students attended a presentation by Omar Carter and Dr. Denier to learn about cardiac health. Students were given the opportunity to practice CPR skills. Cardiac health and awareness topics were also discussed with the high school athletic administration with the hope of promoting cardiac education at events for student athletes including the Heart of a Pioneer event.
- **During the fall semester of 2018**, a BCHS-wide training initiative was started that aimed to train all faculty, staff and students in Hands Only CPR. Approximately 95% of faculty attended the training presentations. During the spring semester, faculty made time during classes to present the information which resulted in approximately 1700 students watching the HHC video and having the opportunity to practice chest compressions.
7. **Working Groups**

IHHS continued community collaboration through its work with various partners including the Food Access and Security Working Group, WCCI, LICC/WCCC, and PPP. With a goal of improving the health of the community, these groups all met on a monthly schedule and included a broad spectrum of public health providers from the High Country.
Clinical Services

The IHHS Clinical Services expanded its capacity to serve the region this year by adding a brand new clinic location in the new Leon Levine Hall of Health Sciences, the primary location of The Beaver College of Health Sciences. Leon Levine Hall opened its doors in September 2018 to provide classrooms, research labs, offices, and a new Interprofessional Clinic to serve our faculty, staff and over 3,000 students in Health Sciences. The new clinic location, Suite 132, houses two large group rooms for collaboration and group work, as well as client/patient rooms for individual assessment and treatment. The clinic includes a Simulated Living Space, complete with a kitchen, living room, and bathroom which are used for nutrition counseling and training, assessment and treatment of cognitive function, and training on activities of daily living. The clinic houses our Voice, Swallowing, Motor Speech Functioning lab, which provides state of the art equipment for researchers and clinicians to view patient’s throats and voice boxes and to analyze voice and speech function. A Telehealth Suite allows us to connect to clients and patients anywhere in the world. This is helpful for patients who may not have transportation or live in a rural area without access to health care.

In addition to this new location, the IHHS Interprofessional Clinic continues to operate in University Hall, as well. Services there continue to include those provided by The Charles and Geneva S. Scott Scottish Rite Communication Disorders Clinic, The ASU Music Therapy Clinic, and ASU Counseling for Faculty & Staff. In addition, the ASU Psychology Clinic joined the list of IHHS-affiliated clinics this year, providing mental health services across the lifespan in University Hall.

With new space and new programs, new interprofessional clinical activities are in various stages of planning and implementation. Our goal is to expand our interdisciplinary clinical training opportunities for students through targeted, community-defined and supported specialty clinics. We have started this with our autism program but have plans to expand the health screenings we offer to older adults and build more services for the aging population and caregivers in conjunction with our partners at the Area Agency on Aging. In addition, we aspire to make this clinic truly a student-operated clinic. We already train clinicians. We now want to train health care administrators and others in operating a clinical practice. Toward this end, we are starting to offer internships in health care management, public health and other areas. Our clinic director and administrative support specialists will become teachers as well as a clinical operations team. This is an exciting addition to our mission to train the future health providers of our region.

Finally, in order to operate two clinics in two locations and meet the requirements for billing health insurance, we also initiated electronic health records (EHR). This EHR system allows for all notes, communications and billing to take place across disciplines in a secure, HIPAA-compliant system.
Below are some statistics for how clinical activities have operated at our two locations.

Leon Levine Health Sciences

Clinic Activities
- Audiology – Communication Sciences & Disorders
  - 276 patients/515 visits
- Voice and Swallowing - Communication Sciences & Disorders
  - 24 patients/60 visits
- Music Therapy
- Case management – Social Work
- Counseling – Social Work
- Community Screenings - IPC
- Staff HP screenings and flu shots
- Student Health Services flu shots with Nursing support
- Communication Sciences/Theater
- Nutrition Staff HP counseling
- Research
  - Exercise Science
  - Communication Sciences & Disorders
  - Nutrition

Education
- Wake Forest University Physician Assistants Program
- Athletic Training - Camera Use
- Social Work - Camera Use
- Nutrition
- Communication Sciences & Disorders
- Health Care Management
- Nutrition

Community
- Nutrition – High Country Community Health collaboration
- Interprofessional Clinic Advisory Group
- Aging Services collaboration with Area Agency on Aging

