



# CRITICAL CONDITION

FINAL STATION  
OUTREACH REPORT

Submitted by Outreach Extensions  
November 14, 2008

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## INTRODUCTION AND SUMMARY

*“Hartford, CT is the insurance capital of the U.S., so for the uninsured this program hit home. The town hall meeting with a studio audience brought healthcare concerns from the community to the forefront. The dialog was robust and tackled many of the issues that the citizens of this State face on a daily basis. We weren’t able to fix the healthcare system but gave guidance to all who participated.”*

**Jay Whitsett, Connecticut Public Television**

The CRITICAL CONDITION National Outreach Campaign highlights issues surrounding health care, national policy, and economic development, while at the same time promoting public television’s history of presenting stories about timely issues and underrepresented communities. This strategic public awareness campaign engaged communities and heightened the visibility of health care policy during the run-up to the 2008 presidential election.

A national consulting firm founded in 1992, Outreach Extensions (OE) has developed and implemented solution-based media outreach campaigns that extend the impact of documentaries beyond television into local communities. OE pioneered the leveraging of local public television stations’ multiplatform media assets as part of outreach campaigns in association with the broadcast of a national television documentary or series.

In 2004, Outreach Extensions was retained to conduct PBS station and community outreach for the P.O.V. documentary, CRITICAL CONDITION, produced by filmmaker Roger Weisberg. The film was ultimately scheduled to air September 30, 2008. A total of 21 grantees were funded for the outreach campaign.

Grantee project included a wide range of community activity, including a forum conducted by Making Connections Des Moines in October 2007 featuring presidential candidate Barack Obama. Grantees also held televised town hall meetings, filmed local documentaries, created health-care related Web content, and developed on-air interstitials.

Grantee recruitment was conducted in three phases. The **first phase** of grantees were among The Annie E. Casey Foundation’s *Making Connections* sites; grants were awarded to seven sites:

- *Making Connections* Des Moines
- *Making Connections* Hartford
- *Making Connections* Indianapolis
- *Making Connections* Louisville
- *Making Connections* Providence
- *Making Connections* San Antonio
- Milwaukee Public Television

These sites began their outreach work as early as spring 2007 and continued through 2008, in anticipation of the documentary’s PBS broadcast.

The **second phase** of grantees included:

- KPBS/San Diego
- Maryland Public Television
- KCTS/Seattle

These grantees began their work in January 2008.

Grantees in the **final phase** were:

- Detroit Public Television
- KLRU/Austin, TX
- KNPB/Reno, NV
- Rocky Mountain Public Television/Denver
- WGTE/Toledo, OH
- WXEL/Boynton Beach, FL
- KETC/St. Louis
- Louisiana Public Broadcasting
- KUED/Salt Lake City
- WXXI/Rochester
- WNPT/Nashville

These grantees began their outreach efforts in March 2008.

## **SPANISH LANGUAGE BROADCAST**

As part of its outreach funding from The Annie E. Casey Foundation, Outreach Extensions collaborated with P.O.V., Public Policy Productions, and V-me on a Spanish-language broadcast. A for-profit venture partnered with public television, V-me is a 24-hour digital broadcast network carried on basic digital cable and satellite systems. Reaching 28 million homes and more than 60 percent of all Hispanic households, V-me broadcast a one hour Spanish-language version of CRITICAL CONDITION - comprising the two Latino stories, Carlos Benitez and Hector Cardenas on October 8 and October 11, 2008.

Host Denisse Oller opens the show to establish the context of the stories in relation to the health care crisis. Following the two stories, Oller suggests action items for viewers to do. One of the most honored women in Spanish-language television, Oller has been recognized by Hispanic Business Magazine as one of the 100 most influential Hispanic Personalities in the United States. Ms. Oller, a native of Puerto Rico, began her journalism career in the mid 1980's as a reporter for Telemundo's local New York station, WNJU-Channel 47. She later joined Univision as anchor of the network's first national weekend newscast and as the network's news bureau chief in Los Angeles. Denisse Oller's outstanding journalistic work includes interviews with statesmen such as Ronald Reagan and Oscar Arias, world-renowned writers such as Isabel Allende and Mario Vargas Llosa, as well as other prominent figures in the world of politics and culture. When covering major news events such as the 9/11 terrorist attacks, the Oklahoma bombings and the 1993 earthquake in Northridge, California, Oller has given in-depth reporting that invites her audience to experience the multiple dimensions of these shattering events. Across Latin America, Denisse's voice is familiar communicating comprehensive information about presidential elections, summits, and the historic visit of Pope John Paul II to Cuba, where she interviewed both dissidents and government officials.

Grantees that participated in the Spanish-language outreach component were:

- KPBS/San Diego
- Rocky Mountain PBS/Denver
- KUED/Salt Lake City

## **CAMPAIGN PARTNERS AND RESOURCE SUPPORT**

OE collaborated with Families USA (<http://www.familiesusa.org/>) for resource information and support. Since 1982, Families USA has worked to promote high-quality, affordable health care for all Americans. They have provided a number of links to information on their Web

site, including state-by-state health care data, and “how-to” strategies for hosting a screening event related to health care and insurance issues. For a number of grantees, Families USA provided contact persons that were accessed as resource support or on-air or on-site expert panelists.

Outreach Extensions provided all grantees with an overview of the **Robert Wood Johnson Foundation’s *Cover the Uninsured Week***. *Cover the Uninsured Week 2008* took place April 27-May 3, 2008, and was designed to help raise awareness of the plight of uninsured children and families ([www.covertheuninsured.org](http://www.covertheuninsured.org)). The Web site contains a number of resources available for grantees to use in their CRITICAL CONDITION outreach campaigns.

The **Missouri Foundation for Health (MFH)** provided special funded for KETC/St. Louis to conduct outreach activities for CRITICAL CONDITION. MFH’s mission is to empower the people of the communities they serve to achieve equal access to quality health services that promote prevention and encourage healthy behaviors. The Missouri Foundation for Health does not create programs, but rather it helps develop and fund programs through grants to eligible organizations in the region. The Foundation’s priorities encompass activities in both the prevention and treatment of disease and disability.

## GENERAL OUTCOMES

- Overall, grantees greatly exceeded expectations for their outreach activities, underscoring the immense importance of this issue
- Station outreach projects garnered a reach of over six million impressions (see chart on next page).
- Grantees leveraged financial awards with additional local support in the amount of \$2667,570
- Some grantees produced local productions for the first time
- CRITICAL CONDITION campaign resources, i.e., discussion guide, developed by P.O.V., and the V-me Spanish-language DVD assisted grantees to reach a high level of success

Grantees completed a wide array of project activities at the local community level, including Web sites, panel discussions and screenings, and on-air productions. Project highlights include the following:

- **Making Connections Des Moines** - As part of its outreach activities, *Making Connections Des Moines* uses Iowa’s first-in-the-nation spot in caucus/primary process to host a health care roundtable. Their goal was to engage presidential candidates from both parties in the discussion by including them in the event. While all were invited, only Senator Barack Obama attended. He was able hear concerns about health care directly from participants in a “kitchen table” discussion. *MC Des Moines* also launched a targeted outreach effort to 28 faith congregations in their target neighborhoods.  
**Total outreach impressions: 18,700**
- **Making Connections Hartford / CPTV** - CPTV produced a local town hall meeting and short documentary to reach 16,000 Connecticut residents in a discussion about access to health care. *Hartford Courant* columnist Stan Simpson served as moderator and was joined by expert panelists Donald Williams, state senator and president pro tempore; Chris Donovan, state representative and house majority leader; Patricia Baker, president and CEO of the Connecticut Health Foundation; Efrain Agosto, interim dean and professor

of the New Testament at the Hartford Seminary; Joe Brennan, senior vice president of public policy for the Connecticut Business and Industry Association; Kevin Lembo, healthcare advocate; Jerry Long, president and CEO of the PCC Technology Group; and Stephen Jewett, director of corporate communications at ConnectiCare.

**Total outreach impressions: 46,260**

- **Making Connections Indianapolis / WFYI** - Indianapolis' efforts with its local documentary had statewide reach, spanned platforms, and raised the level of conversation about the uninsured and underinsured in Indiana. WFYI noted that poor health care affects a family's ability to earn a living and be successful in school, also noting that high health care costs can lead to personal bankruptcy, payday lending, and excessive use of emergency rooms. WFYI was a partner with the *Making Connections* leadership team in this project, had a guest from the site on the community conversation panel, and selected other guests who had experience working in the Casey site via their health clinics, research projects, or other involvements.

**Total outreach impressions: 381,032**

- **Making Connections Louisville** - This project provided an opportunity for youth in the *Making Connections* community to make a video about a health issue of their choice after viewing parts of CRITICAL CONDITION. The goal was to provide skills training in a highly desirable medium, and simultaneously engage youth in important health and health care issues in their community. After consideration, the young people decided to create a video about STDs among teens. The result was *Don't Fall for the Okey Doke*, a 15 minute video that takes a frank, realistic look at sex and sexually transmitted diseases among teens in urban Louisville, both the problems and solutions.

**Total outreach impressions: 10,500**

- **Making Connections Providence / Rhode Island PBS** - This site's project features three community forums that will engage community residents and key stakeholders to educate and build the public will necessary to prevent further cuts to subsidized health care for low-income families and to explore opportunities for affordable and accessible health insurance for Providence's most vulnerable children and families. A half-hour documentary was produced, *Critical Conditions: A Rhode Island Prognosis*, to air in conjunction with a panel discussion.

**Total outreach impressions: 152,450 (projected)**

- **Making Connections San Antonio / KLRN** - KLRN and project partner, San Antonio Metro Health, spotlighted health, choices and resources during a live, televised town hall meeting in KLRN's Robert L. B. Tobin Studio. The town hall featured a panel of health care professionals and community leaders as well as video clips on critical health issues created by teens in San Antonio's *Making Connections* neighborhoods.