University Hall

Clinic Services
- Communication Sciences & Disorders
  - 5,950 visits
- Psychology including billing
  - 19 patients/99 visits
- Counseling for Faculty and Staff
  - 277 clients/1148 visits
- Autism Evaluations - 4
The IHHS is proud to support the Appalachian State University Community as well as our broader community. We do so by offering two critical and highly regarded programs: Health Promotion for Faculty and Staff and Counseling for Faculty and Staff. Health Promotion for Faculty and Staff (HPFS) operates primarily out of Varsity Gym with a facility that includes weight rooms, cardio rooms, and rooms for other types of classes. They operate across campus, as well, providing education services, blood drives, and more. This year, as outlined in their report below, just as they were expanding and adding a new location in the Leon Levine Hall of Health Sciences, the Varsity Gym facility flooded, leaving them without their primary location for the remainder of the year. We are thrilled at the support the community provided HPFS for their services, and we kept them going as best we could in LLHS and around the campus. Sherri Wilson, Director, and her team offer Appalachian high quality health programming and support for the people that serve Appalachian.

Counseling for Faculty and Staff (CFS) operates out of University Hall and offers one full time director/counselor, Tandrea Carter, and two part time counselors. These counselors offer personal counseling and group education/training programs across the university in conjunction with Human Resources, departments, and programs as called upon. Their work is critical to the health and well-being of our faculty and staff.

These are highly regarded services and the IHHS is working to support and grow both programs in every way we can to meet their missions, which are part of the IHHS mission, as well.
I. SUMMARY

Health Promotion for Faculty and Staff (HPFS) continued offering programs and services to promote a healthier lifestyle and a better quality of life for the Appalachian State University employee, retirees and their spouse. Over the past year, the duplicated count of employees served by HPFS was 18,160 (20% overall, decrease from previous year), while, the unduplicated count was 1,353 (68% of the total number of Health Promotion for Faculty and Staff participants).

HPFS program was negatively impacted (40% decrease in overall participation, compared to the previous year’s statistics) by infiltrating water into the facility, which closed its primary operation facility for over a year. However, the opening of Levine Hall and collaboration with University Recreation allowed HPFS to continue its administering personal training and leading some of it group exercise classes. During the year, HPFS experienced an overall 37% decrease usage rate of its facility, group exercise and personal training program due to the unexpected displacement from Varsity Gym.

Supervising over 100 students from the Health and Exercise Science and Recreation Management Programs, HPFS continued to strive within its outreach and educational components. HPFS coordinated the 10th Annual Recreation Management Association Scholarship 5K fundraiser, the 14th Annual Huntington’s Disease 5K, and facilitated 14 CPR/AED/First Aid classes, and 21 ergonomic assessments. Additionally, 2018-19, HPFS sponsored five blood drives that collected 108 productive units of blood, enough to save over 324 lives.

HPFS continued assisting moderate-to-high-risk employees suffering cardiovascular diseases and diabetes, by providing 362 immunizations, administering more than 442 blood work screenings (CBC, Thyroid, PSA, and Hemoglobin) to complement its 99 lipid panel profiles.
II. MAJOR ACCOMPLISHMENTS OF IHHS DIVISIONS AND PROGRAMS

**Health Promotion for Faculty and Staff**

During 2018-19, Health Promotion for Faculty and Staff (HPFS) continued to expand its services and improve existing programs. Participation of Appalachian faculty and staff members in Health Promotion programs during the year was positive, with a comparable usage from the previous year. Relationships with University disciplines and departments continued to thrive. Ongoing professional development, facility upgrades and programs, and preventive care measures continued to be successful. Note the specific major accomplishments during 2018-19 below:

- **During 2018-19, there was positive participation in HP group exercise classes and weight room usage:**
  - Utilized Health and Exercise Science and Recreation Management and Physical Education students to lead group exercise classes.
  - Utilized Health and Exercise Science students to lead one-on-one personal training sessions.
  - Continued offering High Intensity Training (HIIT) classes
  - Continued offering Personal Training services
  - Continued offering Yoga classes
  - Introduced Pilates classes.
  - Introduced online, small group personal training opportunity.
  - Two personal trainers obtained their American College of Sports Medicine national Personal Training certificate