**Total outreach impressions: 951,425**

- **Milwaukee Public Television** - MPTV is hosting a Community Cinema event featuring the premiere of the documentary, *Health Care: The Wisconsin Prescription*. The event will be held at Discovery World Museum (DW) on December 10<sup>th</sup>. DW is an ongoing partner of MPTV. A crowd of over 300 is expected. A 4<sup>th</sup> Street Forum discussing the availability of health care will be produced on the week of the broadcast. The 4<sup>th</sup> Street Forum program will be broadcast on Channel 10. <http://www.milwaukeeeturners.org/fourth-street->

[forum/](#) Finally, the documentary will be offered to Wisconsin Public Television for air throughout the state.

**Total outreach impressions: 201,100 (projected)**

- **KPBS / San Diego** - For its outreach campaign, KPBS hosted a number of events, including a CRITICAL CONDITION screening at the San Diego Public Library, a health and resource fair, and a live radio broadcast, which reached 80,000 listeners. KPBS' Spanish outreach included a screening and resources for Latina childcare workers.

**Total outreach impressions: 332,060**

- **Maryland Public Television** - Maryland Public Television (MPT) produced and aired two segments for its local public affairs show, [State Circle](#). These segments were intended to highlight local, timely issues around access to health care and the uninsured in Maryland. The first segment focused on current Maryland legislation that provides health care insurance coverage for a broad population of uninsured Marylanders. The second segment featured another newly-passed Maryland law that increased funding for the state's dental Medicaid program, and improved access to care for Maryland families. The segments were edited and posted online on MPT's YouTube page, and promoted with CRITICAL CONDITION on [mpt.org](#) on MPT's [PBS Votes 2008](#) programming page in the two months leading up to the November 2008 election.

**Total outreach impressions: 425,514**

- **KCTS / Seattle** - *KCTS 9 Connects* is the only local (Seattle area) current affairs program to dedicate its entire broadcast during this election season to address the challenges of the uninsured, underinsured, and rising costs of health care. KCTS' special edition provided human stories behind the statistics. The story about Tiffany Owens gave her family an opportunity to share their difficult story and to bring understanding of the challenges felt by many Americans struggling without adequate health care coverage. In addition, KCTS compared the proposed health care coverage plans of the Presidential and Gubernatorial candidates, and they profiled the White Center Sea-Mar Community Health Clinic and how it, like a growing number of community clinics, is providing coverage to those falling through the health care cracks.

**Total outreach impressions: 110,315**

- **Detroit Public Television** - Detroit Public Television broadcast a special 30-minute edition of *American Black Journal*, focused on helping Detroiters dealing with a lack of health insurance. Program host Cliff Russell interviewed Wayne Bradley, CEO of Detroit Community Health Connection, non-profit community-based primary care organization committed to providing quality, compassionate and professional care to all patients they serve, regardless of their ability to pay. The program included a three-minute "field piece" during which a former public school teacher recounted her struggles to maintain quality medical care after being laid off. Now working in a charter school without medical benefits, this forty-something mother of teenaged boys now faces a dilemma shared by many other Americans - what to do about health care.

**Total outreach impressions: 719,100**

- **KLRN / Austin, TX** - The CRITICAL CONDITION: CENTRAL TEXAS partnership was launched with the common vision to assist uninsured families by raising the community's awareness of and sensitivity to the complex issues related to the uninsured. KLRU produced a series of five local stories for broadcast about the issues faced by the uninsured; secondly, a

Web micro-site with local, state and regional resources for the uninsured/underinsured was developed.

**Total outreach impressions: 295,639**

- **KNPB / Reno, NV** - The Northern Nevada community has a greater understanding of the healthcare system through KNPB's outreach initiative: *Code Blue for Healthcare*. Information, understanding and the desire to be heard were made possible through KNPB's *OpenLine: Code Blue for Healthcare*, *OpenLine* blog, KNPB's healthcare focus group and partner outreach. Uninsured families were given a variety of resources which focused on access in rural areas through KNPB's *OpenLine* program. Health organizations which service rural communities and the uninsured were given a platform to promote their services. By shedding light on programs focused on helping the uninsured and drawing attention to the crisis facing local Nevadans, the initiative brought awareness to the community through several innovative angles.

**Total outreach impressions: 20,660**

- **Rocky Mountain PBS / Denver** - Rocky Mountain PBS leveraged CRITICAL CONDITION as a springboard to move the health care discussion forward and to deepen relationships with health care advocacy and policy groups, foundations and individuals with connections in health care. RMPBS held four screening/town hall meetings throughout Colorado - two in Denver and one each in Grand Junction and Pueblo. One of the two events in Denver was focused on health care policy-makers and health care workers and was held on a medical campus during the day for maximum attendance and impact. Sisters of Color was a partner for RMPBS' Spanish-language outreach. Sisters of Color helped to promote the events to their community and will also be helping to distribute the Spanish-language version of the Colorado Health Care Resource Guide created by RMPBS.

**Total outreach impressions: 505,749**

- **WGTE / Toledo, OH** - WGTE produced a Town Hall Meeting to put a local face on the national issue of health care and the uninsured. Fortunately, WGTE had an encouraging story to tell, because its community has a service called CareNet, administered by the Hospital Council of Northwest Ohio, which is a safety net for the uninsured. That does not mean, however, that they have sufficient funds to serve every one in need, nor that everyone has equal access to health care. WGTE also produced a promo which aired both on WGTE and a Cable flight.

**Total outreach impressions: 141,973**

- **KETC / St. Louis** -KETC and the Missouri Foundation for Health sponsored and hosted a town hall screening of the documentary, along with a panel discussion for 100 participants. Jilann Spitzmiller, CRITICAL CONDITION's co-producer and co-director attended the screening. The objective of the screening was to bring people in the community with health care interest and concerns together with trusted community resources. The film made an emotional impact that inspired the viewers to ask many, sometimes difficult, questions to members of the panel.

**Total outreach impressions: 915,200**

- **Louisiana Public Broadcasting** - There were two main components to the LPB plan. The first part was a screening of the program in conjunction with the AARP Baton Rouge Chapter. After the screening there was a discussion about people they knew who did not have health insurance and the horrors they faced. The second part of the project was an

enhanced website created by LPB to not only showcase the premiere of the program but also how to spotlight the growing number of uninsured people in Louisiana. Working with the non-profit Public Affairs Research Council (PAR), LPB was able to uncover the information about the insured and other healthcare issues in the state and link to PAR studies about healthcare and the uninsured. To further enhance the site, LPB streamed segments about Louisiana healthcare and the uninsured from past productions on the site.  
**Total outreach impressions: 501,380**

- **KUED / Salt Lake City** - KUED's key activities were two screenings and panel discussions, one in English and one in Spanish. Both of these programs were also included in the KUED *Films to See Before You Vote* series, encouraging viewers and attendees of our screening events to become more engaged in the discussion currently occurring at the state level around healthcare reform.  
**Total outreach impressions: 93,050**
  
- **WXXI / Rochester, NY** - *Rochester's Uncovered: How the Economy is Affecting Community Health*, encouraged dialogue on how to serve a growing group of people without health insurance in the community. The WXXI companion web site provided Web site visitors the opportunity to post comments and the site also linked to the national site. The local programming, *Rochester's Uncovered: How the Economy is Affecting Community* increased knowledge and engaged the community (through a call-in radio program on the WXXI Web site) in understanding issues of the underinsured and uninsured within our community. The local television program profiled St. Joseph's Neighborhood Center, one solution piloted in the Rochester community.  
**Total outreach impressions: 43,000**
  
- **WNPT / Nashville** - WNPT's first event was at Vanderbilt University for college students. WNPT felt this was an excellent way to create awareness of the uninsured and get them informed of the views of the Presidential candidates. The screening of CRITICAL CONDITION was a perfect way to get the students emotionally involved and charged up about the issue, especially since Nashville was holding the Presidential debate this same week. The students were very moved by the film which led into an insightful discussion between each segment using the CRITICAL CONDITION guide book. WNPT's next event was an invitation-only event to health care professionals.  
**Total outreach impressions: 573,878**

Final grantee summaries are included on the following pages, along with select proof-of-performance materials.

<b>CRITICAL CONDITION Grantee Impressions</b>	<b>Events</b>	<b>Distribution of Materials</b>	<b>Web Site</b>	<b>On-Air Outreach/ Promotions</b>	<b>Outreach Broadcast</b>	<b>Partners</b>	<b>Total</b>
<b>PHASE I</b>							
Making Connections Des Moines	3500	1100		13000		1100	<b>18,700</b>
Making Connections Hartford / CPTV	60	100		30,000	16,000	100	<b>46,260</b>
Making Connections Indianapolis / WFYI			1,032		130,000	250,000	<b>381,032</b>
Making Connections Louisville	500			10,000			<b>10,500</b>
Making Connections Providence (Projected)	225	225		100,000	50,000	2,000	<b>152,450</b>
Making Connections San Antonio / KLRN	125	25	1,000	250,275	600,000	100,000	<b>951,425</b>
Milwaukee (Projected)	300	300		150,000	50,000	500	<b>201,100</b>
<b>PHASE II</b>							
KPBS/San Diego	360	200	1,000	50,500	80,000	200,000	<b>332,060</b>
Maryland Public Television		100	920	385,000	36,744	2,750	<b>425,514</b>
KCTS/Seattle			315	100,000	10,000		<b>110,315</b>
<b>PHASE III</b>							
Detroit Public Television		100	9,000	700,000	10,000		<b>719,100</b>
KLRU/Austin	230	3,500	1,711	250,306	20,000	19,892	<b>295,639</b>
KNPB/Reno	10,025	3,000	300	5,000	2,300	35	<b>20,660</b>
Rocky Mountain PBS/Denver	165	47	537	500,000		5,000	<b>505,749</b>
WGTE/Toledo	100	16,200	173	125,000	0	500	<b>141,973</b>
WXEL/Boynton Beach, FL	300	750	20,000	55,000	15,000	7,500	<b>98,550</b>
KETC/St. Louis	100	100	30,000	880,000		5,000	<b>915,200</b>
Louisiana Public Broadcasting	745	200	135	500,000		300	<b>501,380</b>
KUED/Salt Lake City	8,200	270	80		9,500	75,000	<b>93,050</b>
WXXI/Rochester	4,000	0	10,000	13,000	14,000	2,000	<b>43,000</b>
WNPT/Nashville	<u>400</u>	<u>500</u>	<u>2,978</u>	<u>550,000</u>		<u>20,000</u>	<b>573,878</b>
<b>TOTAL</b>	<b>29,335</b>	<b>26,717</b>	<b>79,181</b>	<b>4,667,081</b>	<b>1,043,544</b>	<b>691,677</b>	<b>6,537,535</b>

## GRANTEE: MAKING CONNECTIONS DES MOINES

### FINAL REPORT

Submitted by Ellen Hanusa Wonderlin, Communications Coordinator  
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Fully achieved (circle response)

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Completely satisfied (circle response)

### FINAL REPORT NARRATIVE:

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

Our partnership with AMOS for the issues forum in the fall of 2007 was based on our collective desire to begin lifting up the need for comprehensive health insurance reform and push it into the national spotlight through the presidential election process. We felt it was important to use Iowa's first-in-the-nation spot in caucus/primary process to do this, and so we elected to hold part of our outreach activities at that time. One goal was to engage presidential candidates from both parties in the discussion by including them in the event. While all were invited, only Senator Barack Obama attended. He was able hear concerns about health care directly from participants in a "kitchen table" discussion.

We were particularly pleased with the results of the screening events and focus groups held in spring 2008 within faith communities in the *Making Connections* neighborhoods. By involving resident leaders in the planning process, using trained resident facilitators representing the various ethnic backgrounds in our neighborhoods, hosting the events in places of trust, and coupling the viewing of the documentary with concrete action steps (medical home surveys and subsequent focus groups), we were able to reach and engage many more people in our neighborhoods on this issue. Resident engagement on this level is one of our site's primary goals. Medical debt and lack of access to affordable health care are also of particular concern in Des Moines, and these efforts supported our strategies to remedy these things.

Through an additional grant secured by one of our partners, based on the success of the screening events/focus groups, the work on this issue will continue on a community-wide basis and include *Making Connections* residents and partners as part of the process.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

The CRITICAL CONDITION outreach opportunity provided support for three key activities:

- A LARGE, DAY-LONG ISSUES FORUM, hosted by Making Connections partner AMOS (A Mid-Iowa Organizing Strategy), October 27, 2007, at Plymouth Congregational Church in Des Moines.

Over 400 people attended, including members of AMOS' 28 member congregations located in Des Moines and surrounding communities, Making Connections neighborhoods, and dignitaries Iowa Attorney General Tom Miller, Insurance Commissioner Susan Voss, Des Moines School Board member Connie Boesen, State Senator Jack Hatch, and State Representatives Ro Foege, Ako Abdul-Samad, and Jo Oldson. Former Iowa Attorney General Bonnie Campbell and former Lieutenant Governor Jo Ann Zimmerman also attended.

Some 90 of these individuals attended the health care breakout session, previewing CRITICAL CONDITION, hearing about a plan for universal health care for Iowans that was introduced to the legislature by committee co-chairs Hatch and Foege in January in 2008.

A highlight of the forum was a "kitchen table" discussion about the need for a livable wage, access to affordable health care, and quality education for children with Democratic presidential nominee Barack Obama. A member of the *Making Connections* Child Caregivers Network was a participant.

- THE COMPILATION AND DISTRIBUTION OF A *CRITICAL CONDITION* RESOURCES PACKET for use by AMOS members to host smaller screening event or adult forums at their congregations, distributed to 28 central Iowa churches and synagogues in February 2008. Five congregations are known to have hosted forums: Grace United Methodist Church, 1<sup>st</sup> Christian, 1<sup>st</sup> Unitarian, Central Presbyterian, all in Des Moines, and 1<sup>st</sup> Christian in Ames.
- CRITICAL CONDITION SCREENING EVENTS AND MEDICAL HOME FOCUS GROUPS IN 10 *MAKING Connections* neighborhood churches and houses of worship, held in April and May 2008. The congregations were: Learning of the Lord Revival Ministries, Mount Hebron Baptist Church, Jesus Restoration Church, Vietnamese Catholic Community, Lighthouse Full Gospel Baptist Church, Muslim Community Mosque, Vietnamese St. Ambrose Cathedral, Hong An Temple, Cottage Grove Presbyterian Church Sudanese Community, and Carter Memorial Temple. Meetings were facilitated by trained Making Connections residents in languages appropriate for the audience (English, Spanish, Vietnamese, and Arabic). Average meetings attendance was 20-25 persons.

**Partners: Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?**

For the issues forum and distribution of resource packets, our key partner was AMOS. AMOS coordinated the forum and worked hand-in-hand with us to stage the noon-time breakout session focusing on health care and proposed state-level legislation.

In addition to the 10 *Making Connections* houses of worship mentioned above, partners for the *Critical Condition* neighborhood screening events and medical home focus groups included the Neighborhood Health Initiative (NHI), part of Iowa Health-Des Moines; Polk County Health

Department; Visiting Nurse Services; and the University of Iowa. We were able to leverage the CRITICAL CONDITION outreach opportunity by joining with a separately-funded \$33,000 initiative of the health department and the state of Iowa to gather information through surveys and focus groups about how the concept of “medical home” is viewed, how people use a medical home, and the barriers that exist to having one. The concept of medical home is in the spotlight as part of future health care legislation at the state level.

*Making Connections* continues to work with all these partners on various initiatives, and in particular with several of the congregations in pushing ahead for action on the health-insurance related concerns lifted up during the screening events/focus groups. Due to the success of the combined CRITICAL CONDITION screenings and medical home focus groups, Polk County through the state granted an additional \$66,000 to our community partners to continue this work. Funds will be used to use AMOS to work with *Making Connections* faith groups and residents as they map a plan, and to consolidate data collected through the focus groups to use in discussions with health care providers and partners. There will be an intentional focus on barriers related to race, class and culture.

**Promotion: Describe your promotion efforts and the benefits of promotion to your project.**

We promoted the AMOS issues forum with a release to local media, a *Making Connections* e-bulletin, posters (English and Spanish) delivered to AMOS partner churches and community groups, a postcard mailing to all on the *Making Connections* list, and electronic messages to AMOS members.

To encourage AMOS member congregations to hold their own screening events, packets were prepared and either handed out or mailed to AMOS-member congregations.

To engage *Making Connections* congregations, NHI team members made personal contacts with them first. Making Connections then provided them with an outreach packet containing resource materials and poster templates for use in promoting the event with their congregations.

**Resources: What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?**

In addition to using the CRITICAL CONDITION Outreach Elements DVD, we created postcards and posters to advertise the AMOS issues forum and poster templates using images provided by Outreach Extensions (two versions) for congregational use. We also wrote a facilitation guide for use by *Making Connections* congregations and assembled resource packets using materials from a variety of sources including the faith-based discussion guides (for Christians and Muslims) from the Cover the Uninsured organization, health insurance coverage guide from Families USA, clippings from the *Des Moines Register*, state and local facts, and an overview of the documentary.

The CRITICAL CONDITION stories served their purpose in focusing people on the severity of the problem and moving them to find ways to solve it. These comments from facilitators at a

debriefing following the outreach screening events/medical home focus groups underscore the point:

- The documentary generated a high level of interest and helped get the facilitated conversation going.
- The documentary generated emotion - people had some of the same feelings as the people on the DVD.
- One group came in 30 minutes before the medical home focus group session to see another segment.
- People new to America asked, "This happens in America?"

**Numbers of people reached through grant activities:**

	<b>Direct/Actual</b>	<b>Indirect</b>
Station events + workshops	0	0
Community events + workshops	1000	2500
Distribution of outreach materials	100	1000
Web site visitors	0	0
Promotion / Publicity of outreach activities	3000	10,000
On-air (outreach and outreach promotion only)		
Broadcast of local television production	0	0
Broadcast of local interstitials (weekly cume)	0	0
Broadcast of radio programs/segments	0	0
Other	0	0
Partner(s)' Contacts/Activities	<u>100</u>	<u>1000</u>
<b>TOTAL</b>	<b>4200</b>	<b>14,500</b>

**GRANTEE: MAKING CONNECTIONS HARTFORD / Connecticut Public Television**

**FINAL REPORT**

Submitted by James A. Whitsett, Jr., VP and Station Manager

\$35,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved

Please explain.

The documentary and the live town hall meeting were broadcast on June 5, 2008. Both were well received and there was positive feedback from our guest panelists, studio audience and viewers. The phones were busy the entire evening with viewer call-ins. *Hartford Courant* columnist Stan Simpson did an excellent job as the moderator. Simpson was joined by expert panelists Donald Williams, state senator and president pro tempore; Chris Donovan, state representative and house majority leader; Patricia Baker, president and CEO of the Connecticut Health Foundation; Efrain Agosto, interim dean and professor of the New Testament at the Hartford Seminary; Joe Brennan, senior vice president of public policy for the Connecticut Business and Industry Association; Kevin Lembo, healthcare advocate; Jerry Long, president and CEO of the PCC Technology Group; and Stephen Jewett, director of corporate communications at ConnectiCare. The stories that the producer chose to tell for the documentary were moving. The show reached 10,000 households and 16,000 viewers. Press releases on air promos were used to promote the program. Once again people are asking for more programming on the topic.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Completely satisfied

Please explain.

Hartford, CT is the insurance capital of the U.S., so for the uninsured this program hit home. The town hall meeting with a studio audience brought healthcare concerns from the community to the forefront. The dialog was robust and tackled many of the issues that the citizens of this State face on a daily basis. We weren't able to fix the healthcare system but gave guidance to all who participated.