- **Replaced and upgraded the Health Promotion’s equipment and supplies in 2018-19:**
  - Inherited two Precor treadmills from Exercise Science Department
  - Inherited two Precor ellipticals from Exercise Science Department
  - Inherited two Precor stationary bikes from Exercise Department
  - Purchased an Escape Accessory Rack
  - Purchase a Discovery Half Squat Rack
  - Purchased a Discovery Multi-Adjustable Bench
  - Purchased a PreVitality Dual Multi Press Machine
  - Purchased a four level Tennsco, Storage Shelf Unit
  - Purchased a Tennsco Vertical Storage Cabinet
  - Replaced a Tri-fold Display Board
  - Installed a Wall Mount Cabinet for the Check-In System
During the past year, HP continued to educate and inform the Appalachian State University community:

- Maintained updates on the HP webpage to provide information on seasonal flu, pneumonia, smoking cessation, and community outreach programs.
- Administered on-site blood pressure screenings to 15 departments.
- Performed 21 ergonomic assessments campus-wide.
- Led 7 Lunch-and-Learn health-related seminars.
- Administered 14 First Aid and CPR/AED classes.
- Provided learning opportunities for over 100 Health and Exercise Science, Recreation Management and Physical Education, and Fine and Applied Arts (service learning/interviewing/intern).
- Conducted 10 educational exercise-related clinics.

In 2018-19, Health Promotion for Faculty and Staff continued to maintain strong relationships with various Appalachian State University disciplines and departments through special events and special services, including:

- Coordinated two 5K Run/Walk fundraisers with Recreation Management students:
  - 10th Annual Recreation Management Association Scholarship 5K, raised over $3,000; 35 runners and walkers attended.
  - 14th Annual Huntington's Disease 5K, which collected over $12,000 for HDSA, 68 runners and walkers attended.

- Sponsored five American Red Cross blood drives for the university community, resulting in 108 donated pints of blood. In addition, HPFS led 14 American Red Cross First Aid and CPR/AED classes, certifying 126 employees and students in basic lifesaving skills.

- Conducted three incentive programs:
  - § Commit to Get Fit
  - § Face the Nutrition Facts
  - § HP Health and Wellness Incentive Program

- Offered 10 educational seminars:
  - § Performing the Perfect Squat
  - § Chest Compression Only Training Classes
  - § CPR for the Professional Rescuer Instructor Course
§ Workstation Analysis
§ CPR/AED Refresher Course
§ Balance Training
§ TRX Training
§ Foam Rolling Exercises
§ Resistance Band Training
§ Yoga-Weight Training

- Continued offering preventive care services throughout the year with the collaboration of external sources:
  - Appalachian District Health Department administered 362 influenza immunizations.
  - The Breast Clinic from Winston-Salem, a member of the American Cancer Society, conducted 68 mammograms.
  - Family Eye Care Center administered 17 vision/glaucoma screenings
- Continued to allocate space for Recreation Management and Physical Education (RMPE) program to offer indoor cycling classes.
- Collaborated with Beaver College of Health Sciences departments to host the employee health fair, “Pathways to a Healthy Lifestyle,” which included 516 participants
- Collaborated with Instructional Technology and Business Systems to update department’s check-in and data systems.

In 2018-19, Health Promotion for Faculty and Staff provided programs and services for 18,160 contacts. **One thousand three hundred fifty three** Appalachian State University affiliates participated in at least one Health Promotion program or service, representing 68% of the Appalachian State University faculty and staff. The 2018-19 program statistics for Health Promotion are below.
### 2018-19 Data for Health Promotion for Faculty and Staff

#### Number of Contacts for Programs/Services

<table>
<thead>
<tr>
<th>Programs/Services</th>
<th>Number of Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercise Programs (groups/facility)</td>
<td>10,437</td>
</tr>
</tbody>
</table>

#### Classes/Special Services

<table>
<thead>
<tr>
<th>Programs/Services</th>
<th>Number of Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood Drive</td>
<td>141</td>
</tr>
<tr>
<td>CPR/First Aid</td>
<td>118</td>
</tr>
<tr>
<td>Personal Training</td>
<td>3,659</td>
</tr>
<tr>
<td>Employee Health Fair</td>
<td>516</td>
</tr>
<tr>
<td>Educational Seminars</td>
<td>147</td>
</tr>
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</table>

#### Immunizations

<table>
<thead>
<tr>
<th>Immunization</th>
<th>Number of Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influenza/H1N1</td>
<td>362</td>
</tr>
</tbody>
</table>

#### Health Screenings

<table>
<thead>
<tr>
<th>Screenings</th>
<th>Number of Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood Pressure</td>
<td>314</td>
</tr>
<tr>
<td>Cholesterol/Multi-chemistry Blood Test</td>
<td>99</td>
</tr>
<tr>
<td>Ferritin</td>
<td>9</td>
</tr>
<tr>
<td>CBC</td>
<td>28</td>
</tr>
<tr>
<td>HGB</td>
<td>23</td>
</tr>
<tr>
<td>Thyroid Panel</td>
<td>26</td>
</tr>
<tr>
<td>FREE T-4</td>
<td>5</td>
</tr>
<tr>
<td>Health Histories</td>
<td>287</td>
</tr>
<tr>
<td>Hepatitis C Screening</td>
<td>32</td>
</tr>
<tr>
<td>Mammograms</td>
<td>68</td>
</tr>
<tr>
<td>PSA</td>
<td>5</td>
</tr>
<tr>
<td>Glaucoma/Vision</td>
<td>17</td>
</tr>
<tr>
<td>Workstation Analysis</td>
<td>21</td>
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</table>

#### Student Learning Opportunities

<table>
<thead>
<tr>
<th>Learning Opportunities</th>
<th>Number of Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentive Programs</td>
<td>175</td>
</tr>
</tbody>
</table>

#### Total

| Total Contacts          | 18,160             |

#### Participation Rates

Total number of individuals participating in at least one program: 1,353
Percent of faculty/staff served: 68%

#### Distribution of Participation by Division/Status

<table>
<thead>
<tr>
<th>Division</th>
<th>Number</th>
<th>Percent</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Affairs</td>
<td>631</td>
<td>50%</td>
<td>Faculty</td>
</tr>
<tr>
<td>28%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Affairs</td>
<td>223</td>
<td>18%</td>
<td>Staff</td>
</tr>
<tr>
<td>52%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Development</td>
<td>92</td>
<td>7%</td>
<td>Family</td>
</tr>
<tr>
<td>6%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
III. MAJOR PROBLEMS EXPERIENCED BY IHHS DIVISIONS AND PROGRAMS

*Health Promotion for Faculty and Staff*

Health Promotion in 2018-19 continued to experience staffing, facility, and programming issues, some of which, are below:

- **Staffing issues**
  - The continued absence of a registered dietitian denies employees a comprehensive health-related service.
  - Hiring a massage therapist would complement the program and serve as an excellent stress management resource for the employees.

- **Facility issues**
  - The HPFS facility is not handicap accessible, and the steep steps that lead to the facility pose a problem for overweight participants and those recovering from injuries to the lower extremities.
  - Continue to lose battle with Athletics regarding space. Inadequate space limits growth, and limits space for group exercise classes, which forces HPFS to hold classes outside (weather permitting) or in the hallway.
  - Evacuation – water submerging of facility. 37% decrease in participation.

IV. Staff Activity

*Health Promotion for Faculty and Staff*

Sherri Wilson, the Program Coordinator for Health Promotion for Faculty and Staff, continued to collaborate with internal and external departments, provide community-based services, and maintain her professional credentials. Ms. Wilson served as a member of the following committees in 2018-19: (a) Appalachian State University’s Emergency Response Team for Varsity Gym, (b) Appalachian State University’s Sustainability Committee, (c) Appalachian State
University’s Smoking Policy Committee, (d) Appalachian State University’s Health and Wellness Committee, (e) Appalachian State University’s Work Well Committee, and (f) Health Promotion for Faculty and Staff’s Advisory Committee.