**FINAL REPORT NARRATIVE:**

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

For some residents in Connecticut, every day is a battle to find a way to afford their medical bills. *Critical Condition - Focus on Connecticut* is a documentary and town meeting series that explores how many people in Connecticut are uninsured or underinsured, and looks at the various efforts and health care reform proposals available to help them gain access to quality, affordable health care in Connecticut. The documentary aired on Thursday, June 5 at 8 pm

followed by a live town meeting at 8:30 pm.

According to Producer Ron Ropiak, experts and health care providers across the state told him that with an aging population, a worsening economy, and the number of uninsured and underinsured rising, "It's is a perfect storm."

Another official told Ropiak that many doctors leave the U.S. and Connecticut to assist the needy in other countries, but that there is no need to, because the "The third world exists right here (in Hartford)."

Despite these dire circumstances, Ropiak did speak to officials who think that imminent steps will be taken to alleviate the health care problems, because the nation realizes the situation is critical, and with an approaching election, politicians and others are motivated to enact sweeping reforms.

*Critical Condition - Focus on Connecticut* was followed by a live town meeting, and was moderated by Stan Simpson, *Hartford Courant* columnist and WTIC-AM talk show host. Simpson was joined by expert panelists:

- Donald Williams, State Senator and President Pro Tempore
- Chris Donovan, State Representative and House Majority Leader
- Patricia Baker, President and CEO of the Connecticut Health Foundation
- Efrain Agosto, Interim Dean and Professor of the New Testament at the Hartford Seminary
- Joe Brennan, Senior Vice President of Public Policy for the Connecticut Business and Industry Association
- Kevin Lembo, Healthcare Advocate for the State of Connecticut
- Jerry Long, President and CEO of the PCC Technology Group
- Stephen Jewett, Director of Corporate Communications at Connecticare

Viewers were encouraged to e-mail [healthcare@cptv.org](mailto:healthcare@cptv.org) or call 1-800-842-2788 during the program with questions.

**Overall Impact:** This is how we set the scene: We went live to the studio prior to airing the documentary, followed by the town hall meeting.

*Good evening...and welcome to Critical Condition-Focus On Connecticut. I'm Stan Simpson, your host and moderator for tonight's discussion, and that discussion concerns something that every single one of us is worried about...health care.*

*Our economy is in big trouble...health care costs are up...more people are uninsured or underinsured...and as a nation...we're getting older. As someone said to us recently, "It's a perfect storm."*

*What to do...nationally...as well as right here in Connecticut? Well, we've assembled a distinguished group who we'll be talking with in a short time to get their thoughts. We also want to hear from you, either on the phone at 1-800-842-2788 or by email at [healthcare@cptv.org](mailto:healthcare@cptv.org).*

*But before we get to our town hall meeting, we have a program about some of the issues confronting us. To start it off we have an excerpt from the national PBS program, CRITICAL CONDITION, which will be airing this September here on CPTV. Then producer Ron Ropiak takes a look at some of the other health issues confronting our state. Please watch with us and then join the discussion in a few minutes in our live town hall.*

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project’s outcomes?

Our activities revolved around a three-month period in producing the documentary and preparing for the town hall meeting.

**Partners:** Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?

The Hartford-based *Making Connections* was our partner for the project. We have worked on five projects with *Making Connections* Hartford. *Making Connections* is the flagship initiative of the Annie E. Casey Foundation. Its core strategies help children succeed based on the belief that the best way to improve outcomes for vulnerable children living in tough neighborhoods is to strengthen their families’ connections to economic opportunity, positive social networks, and effective services and supports. Launched in 1999, *Making Connections* is a decade-long effort to demonstrate this theory in disinvested communities across the country, and in full partnership with residents, community-based organizations, local government, businesses, social service agencies, community foundations, and other funders. We reached the people that *Making Connections* serves.

**Promotion:** Describe your promotion efforts and the benefits of promotion to your project.

CPTV created the email address, [healthcare@cptv.org](mailto:healthcare@cptv.org), where people posted their questions and concerns four days prior to the live telecast as well as for the live show. Ads appeared in *CT Magazine* with a circulation of 88,639. There’s a DVD of the program, which became part of our promotion. We also produced on-air TV promos that aired the week prior and leading up to the broadcast.

**Numbers of people reached through grant activities:**

	Direct/Actual	Indirect
Station events + workshops	60	0
Community events + workshops	0	0

Distribution of outreach materials	100	0
Web site visitors	0	0
Promotion / Publicity of outreach activities	30,000	1,000
On-air (outreach and outreach promotion only)		
Broadcast of local television production	16,000	0
Broadcast of local interstitials	0	0
Broadcast of radio programs/segments	0	0
Other	0	0
Partner(s)' Contacts/Activities	<u>100</u>	<u>1000</u>
<b>TOTAL</b>	<b>46,260</b>	<b>2,000</b>

**GRANTEE: MAKING CONNECTIONS INDIANAPOLIS / WFYI**

**FINAL REPORT**

Submitted by Gail Thomas Strong, Outreach Director

\$10,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Fully achieved (circle response)

Please explain:

We would have liked to have had more broadcasts on other IPBS stations.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Completely satisfied (circle response)

**FINAL REPORT NARRATIVE:**

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

WFYI is pleased with the outreach campaign conducted for CRITICAL CONDITION. It has had statewide reach, spanned platforms, and raised the level of conversation about the uninsured and underinsured in Indiana. WFYI elected to pursue this grant because of the Casey core result stipulating that young children are healthy and prepared to succeed in school. If families have access to adequate, affordable health care insurance this is more likely to occur. At the time we wrote the proposal, WFYI noted that poor health care affects a family's ability to earn a living and be successful in school, also noting that high health care costs can lead to personal bankruptcy, payday lending, and excessive use of emergency rooms. It is ironic that as we submit this report in these turbulent economic times, more families are facing the possibility of layoff or job loss and the resulting loss of health insurance.

WFYI was a partner with the *Making Connections* leadership team in this project, had a guest from the site on the community conversation panel, and selected other guests who had experience working in the Casey site via their health clinics, research projects, or other involvements. What was innovative about the project was not the Casey connection, but the partnership WFYI was able to make with WISH TV, the local CBS affiliate. Their contribution to the project was substantial, helped attract more attention, and helped WFYI to propel this conversation to a more broad level. As we submit the report, we know that universities are using the conversation, other Indiana Public Broadcasting Stations (IPBS) are still contemplating use, and several partners are using it as a primer for their affiliates and members.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race,

economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

WFYI, in partnership with WISH, produced an hour-long community conversation, *Good News Bad News: Reflection on Our Access to Health Care (GNBN)*. Designed to provide the local/statewide perspective on the uninsured and underinsured, our aims for the conversation were to stimulate dialogue, explore the complexity of the problem, provide real-life examples, and offer many (and balanced) points of view. WISH statehouse reporter Jim Shella agreed to host the program. Shella also serves as the host of a long-running WFYI weekly public affairs show, *Indiana Week in Review*, a program that broadcasts statewide. His reputation for asking sharp questions helped create interest in GNBD among viewers and other IPBS stations.

WFYI assembled a guest list of 22 for the taping and consulted with local experts to do so. State, regional and local researchers, hospital CEOs, insurance executives, policymakers, advocates, physicians and nurses participated. Though some were a bit wary, they were pleased that WFYI was the station and trusted our ability to present the program in a respectful, thoughtful way. Just over 90 minutes of footage was shot to yield the final product. WISH anchors and reporters hot drop-in pieces that WFYI used as illustrative points, and that they were able to use as a part of prime time news programming. WISH's new director was present in the control room during taping and WISH assigned a reporter/producer to coordinate their efforts. A list of the guests appears below.

- Robert Hillman, President, Anthem Blue Cross Blue Shield in Indiana
- Mark Roller, Senior Vice President, Human Resources, OneAmerica
- Dr. Donald H. Trainor, Jr., Chief Medical Officer, HealthNet, Inc.
- David Marrerro, PhD, Professor of Medicine, Indiana University School of Medicine
- Dr. Paris Roach, Associate Professor of Medicine, Indiana University School of Medicine
- Elizabeth Gore, Community Leader
- Nancy Griffin, Advocate for Disability Rights, United Senior Action Indiana
- Dr. Richard Feldman, Family Medicine Director, St. Francis Hospital and Health Center; Former State Health Commissioner
- Dr. Lisa Harris, CEO and Medical Director, Wishard Health Services
- Dr. Robert Lubitz, Executive Director, Academic Affairs and Research, St. Vincent Health
- Mark Dixon, President and CEO, Community Hospitals of Indiana
- Deb Hummel, Chief Nursing Officer, Rush Memorial Hospital
- Brad Burk, Director of Federal Government Relations, American Cancer Society
- Dr. Virginia A. Caine, Director, Marion County Health Department
- Lisa Winternheimer, President and CEO, Indiana Primary Health Care Association
- Carl Ellison, Chief Operating Officer, Indiana Minority Health Coalition
- David Roos, State Program Director, Covering Kids and Families Indiana
- Anita Buntin, Human Resources Director, Indiana Farm Bureau Insurance
- Dr. Richard Idler, Partner, The Indiana Hand Center
- Dr. Aaron Carroll, Center for Health Policy and Professionalism Research, Indiana University School of Medicine
- Eric Wright, PhD, Director of Health Policy, School of Public and Environmental Affairs, Indiana University
- Seema Verma, Consultant, Indiana Family and Social Services Administration

WFYI has used the program multiple times, and WISH used it on their station, My Indy. Other IPBS stations slated it to run near CRITICAL CONDITION. All guests received multiple copies of the show in DVD format, and we know of its use in nursing, medical and health policy classrooms, use in state government, and use among other policy makers and lobbyists. Farm Bureau insurance put information in the statewide newsletter, and at least one partner streamed it on their website.