Ms. Wilson served in the following outreach and educational programs during 2018-19: (a) co-organizer of the employee health fair, (b) Fall Semester student supervisor for RM2410 ~ the 10th Annual Black Saturday 5K, (c) Spring Semester student supervisor for RM2410 ~ the 14th Annual Tom Moore 5K, (d) American Red Cross CPR and First Aid class Instructor (14 classes), which certified 118 employees, (e) American Red Cross CPR for the Professional Rescuer Instructor Course Co-Instructor, which certified seven professional staff, (f) university’s Office Ergonomist (21 ergonomic assessments), and (g) Guest Lecturer for AT-2400: Medical Conditions and Disabilities. In addition, Ms. Wilson volunteered for the following community fundraisers: (a) the 2nd Annual Staff Senate’s AppKids 5K and (b) the Inaugural Walk for ALS.

Lastly, Ms. Wilson continued maintenance of her professional credentials and certifications throughout the year. Ms. Wilson’s professional development requirements included upkeep of: (a) American College of Sports Medicine Fitness Specialist Certification, (b) American Council on Exercise Personal Training Certification, (c) American Council on Exercise’s Health Coach Certification, (d) National Strength and Conditioning Association Personal Trainer Certification, (e) OSHA Health and Safety Training Ergonomic Certification, (g) Exercise ETC Senior Strength and Conditioning Specialist Certification, (h) Fusion Cycling Indoor Cycling Certification, and attended Human Resources Services Student Employee Supervisory Meetings.

Tracy Weston, the Program Assistant for Health Promotion for Faculty and Staff, continued to excel in the preventive care, outreach and professional development areas of her job. Mrs. Weston coordinated one mammogram screenings, two influenza vaccine clinics, a vision/glaucoma screening, a Hepatitis C screening, ten blood screenings, and administered six departmental blood pressure assessments during 2018-19 fiscal year. Additionally, Mrs. Weston introduced the addition of Free T4 and Ferritin blood screenings.

Mrs. Weston’s outreach services proved beneficial for Health Promotion for Faculty and Staff’s participants. Mrs. Weston coordinated five employee American Red Cross blood drives, and she co-organized the 2018 employee health fair. She continues to serve on the Health Promotion for Faculty and Staff Advisory Committee.

Mrs. Weston engaged in the following community service opportunities, the Inaugural ALS walk, and AppKids shopping day.
Lastly, Mrs. Weston continues to strive for professional excellence. During the 2018-19 fiscal year, Mrs. Weston attended the following workshops/meetings: Active Aggressor/Shooter Training, DocuWare training, Basic Records Management Workshop, attended DRA meetings and BCHS Administrative Assistant meetings. Tracy also obtained her CPR for the Professional Rescuer Instructor Certification. In relation, Mrs. Weston co-administered Chest Compressions Only Training to the College of Health Science employees and students.

**Stephanie McDaniel** the Exercise Coordinator for Health Promotion for Faculty and Staff, continued to provide excellent service to the participants in the personal training, group exercise and exercise facilities. The Varsity location facility’s appearance (pre-evacuation) continued with the facility paint job and addition of acoustic panels. Stephanie McDaniel worked with Sherri Wilson and Tracy Weston to prepare for a second location at Leon Levine Hall by developing and implementing new weight room assistant positions, promoting and hiring those student employees.

Mrs. McDaniel meets participants' needs by listening to their goals, offering diverse exercise classes, making herself available, when needed, and ensuring personal training requests are communicated effectively and met in a timely manner.

Through Mrs. McDaniel leadership in Health Promotion’s Health and Fitness section, the program has sustained its personal training usage even without its primary operating location (Varsity Gym) by working with other university departments to share space for personal training and exercise classes. On average, Health Promotion trains 78 clients per week under McDaniel’s guidance in Mt.Mitchell and Leon Levine Hall.

Additionally, Mrs. McDaniel’s interpersonal skills allowed for continue collaborated measure with Physical Education (Edgar Peck). Health Promotion partnered with Physical Education, allowing P.E. to offer indoor cycling classes each semester, within its facility.

Finally, Mrs. McDaniel enhanced her professional development by beginning her Master’s in Nutrition with a Concentration on Public Health, successfully obtaining her American College of Sports Medicine Certified HIIT Instructor Certification, volunteering at community events, and serving on a variety of committees. Mrs. McDaniel’s services included (a) serving as a representative for the Emergency Team at Leon Levine Hall (b) serving as a member on the Health Promotion for Faculty and Staff Advisory Committee, and (c) serving as the Head Timer for the Tom Moore Memorial 5k.
Counseling for Faculty and Staff contributes to the overall mission of Appalachian State University by offering free, confidential, short-term services to faculty, staff, and their family members to identify, prevent and address personal, family and workplace issues.

CFS by the Numbers

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>135</td>
<td>Intake Appointments Conducted</td>
</tr>
<tr>
<td>1,221</td>
<td>Total Counseling Sessions Attended</td>
</tr>
<tr>
<td>288</td>
<td>Unduplicated Clients who Received Counseling</td>
</tr>
<tr>
<td>1,288</td>
<td>Total hours of counseling provided (individual, couple, family)</td>
</tr>
<tr>
<td>11</td>
<td>Outreach activities attended</td>
</tr>
<tr>
<td>42</td>
<td>Class/Workshop/Seminar Sessions Offered</td>
</tr>
<tr>
<td>318</td>
<td>Class/Workshop/Seminar Contacts</td>
</tr>
<tr>
<td>36</td>
<td>Consultations Provided</td>
</tr>
<tr>
<td>42</td>
<td>Information and referrals made to outside providers or other services</td>
</tr>
</tbody>
</table>

Counseling for Faculty and Staff responds to request by individual employees, supervisors, departments and divisions to provide relevant support to Over the 2018-2019 fiscal year (July 1, 2018—June 30, 2019), Counseling for Faculty and Staff provided a wide array of supportive services to address employee mental health needs across the University Community.

- Individual and Couples Counseling
- Supervisory Consultations with Organization Leadership
- Crisis Intervention During Business Hours
- Seminars and Workshops
- Departmental In-Service Training
- Participation on University-Wide Committees and Initiatives
Individual and Couple/Family Counseling

<table>
<thead>
<tr>
<th>Year</th>
<th>Intakes Attended</th>
<th>Unduplicated Clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>14/15</td>
<td>107</td>
<td>1288</td>
</tr>
<tr>
<td>15/16</td>
<td>121</td>
<td>242</td>
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<tr>
<td>16/17</td>
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<td>126</td>
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<tr>
<td>17/18</td>
<td>135</td>
<td>254</td>
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<tr>
<td>18/19</td>
<td>237</td>
<td>117</td>
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<tr>
<td></td>
<td></td>
<td>263</td>
</tr>
<tr>
<td></td>
<td></td>
<td>211</td>
</tr>
<tr>
<td></td>
<td></td>
<td>288</td>
</tr>
</tbody>
</table>

Average Hours of Counseling per Client: 4.5

Individual and couples counseling, the primary service provided by CFS, demonstrated a notable increase in the number of clients served and the number of counseling hours provided. The number of counseling clients served evidenced a 21.5% increase over the 2017-2018 reporting year.
Crisis Support

CFS provided crisis support to ongoing and new clients who were experiencing increased mental health concerns. Support has included expedited appointments, increased frequency of clinical appointments, consultation with outside providers, post-hospitalization support, and one DSS referral which did not result in an DSS investigation.

Consultations

CFS recorded 36 consultations provided to members of the university community. Consultations with supervisors or administrators addressed concerns such as how best to support individual employees with needs, navigating challenging circumstances within departments or units, and how CFS might provide support to departments or units through workshops or trainings.

Information and Referral

Counseling for Faculty and Staff provided information and referral to university employees for a variety of concerns. These included referrals made for ongoing clients, as well as referrals made based upon initial contacts requesting outside services. Referral concerns included psychiatric assessment and treatment, substance abuse treatment, domestic violence concerns, resources of psychological assessment, disability supports, eating disorder assessment and treatment, outside counseling resources, financial and legal services, appropriate resources within the university community (e.g., Ombud's Office, Human Resources, Office of Title IX Services, Academic Affairs, Office of Disability Services) and access to primary health care.

The 42 instances of information and referral were likely an undercount, based upon the way this information was recorded. One of our goals for the next year is to more accurately count the information and referral services provided by CFS.
Classes and Workshops

CFS provided workshops to the general university community on a variety of mental health or wellness topics. CFS also worked with departments and units to create tailored trainings based upon specific needs.

40 Class/Workshop Sessions
yielding
311 Group Contacts

Positive Discipline Parenting Course
Yoga
Mental Health Issues in the Workplace
Dealing with Depression
Dealing with Anxiety
Helping Someone In Need
Work/Life Integration
Positive Discipline Presentation
WHO SEEKS SERVICES?