**Partners:** Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?

While we would certainly count our guests as partners in this endeavor, the primary partner was WISH. Their commitment to assigning personnel, field production, and promotion of the broadcast on their air enabled us to bring the project to a higher level of visibility. WISH also used the broadcast on their secondary station and used the roll-in pieces on their air. Another partner was the Indiana University School of Medicine, producers of a radio show for WFYI 90.1, *Sound Medicine*. These broadcast partners also promoted *GNBN*. We remain in conversation with some of our other partners. For instance, the Indiana Family and Social Services Administration called last week to request additional copies of *GNBN* and CRITICAL CONDITION and the discussion guide. Indiana Primary Health Care Association agreed to be the contact for the state of Indiana on the POV website. We believe we opened doors with some of these partners and other possibilities will unfold.

**Promotion:** Describe your promotion efforts and the benefits of promotion to your project.

WFYI asked Indiana First Lady Cherie Daniels to record a TV promo spot for *GNBN* and she readily agreed. In addition, e-newsletters, member magazines, radio promos, and promos on WISH and *Sound Medicine* also added to the campaign for the local production and CRITICAL CONDITION. Partners promoted the first broadcast via their web site or newsletters as well. Any other IPBS stations that used the show promoted via their own strategies.

WFYI airdates for *Good News Bad News*.

L-00000764	WFYI On-Air	Thu, 05/08/2008 21:00:00	PRO	Thu, 05/08/2008
L-00000764	WFYI On-Air	Sun, 05/11/2008 02:00:00	PRO	Sat, 05/10/2008
L-00000764	WFYI On-Air	Sat, 05/17/2008 17:00:00	PRO	Sat, 05/17/2008
L-00000764	WFYI On-Air	Mon, 06/23/2008 04:30:00	PRO	Sun, 06/22/2008
L-00000764	WFYI On-Air	Tue, 07/01/2008 22:00:00	PRO	Tue, 07/01/2008
L-00000764	WFYI On-Air	Thu, 07/03/2008 03:00:00	PRO	Wed, 07/02/2008
L-00000764	WFYI On-Air	Thu, 08/14/2008 21:00:00	PRO	Thu, 08/14/2008
L-00000764	WFYI On-Air	Tue, 08/19/2008 04:30:00	PRO	Mon, 08/18/2008
L-00000764	WFYI On-Air	Wed, 10/01/2008 21:00:00	PRO	Wed, 10/01/2008
L-00000764	WFYI On-Air	Thu, 10/02/2008 02:00:00	PRO	Wed, 10/01/2008
L-00000764	WFYI On-Air	Fri, 10/03/2008 02:00:00	PRO	Thu, 10/02/2008
L-00000764	WFYI On-Air	Sat, 10/04/2008 16:00:00	PRO	Sat, 10/04/2008
L-00000764	WFYI On-Air	Wed, 10/08/2008 04:30:00	PRO	Tue, 10/07/2008
L-00000764	WFYI On-Air	Sun, 11/02/2008 15:00:00	PRO	Sun, 11/02/2008
L-00000764	WFYI Plus	Thu, 05/29/2008 21:00:00	PRO	Thu, 05/29/2008
L-00000764	WFYI Plus	Thu, 07/31/2008 20:00:00	PRO	Thu, 07/31/2008

## WFYI Air dates for CRITICAL CONDITION

P335521-001	WFYI HD On-Air	Tue, 09/30/2008 21:00:00	PRO	Tue, 09/30/2008
P335521-001	WFYI HD On-Air	Wed, 10/01/2008 00:00:00	PRO	Tue, 09/30/2008
P335521-001	WFYI HD On-Air	Fri, 10/03/2008 11:00:00	PRO	Fri, 10/03/2008
P335521-001	WFYI HD On-Air	Mon, 10/06/2008 10:00:00	PRO	Mon, 10/06/2008
P335519-001	WFYI On-Air	Tue, 09/30/2008 21:00:00	PRO	Tue, 09/30/2008
P335519-001	WFYI On-Air	Wed, 10/01/2008 01:00:00	PRO	Tue, 09/30/2008
P335519-001	WFYI On-Air	Thu, 10/02/2008 03:30:00	PRO	Wed, 10/01/2008
P335519-001	WFYI On-Air	Mon, 10/06/2008 03:30:00	PRO	Sun, 10/05/2008
P335519-001	WFYI Plus	Wed, 10/22/2008 20:00:00	PRO	Wed, 10/22/2008

**Resources: What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?**

WFYI shared copies of the CRITICAL CONDITION outreach reel with all the guests, board members, and others within the WFYI "family" that we knew to have an interest in this area. Once the guides were available, we followed up with copies of those to targeted groups. Each panelist for *GNBN* received three copies of the show to share with colleagues. Additional copies were shared with others in the field. For instance, while the University of Indianapolis Graduate School of Nursing was not a part of the show, we know that in at least three graduate courses this fall students watched *GNBN* and CRITICAL CONDITION and we received a call saying we'd had "all the right people" on it.

**Numbers of people reached through grant activities:**

	Direct/Actual	Indirect
Station events + workshops	0	0
Community events + workshops	0	0
Distribution of outreach materials	1032	0
Web site visitors	0	0
Promotion / Publicity of outreach activities	0	0
On-air (outreach and outreach promotion only)		
Broadcast of local television production	130,000	0
Broadcast of local interstitials (weekly cume)	0	0
Broadcast of radio programs/segments	0	0
Other	0	0
Partner(s)' Contacts/Activities	<u>250,000</u>	
<b>TOTAL</b>	<b>381,032</b>	

## GRANTEE: *MAKING CONNECTIONS* LOUISVILLE

### FINAL REPORT

Submitted by Laura Crawford, Louisville Outreach Liaison  
\$8,250 Grant and \$6,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved

Please explain:

This project went beyond our initial objectives and outcomes and is still going on.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Completely satisfied

Please explain.

This project was completely satisfying because it has been so organic and grassroots driven.

### FINAL REPORT NARRATIVE:

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

Our project was conducted in two phases. The first phase was designed to offer an opportunity for youth in the *Making Connections* community to make a video about a health issue of their choice after viewing parts of CRITICAL CONDITION. The grant funding for this phase was intended to be used for technical assistance and training, and equipment purchase. The goal was to provide skills training in a highly desirable medium, and simultaneously engage youth in important health and health care issues in their community. After consideration, the young people decided to create a video about STDs among teens. The result was *Don't Fall for the Okey Doke*, a 15 minute video that takes a frank, realistic look at sex and sexually transmitted diseases among teens in urban Louisville, both the problems and solutions. It premiered in December of 2007 to over 60 young people and community partners who stayed for a very lively question and answer period.

The first phase project was successful and innovative, and important to *Making Connections* in a number of ways:

1. It provided a value proposition for members and partners in the *Making Connections* Network. This was the first time that any youth in these neighborhoods had been offered an opportunity to create a video in their own community. Schools often provide video production training but it is usually not connected to issues in the student's own community. Our partners, the Presbyterian Community Center and Neighborhood Youth

Board really experienced this as value-added - this project helped them carry out their own missions.

2. It showed young people (both the creators and the viewers) that video is an important tool for addressing social issues.
3. It enabled youth to reflect on their lives and the lives of their peers and come up with creative ideas for addressing a difficult issue.
4. It provided increased capacity for *Making Connections* to do more videos like this in the future and continue forward with this type of work.

The second phase of the project emerged when we realized that we had focused the lion's share of our grant activity and funding on creating the video and had not provided ourselves with enough capacity to do proper outreach with the video beyond a few screenings. The video clearly was an excellent tool for youth engagement as evidenced by our first screening and the question became, "How can we get this in front of more youth throughout the city?" We then created a proposal for a "peer education" outreach model which Outreach Extensions generously funded. This funding went to the Presbyterian Community Center which acted as the fiscal agent for this part of the grant.

The Peer Education program was launched in the summer of 2008. It was comprised of youth (three of whom worked on the video) who had links to the *Making Connections* Network. We hired an experienced youth counselor to facilitate the group who did an exceptional job of team building - an important component to this experience.

The youth came together in the beginning of the summer as relative strangers with scant knowledge of STDs, and very little experience in public speaking. They received training from a seasoned educator at the Louisville Metro Health and Wellness Dept. Over the summer, they developed and honed their own STD program which went beyond simply showing the video and answering questions. They gave themselves a name - "Team Good I.D.E.A.S." - which stands for Individuals Deciding Everyday Against STDs and had special air-brushed t-shirts made. The youth made cold calls to youth centers to offer their presentation, worked their own networks and ultimately presented to over 400 young people in 20 different settings (The goal was 320 young people). One day, they presented seven back-to-back workshops at Shawnee High School.

By summer's end the group was a cohesive team who laughed together, supported one another and demonstrated a clear commitment to their mission. The program had zero attrition.

In the course of their presentations, the team heard a lot of myths about sex and STDS that helped them realize just how valuable their presentation was. They heard things like:

- Herpes is airborne
- Using the restroom immediately after having sex can stop pregnancy
- Drinking Mountain Dew lowers your sperm count.

“People were really into it,” reported Ashley Neely, one of the peer educators. “They really loved the idea that teenagers were presenting to them about STDs. They’re used to grown-ups talking to them about STDs so it’s hard for them to listen. But if it’s someone their own age, they are really interested in it.”

The program really began to take root just as the summer was winding down. One of the learnings from this campaign was that summer is not the ideal time for youth outreach. Youth audiences are hard to find and schedule; nonetheless the group was able to exceed their target of reaching 320 youth. Many people asked if the program would be available in the Fall. By the end of the summer, Team Good IDEAS was getting unsolicited phone calls asking about their presentation. It became apparent to all involved that their work was not done yet. All of the youth wished to continue on with the program and all the main partners were committed to taking it further.