CFS provides services to university employees, their immediate family members, and graduate students in clinical training. The graphs on this page represent counseling services provided over the year. Staff members formed the largest proportion of counseling clients in 2018/2019.

Staff members who seek receive CFS services are employed across the university. In 2018/2019 staff clients represented each of the major organizational divisions with the greatest proportion coming from Academic Affairs, followed by Business Affairs and Student Development.
FOR WHAT?

Presenting Concerns for 2018/2019 Intakes
(Percentage of Clients who Expressed Each Concern)

- Anxiety
- Depression
- Career
- Adjustment
- Self-Esteem
- Grief/Loss
- Financial
- Eating Disorder/Weight
- Obsessions/Compulsions
- Anger Management
- Impulse Control
- Emotional Abuse
- Racial/Cultural
- Substance Abuse
- Suicidal Thoughts
- PTSD
- Sexual Abuse
- Physical Abuse
- Suicidal Behavior

Relationship Concerns for 2018/2019 Intakes
(Percentage of Clients who Expressed Each Concern)

- Partner/Children: 41%
- Parents/Family: 20%
- Friends/Coworkers: 17%
- Supervisor: 12%
- Subordinate: 3%
OUTREACH

Counseling For Faculty and Staff participated in structured and informal outreach opportunities. CFS counselors handed out brochures and answered questions regarding our services. Outreach activities included:

- Faculty and Student Affairs Staff Orientation and Information Fair
- University Safety Festival
- Faculty and Staff Health Fair
- Information provided at New Employee Orientations
- Presentation to Council of Chairs
- Participation on university-wide committees including the Health and Safety Council
- Information provided at each workshop or class sponsored by CFS

COLLABORATIVE PARTNERSHIPS

Counseling For Faculty and Staff engaged with collaborative partners across campus including:

- Office of Human Resources
- Office of Emergency Management
- Center for Faculty Excellence
- Office of Disability Services
- University Library
- Parent and Family Reception Center/ Office of Student Affairs
- Virtual Dementia Tour Planning Committee
- IHHS Planning Committee
CFS STAFF AND OPERATIONS

CFS was staffed by one full-time and two part-time employees, who each worked approximately 10 hours per week. CFS staff members engaged in ongoing training and professional development activities to maintain current skills and licensure.

As director of CFS, Tandrea Carter maintained involvement in a number of campus initiatives including, serving on the university’s Health and Safety Council, providing support for active shooter drills conducted by the Office of Emergency Management, and representing CFS at various campus activities. In addition, she attended the UNC Health and Safety Conference held at UNC Asheville.

CFS participated in a review of informed consent policies for parents of minors organized by Dr. Kurt Michael, Associate Chair of the Psychology Department and Director of the ASC Center, along with other campus units that provide services to minors.

2019 - 2020 CFS GOALS

• Improve tracking of information and referral services provided
• Expand workshop offerings provided to the university community
• Increase the total number of people served through group contacts
• Increase outreach to the university community by technological means as well as through face-to-face outreach opportunities
• Increase consultations provided to campus constituents regarding mental health concerns of employees
• Increase relationships and connections to community referral sources
• Complete review of informed consent for minors
• Explore the need to update or clarify existing CFS policies and make changes as indicated
• Refine mechanism for receiving feedback from counseling clients through client survey forms
Summary & Future Directions

The Blue Cross Blue Shield of North Carolina Institute for Health and Human Services has undergone many iterations over the past decade and has redefined its mission and vision to play a vital role in connecting the resources of a major university with numerous programs in health and wellness to a rural mountain community with many needs relating to health and wellness disparities. We have redirected our energies to building projects and partnerships that are supported by ongoing integration of the three pillars of research, outreach, and clinical services.

In the coming year we look forward to new Interdisciplinary Research Groups that will provide new collaborations for research to impact our communities, expansion of outreach programs such as our Healthy Heart Collaborative and Girls on the Run, new interprofessional clinical programs for older adults and expansion of services provided by nutrition and social work, and a return of Health Promotion for Faculty and Staff to their home in Varsity Gym. All of our services are experiences new ideas, new growth and new direction; and 2020 will no doubt bring us clearer vision for the future.