Rather than go back to our original funders (who have been so supportive and generous), we felt it was time for the youth to become involved in their own sustainability, and for the community to take on more ownership of this excellent program. Consequently, the youth are currently creating a ten-minute presentation for potential funders and supporters locally. They are volunteering their time and even asked if they could create a PowerPoint presentation because they felt that would be most effective. They plan to present to the Metro Council, the School Superintendent, the Health Department and the Metro United Way. All of the partners are incredibly impressed by the leadership skills these youth have developed. One of the participants now states that she wishes to become a motivational speaker as an adult.

We are seeking \$6,000 locally to continue the program for another six months beginning in January. We have a commitment of \$1,500 from *Making Connections* and \$715 from a Youth Empowerment Grant. We hope to obtain the remaining funds through these presentations and, more importantly, get support from high-level people in the Jefferson County School District and Louisville Metro Health Department to help open more doors. We really hope that this process will help educate the young people about how to influence systems and maximize impact.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project’s outcomes?

Our key activities are described above. All of the participants in the film-making and in the outreach campaign were African American youth in either middle school or high school. Nearly all are from low-income neighborhoods and 100% of them have a link to *Making Connections* neighborhoods. In terms of audiences for the film and the outreach efforts, nearly all the audiences were *Making Connections* neighborhoods or neighborhoods with similar demographics. However, it was reported that the audience for the film at Shawnee High School was racially mixed and that the film played well across racial lines.

**Partners:** Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?

The major partners for the film were KET, *Making Connections*, The Presbyterian Community Center (PCC) and the Neighborhood Youth Board (part of Metro Government). For the film, KET provided the project oversight, graphics and duplication in-kind. For the outreach campaign, KET helped with general grant administration and reporting and strategizing. NYB and PCC both provided assistance in recruiting youth. PCC allowed the team to use their center as a home base and Lawrence Wilbon provided on-site supervision.

All of the partners are committed to staying with the program. Our youth counselor moved onto another job and so the partners are working with the youth directly to craft their program. It is our hope that we can turn this project into an on-going program that rotates in a fresh group of peer educators every year while the graduates go on to supervisory positions in the program or other more skilled community work.

**Promotion:** Describe your promotion efforts and the benefits of promotion to your project.

The youth did all the promotion for the Outreach campaign with the help of their counselor.

**Resources:** What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?

KET Outreach did create a graphic email promoting CRITICAL CONDITION and a locally-produced public affairs program on KCHIP and we used the materials provided by the CRITICAL CONDITION campaign.

**Numbers of people reached through grant activities:**

	Direct/Actual	Indirect
Station events + workshops	0	0
Community events + workshops	500	0
Distribution of outreach materials	0	0
Web site visitors	0	0
Promotion / Publicity of outreach activities	10,000	0
On-air (outreach and outreach promotion only)		
Broadcast of local television production	N/A	N/A
Broadcast of local interstitials (weekly cume)	0	0
Broadcast of radio programs/segments	0	0

Partner(s)' Contacts/Activities	<u>0</u>
TOTAL	10,500

## GRANTEE: *MAKING CONNECTIONS* PROVIDENCE / Rhode Island PBS

### FINAL REPORT

Submitted by Sally Turner, *Making Connections* Providence Communications Consultant and Kathryn Larsen, Program Director, RIPBS  
\$10,5000 Grant

### FINAL REPORT NARRATIVE:

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

This project is engaging key Family Economic Success and Children Healthy and Prepared to Succeed in School Results partners and residents of the *Making Connections* Partners Resident Leadership Network.

Embraced by FES as a strategy to get to results, the engagement of the City of Providence Mayor's Pathways to Opportunity Office is adding key influence to the Campaign.

Resident Leaders engaged in FES Related Leadership Institutes are working with policy and advocacy leaders to advance the message of CRITICAL CONDITION and its local PBS production. These leaders include representation of RI KIDS COUNT, The Poverty Institute at Rhode Island College, United Nurses and Allied Professionals, RI Hospital through its sector based workforce strategies, the State of RI Health Care Commissioner and RI Lieutenant Governor's Office.

Utilizing the resources of the *Making Connections* Providence Local Learning Partnership and their analyses of our NORC Survey, medical debt data sets are being integrated into community forums to further demonstrate the disparities that the families and children in the *Making Connections* neighborhoods face in comparison to surrounding communities.

We anticipate the impact of the national documentary, combined with the locally produced documentary and panel discussion, to stimulate on-going discussion on Health insurance in Rhode Island. We plan on re-broadcasting the program in January or February to reinforce the community forums activities.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

Three community forums are planned to take place in late November 2008 and into December and January 2009. These community forums will engage community residents and the key

stakeholders as outlined above to educate and build the public will necessary to prevent further cuts to subsidized health care for low-income families and to explore opportunities for affordable and accessible health insurance for Providence's most vulnerable children and families.

A half-hour documentary was produced, *Critical Conditions: A Rhode Island Prognosis*, to air in conjunction with a panel discussion.

The documentary features:

K. Nicholas Tsiongas, MD, MPH  
Past President, Rhode Island Medical Society

James E. Purcell  
President and CEO, Blue Cross & Blue Shield of Rhode Island

Vincent Mor, Ph.D.  
Chair, Department of Community Health, Brown University

Dr. Michael Fine  
Managing Director, Health Access RI

Merrill Thomas, MBA  
Executive Director, Providence Community Health Centers

Paul J. Tencher  
Director of Communications, Rhode Island Free Clinic

Lt. Governor Elizabeth Roberts

Dr. Caroline Troise  
Medical Director, Board of Directors, Rhode Island Free Clinic

Christopher F. Koller  
Health Insurance Commissioner

Gary Alexander  
Director, Rhode Island Department of Human Services

Edward J. Quinlan  
President, Hospital Association of Rhode Island

The half-hour panel discussion will be hosted by Barbara Morse Silva. The panelists will be:

- Dr. David Gifford - Director, RI Department of Health
- John Cogan, Executive Assistant for Policy and Program Review
- Office of Health Insurance Commissioner Rajiv Kumar and Founder & Chairman, Shape Up RI

Both of these programs explain the current situation of health insurance and health care in Rhode Island. The panel discussion in particular will provide viewers with concrete information about where to go to obtain information and services around health care and insurance. We anticipate using both of these programs as springboards to community discussions for months to come.

**Partners: Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?**

- RI KIDS COUNT - data and advocacy

- The Poverty Institute at Rhode Island College- advocacy and legislative leadership / system reforms
- United Nurses and Allied Professionals - representation of health care unions
- RI Hospital - data and information about the burden of uninsured
- State of RI Health Care Commissioner - legislative and policy leadership
- RI Lieutenant Governor's Office - legislative and policy leadership

**Promotion:**

- The NBC affiliate has indicated that they will do a feature on the taping and community forums.
- Press release and web promotion will be done prior to the broadcast.
- E-mail blasts will be sent to Rhode Island PBS members and available to partners to use with their e-mail lists.
- Ads will air in the regional "ring" papers.
- On-air promotion produced for the program as well as the community forums.

**GRANTEE: MAKING CONNECTIONS SAN ANTONIO / KLRN**

**FINAL REPORT**

Submitted by Lisa McGrath, Vice President of Education  
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 **8** 9 10 Fully achieved (circle response)

Please explain:

Our project brought a good deal of public awareness to the issues and has helped to forge new relationships among several health-related organizations.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 **8** 9 10 Completely satisfied (circle response)

Please explain.

This project gave KLRN the opportunity to collaborate with the new local entity of *Making Connections*, as well as with several new partners.

**FINAL REPORT NARRATIVE:**

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

San Antonio's citizens face several critical health issues that are serious enough to shorten life expectancy. Chronic conditions like obesity and diabetes impact the quality of life for a great number of people in our community. Many factors affect an individual's health - lifestyle, heredity, environmental issues - and it is important for each of us to do our best to be healthy and stay healthy. Diet, exercise and following prescribed treatment are all important individual responsibilities. Through this project, KLRN explored these factors, as well as external factors like financial challenges that limit one's access to medical resources. The project was innovative in its approach to address both internal and external issues related to health, and the ramifications adults who are uninsured.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

**CRITICAL CONDITION: A TOWN HALL**

KLRN and project partner, San Antonio Metro Health, spotlighted health, choices and

resources during a live, televised town hall meeting on Thursday, September 18, 2008, from 8 -10 PM on KLRN-TV. The town hall was held in KLRN's Robert L. B. Tobin Studio, and was hosted by Linda Wasserman, a former television journalist and KLRN supporter who most recently served as executive assistant for Metro Health. The town hall featured a panel of health care professionals and community leaders as well as video clips on critical health issues created by teens in our community. The studio audience of nearly 75 people was composed of community members and those working in the health field. Panelists were:

- Dr. Dianna Burns, former Bexar County Medical Society President
- Terri De La Haya, RN, BSN, MPH, University of Health System
- Dr. Dan Hale, UTHSC Division of Endocrinology & Diabetes
- Dr. Roberto Jimenez, psychiatrist, Chairman of Board of Managers, UHS
- Dr. Mary Stefl, Trinity Univ., Healthcare Administration
- Dr. Michael Stern, UTHSC Dept. of Medicine
- Elizabeth Tobias, American Diabetes Association
- Dr. Fernando A. Guerra, Director, Metro Health
- Dr. Bryan Alsip, Assistant Director, Metro Health
- Liset Leal-Vasquez, Alliance for a Healthier Generation
- Dr. Julian Trevino, former SAISD Board President

Below is a comment (via email) a viewer sent:

*Thanks for airing the town hall and making the community look, if only for a moment, at the reality of what our culture is doing to itself. If the culture says it's cool to eat junk, eat too much, not engage in healthy activity, if the culture makes it harder to do these things even if you want to, why are we surprised at the outcomes? Our culture tells us that being fat and sedentary is cool, that being sick through most of the end of our lives is normal, and no alarm bells go off when all that begins to happen.*

*There are other voices out there, but they (including me) are mostly crying in a wilderness created by cultural attitudes and big food corporations. Thanks for being one of those positive voices.*

*Gary Keener  
San Antonio*

#### SCREENING/DISCUSSION

KLRN held a screening and discussion of the documentary, CRITICAL CONDITION, at the Good Samaritan Center (located in the *Making Connections* ~ San Antonio neighborhood) for their senior citizen group on Monday, September 29, 2008, from 9 -10:30 AM. The event was facilitated by Linda Ximenes.

**Partners: Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?**

The primary project partner was San Antonio Metro Health. They were responsible for securing the panelists for the town hall. They also promoted the event on our local government access channel. We will definitely continue to work with them.

**Promotion:** Describe your promotion efforts and the benefits of promotion to your project.

KLRN created a spot to promote the town hall and the airing of the documentary, sent a media release, and placed a blurb on the station’s website.

**Resources:** What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?

KLRN distributed the DVDs and discussion guides to the town hall panelists for them to use in their own activities. The discussion guide was very helpful for the facilitators of both the town hall and the screening event.

**Numbers of people reached through grant activities:**

	Direct/Actual	Indirect
Station events + workshops	75	500
Community events + workshops	50	100
Distribution of outreach materials	25	150
Web site visitors	1000	1000
Promotion / Publicity of outreach activities	275	500
On-air (outreach and outreach promotion only)		
Broadcast of local television production	600,000	6,000
Broadcast of local interstitials (weekly cume)	250,000	2,500
Broadcast of radio programs/segments	0	0
Partner(s)' Contacts/Activities	<u>100,000</u>	<u>1,000</u>
<b>TOTAL</b>	<b>951,425</b>	<b>11,750</b>

## GRANTEE: MILWAUKEE PUBLIC TELEVISION

### FINAL REPORT

Submitted by Raúl Galván, Manager for Program Production  
\$7,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Fully achieved (circle response)

Please explain:

The local production, *Health Care: The Wisconsin Prescription*, will make Wisconsinites aware of problems which their neighbors are facing in obtaining health care, and will shed light on the state's effort to provide services to those citizens.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Completely satisfied (circle response)

Please explain.

The program introduced viewers to problems they might not be aware of and sheds light on legislative thinking about these issues.

### FINAL REPORT NARRATIVE:

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

The project consisted of the production of a companion piece to CRITICAL CONDITION. CRITICAL CONDITION was broadcast on MPTV's Channel 10 and Channel 10.1 at 8pm on September 30<sup>th</sup>. It registered a 1.2 rating with a 2.0 share, reaching approximately 11,000 households.

For a variety of reasons, partly out of a desire to feature the completed documentary as part of MPTV's Community Cinema series, and the desire to broadcast the show after the elections, it was decided to schedule *Health Care: The Wisconsin Prescription* in January 2009. All efforts will be made to re-schedule the national documentary to coincide with the broadcast of the local project when it airs.

One of the subjects of the documentary, Allen Newsom, lives in the *Making Connections* Neighborhood. The stories of Allen Newsom, Remy Ceci, Lori Kuban, and others demonstrate how working persons can be blocked from obtaining insurance.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements.

**Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?**

The key activities which were conducted during the grant period were those typically associated with the production of a television program: research, identification of potential content experts, writing, shooting and editing of material. It was difficult to locate individuals who were willing to share their very personal and difficult conditions.

A Community Cinema event featuring the premiere of the documentary will be held at Discovery World Museum (DW) on December 10<sup>th</sup>. DW is an ongoing partner of MPTV. [www.discoveryworld.org](http://www.discoveryworld.org) A crowd of over 300 is expected. A 4<sup>th</sup> Street Forum discussing the availability of health care will be produced on the week of the broadcast of *Health Care: The Wisconsin Prescription*. The 4<sup>th</sup> Street Forum program will be broadcast on Channel 10. <http://www.milwaukeeeturners.org/fourth-street-forum/> Finally, the documentary will be offered to Wisconsin Public Television for air throughout the state.

**Partners: Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?**

MPTV has partnered with community members in the assisting with research for the documentary. We've talked with contacts at the State's Health Department, Aurora Services, Inc., community workers at the Immediate Care Center, members of the Wisconsin Legislature who support and oppose "Healthy Wisconsin," workers at Community Advocates, and of course, the three people who are profiled in the documentary.

MPTV is grateful to the organizations which offered space for the screening/discussions, among them Discovery World who is an ongoing collaborative partner of MPTV; the Turners Hall 4<sup>th</sup> Street Forum organization and its programmer Deidre Martin, with whom the station continues to work on a weekly program.

We continue to work with Discovery World and the 4<sup>th</sup> Street Forum organizations and have collaborated and will continue to work with the individuals who helped with the documentary.

**Promotion: Describe your promotion efforts and the benefits of promotion to your project.**

Paid ads will be purchased in the local media and an invitation will be extended to our local Public Radio partners to use the producer of the documentary as a guest on its local public affairs shows.

**Resources: What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?**

Viewer guides for CRITICAL CONDITION will be distributed at the Community Cinema for use by individuals in the subsequent repeat.

**GRANTEE: KPBS / San Diego**

**FINAL REPORT (Original Grant)**

Submitted by Valerie Breen, Marketing and Outreach Coordinator  
\$9,400 Grant and \$3,500 Grant (Spanish outreach)

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved (circle response)

Please explain:

The live broadcast was very successful and informative to our community. We reached a large audience talking about myriad important issues involved in Healthcare. The Health and Resource Fair was also extremely successful. It enabled those in attendance to find out about a variety of options for healthcare that they may not have know about (often patients deal with one issue or problem at a time and do not address other concerns or options). Also by providing Glucose and Cholesterol testing, the project was able to make a positive contribution to a healthier community.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Completely satisfied (circle response)

Please explain.

While working with opposing community health care agencies was challenging, we were able to exert ourselves as a neutral convener and coax some meaningful dialogue among stakeholders and the community.

**FINAL REPORT NARRATIVE:**

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

This project gave us the ability and the resources to do a radio remote and to work with new partners Logan Heights Family Center and Abdi Mohamoud from Horn of Africa. This is a valuable opportunity because by airing live from the clinic we were able to reach new audiences and engage with our community in a meaningful way, strengthening our ties and demonstrating to all our listeners that KPBS is concerned about their health and the health issues that are important to our community.

KPBS radio will continue to address healthcare issues, including the healthcare insurance crisis, through its *These Days* daily news and information call-in program, which airs Monday through Friday from 9:00 to 11:00 am, and through special reports by KPBS Health reporter Kenny Goldberg. *These Days* will feature health-related topics two to three times per month, or more.

The project's issues will also continue in February 2009 with *Envision San Diego*. The goal of *Envision San Diego* is to identify key issues within the community and capture the human face to illuminate the story through its citizens. Each 30-minute documentary broadcast creates a comprehensive dialogue featuring various opinions and solutions. In February, the program will be *Envision San Diego: Healthcare*. After the national election, what direction will this country take to address its health care needs? What are the new U.S. president's health care promises to map out the future of care - and how much it will cost? The issues will be explored through the experiences of San Diegan's navigating the health care system. The story will be anchored by four main points:

- Access to health care
- Cost of health care
- Quality of health care
- The uninsured

The CRITICAL CONDITION discussion guide and program will be used as a resource in developing the *Envision* program.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

CRITICAL CONDITION SCREENING - *attendance: 50*

KPBS community partners The San Diego Public Library and Media Arts Center San Diego hosted a screening of CRITICAL CONDITION followed by a facilitated discussion on Sunday, September 7, 2008 at 2:00 PM in the 3<sup>rd</sup> floor auditorium of the Central Library, located in downtown San Diego. The discussion was facilitated by Hugh Moore, a nurse who has been very active with the San Diego chapter of Health Care for All. Attendees all rated the program *very good to excellent*.

CRITICAL CONDITION HEALTH AND RESOURCE FAIR - *located at the Logan Height Family Health Center - attendance: 250 (plus thousands of radio listeners; see below)*

This health and resource fair and live radio broadcast was held at the Logan Heights Family Health Center clinic on Wednesday, September 24 from 9:00 am to noon. (See partner description for more information about the clinic and participants). During operating hours, the event was held in the clinic courtyard. The event included resource information, free glucose and cholesterol testing and referrals, and a live two-hour broadcast with KPBS radio's news and information call-in program *These Days*, featuring healthcare issues and experts.

Resource booths included MediCal & Healthy Families; Healthy Development Service, a program that identifies mild to moderate developmental delays in kids aged 0-5; Cancer Detection Program; Title X Family Planning Program; Prenatal Program; Laboratory/Health Education staff- for glucose and cholesterol screenings; and Horn of Africa. KPBS' table provided healthy snacks and water as well as resource information for all San Diegans, from children through the elderly; CRITICAL CONDITION discussion guides; craft activities and a raffle for emergency medical kits and children's sports equipment (hoola-hoops, soccer and

basketballs and more). Participants received raffle tickets when they visited each resource booth, and raffle items were drawn every 30 minutes.

Participants at the Logan Heights Center/Health and Resource Fair include families, children, elderly.

Income:

- 69% have incomes less than 100% of the Federal Poverty Level
- 18% have incomes between 100-200% of the Federal Poverty Level

Ethnicity:

- 70% are Hispanic
- 20% are non-Hispanic (African American or Asian)
- 10% are unknown

KPBS LIVE RADIO BROADCAST - HEALTHCARE IN CRISIS - *listeners 80,000*

[http://www.kpbs.org/radio/these\\_days?id=12811](http://www.kpbs.org/radio/these_days?id=12811)

KPBS' *These Days* is a daily radio news and information call-in program for the San Diego Community. On Wednesday September 24 there was a special live broadcast from the Critical Condition Health and Resource Fair at, at the Logan Heights Family Health Center Courtyard

HEALTHCARE IN CRISIS Description:

America is a wealthy nation and a world leader in medical science, technology and care. Yet 45 million Americans do not have health insurance, including more than 600,000 in San Diego. With healthcare costs rising at a rapid pace, more and more people are being squeezed out of access to quality, affordable care. And many working families are making tough decisions between seeing a doctor and putting food on the table.

In order to address the problems in healthcare and possible solutions, KPBS Radio's *These Days* program went on the road to the Logan Heights Family Health Center in central San Diego to produce a live two-hour program on Wednesday, September 24, 2008. Our broadcast took place in the middle of a health fair where medical screening and health-related information were provided to free to the public. Our show began with an overview of the problem of the uninsured in California. The guest was Donald Cohen, executive director of the Center on Policy Initiatives which has been researching healthcare and the uninsured.

This interview was followed by the personal story of Jeff Lawrence, a self-employed mortgage contractor, husband, and father of four whose family has struggled without health insurance for ten years. He talked about the difficult decisions his family makes about seeking medical treatment. He also talked about a community clinic that came to the aid of his children.

We continued the conversation about the role of the community clinic to addressing the problems of access to quality care with Jennette Lawrence, director of government relations and community affairs at Family Health Centers of San Diego.

To wrap up our first hour, we interviewed Jan Spencley, executive director of San Diegans for Healthcare Coverage, who talked about the history of employer-provided insurance and the current struggle for employers to provide health insurance to their employees as the costs of health insurance continues to rise.

During the second hour of *These Days*, the program focused on solutions. We explored universal healthcare with two local physicians who are very active in advocating for affordable access to quality care for everyone. Guests were Dr. Bob Hertzka, chairman of San Diegans for Healthcare Coverage and professor of health policy at the University of California San Diego School of Medicine, and Dr. Joseph Scherger, clinical professor of family and preventive medicine at the UCSD School of Medicine. The program also talked to California State Senator Sheila Kuehl, who has sponsored the California Universal Healthcare Act, which would be a government-provided healthcare plan for all residents of the state. We took several telephone calls from listeners about their opinions on universal healthcare.

**Partners: Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?**

Family Health Centers of San Diego is private nonprofit community clinic organization that is an integral part of San Diego's healthcare safety net. Since 1970, the mission has been to provide comprehensive, accessible, quality healthcare services in the San Diego region. The clinics offer affordable service to all income levels, with a special commitment to low income, medically underserved individuals.

Family Health Centers of San Diego operates 24 locations throughout the County of San Diego, including 11 primary care clinics, three dental clinics, three mental health centers, an HIV clinic, and three mobile medical units which provide healthcare services at approximately 100 community sites. In 2007, Family Health Centers of San Diego cared for over 112,000 individuals through over 450,000 patient encounters. Services include: Adult, Children, Teens, Women, Black Infant Health Program, Counseling and Mental Health, Dental, HIV services, Health Education, Homeless Services, Pharmacy, Specialty Services and vision care.

The Health and Resource fair and KPBS radio broadcast was held at the Logan Heights Family Health Center location in Central San Diego This clinic provides services for Adults, Women, Pediatric, Vision, Pediatric Development, Family Counseling, Pharmacy and Dental. This clinic serves 600 patients each day.

**Horn of Africa** - Horn of Africa is the leading community-based organization representing and advocating for the comprehensive and diverse needs and opportunities of African refugees and immigrants in San Diego, with a particular emphasis refugees from Somalia. The health related initiatives are:

- *Community Health Link* - a program that provides culturally and linguistically appropriate health education materials on general health and women's health. It provides assistance with doctor appointments, completing medical forms, understanding health terms, documents and letters received as well as increasing knowledge about behavior health and preventative care
- *HIV Awareness Campaign* - A program funded by the Federal Government that offers services to HIV affected families. University of California in San Diego (UCSD) and Horn of Africa are the collaborative partners in this important program. This is part of the Ryan White ACT
- *TB Eradication project* - A program funded by The Annie E. Casey Foundation through the County of San Diego TB control. This program targets in identifying if any of the incoming refugees or immigrants are infected with TB. It also provides education to families in how

to protect themselves in case they come into contact with an infected individual. Our other collaborative partners are Catholic Charities of San Diego, Africacorp, and Nile Sisters Development Initiative.

**Promotion: Describe your promotion efforts and the benefits of promotion to your project.**

One thousand fliers were distributed to promote the Health Fair and Radio Broadcast.

Here is a quote from the Director of Government and Community Relations for the Family Health Centers of San Diego, *"I got another call from a doctor last week who heard the broadcast and had a friend that needed care. We certainly reached a lot of people!"*

KPBS radio promoted the September 24 live special broadcast with at least five promotional spots prior to the broadcast reaching a minimum of 50,000 listeners.

The live broadcast was also promoted on the KPBS *These Days* Web site.

**Resources: What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?**

The CRITICAL CONDITION discussion guides were distributed at the Health and Resource Fair and at several branches of the San Diego Public Library. This includes the guides provided to the station as well as printed copies of the down loaded version.

Flyers were created for the Health and Resource Fair by the Family Health Centers of San Diego - in both Spanish and English because many of their patients are primarily Spanish speaking and the location cite in a predominantly Latino neighborhood.

**Numbers of people reached through grant activities:**

	Direct/Actual	Indirect
Station events + workshops	250	112,000
Community events + workshops	50	800
Distribution of outreach materials	200	0
Web site visitors	1000	0
Promotion / Publicity of outreach activities	500	0
On-air (outreach and outreach promotion only)		
Broadcast of local television production	0	0
Broadcast of local interstitials	125,000	0
Broadcast of radio programs/segments	80,000	
Other (Radio promotion for event/broadcast)	50,000	
Partner(s)' Contacts/Activities	<u>200,000</u>	
<b>TOTAL</b>	<b>332,000</b>	

**KPBS FINAL REPORT (Spanish Grant)**

Submitted by Valerie Breen, Marketing and Outreach Coordinator  
\$9,400 Grant and \$3,500 Grant (Spanish outreach)

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Fully achieved (circle response)

Please explain:

The Spanish language screening/panel discussion and resource forum was highly successful. The person initially in charge of this project left KPBS this summer, and we had to juggle our efforts and resources to make this a success. Despite these difficulties, we are very pleased.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 **8** 9 10 Completely satisfied (circle response)

Please explain.

We are very satisfied with this project. The audience was engaged and asked relevant questions.

**FINAL REPORT NARRATIVE:**

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

We were able to reach new audiences in an innovative way. This was KPBS/V-me's first screening and panel discussion in Spanish. The Latino community in attendance came to realize, as a result of the event, that KPBS and V-me are reliable sources of information, two stations that care enough to reach out to them in their own language, and offer them the tools and resources to improve the health issues they face. Most of the audience/participants were childcare providers, and primarily for low-income families. Members of the audience were very touched by the film and have expressed their gratitude for holding the screening.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

**CRITICAL CONDITION SCREENING/ PANEL DISCUSSION (SPANISH) - Attendance 60**

The screening and panel discussion was held on Tuesday, October 21<sup>st</sup>, 6-8:30pm at Health and Human Services, Public Health and Family Resource Center in Chula Vista, CA.

The film screening was an hour long and was followed by a lengthy discussion between panel members and the audience. Before and after the event, KPBS and partners passed out health and family-related resources and materials. The resource partners were Blue Cross Association "Anthem" Outreach Specialists, San Diego Chicano Federation, KPBS table with Raising Readers and V-me materials, San Diego Kids Health Assurance Network, San Ysidro Health Center and Saint Marc Hospital.

The film was introduced by Emma Sanchez from the San Diego Chicano Federation and was followed by a discussion with the audience and expert panelists, Luz Miles from the San Diego Kids Health Assurance Network, Myra Talavera from the San Ysidro Health Center and Dr. Oscar A Romero from the Saint Marc Hospital in Tijuana.

The audience was mostly female Hispanics, with a majority being low income childcare providers in the 30-50 year old age bracket. They had several questions regarding what resources are available in their areas and how to access these resources. They were particularly interested to find out how to receive affordable health care for family members that are currently having health problems. They were also asking about what coverage is actually included in health insurance policies and asked about tips and materials that could help to prevent future health problems.

**Partners: Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?**

- Blue Cross Association "Anthem" Outreach Specialists
- San Diego Chicano Federation
- San Diego Kids Health Assurance Network
- San Ysidro Health Center
- Saint Marc Hospital

These partners provided provide materials for distribution, personnel and served as panelists. KPBS plans to continue to work with them on other health related projects.

**Promotion: Describe your promotion efforts and the benefits of promotion to your project.**

Approximately 1,500 invitations were sent to childcare providers, the Chicano Federation mailing list, San Diego Kids Health Assurance Network, the San Ysidro Health Center, Saint Marc Hospital in Tijuana and The Blue Cross Association.

Invitation were sent by email to the San Diego Public Library; University of San Diego Ethnic Studies Program; USD President's Advisory Board on Inclusion and Diversity; Media Arts Center San Diego, San Diego Latino Film Festival, National Latino Research Center.

Resources: What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?

The CRITICAL CONDITION discussion guides were distributed at the event.

Numbers of people reached through grant activities:

	Direct/Actual	Indirect
Station events + workshops	60	1,500
Community events + workshops	0	800
Distribution of outreach materials	0	0
Web site visitors	0	0
Promotion / Publicity of outreach activities	0	0
On-air (outreach and outreach promotion only)		
Broadcast of local television production	0	0
Broadcast of local interstitials	0	0
Broadcast of radio programs/segments	0	
Other (Radio promotion for event/broadcast)	0	
Partner(s)' Contacts/Activities	<u>0</u>	
<b>TOTAL</b>	<b>60</b>	

## GRANTEE: MARYLAND PUBLIC TELEVISION

### FINAL REPORT

Submitted by Faith Wachter, Director of Community Outreach Initiatives  
\$10,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Fully achieved (circle response)

Please explain:

While all deliverables were achieved, we would have like to have done more print promotion to drive higher broadcast viewership and traffic to our online content and links.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Completely satisfied (circle response)

### FINAL REPORT NARRATIVE:

Maryland Public Television (MPT) produced and aired two segments for our local public affairs show, [State Circle](#). These segments included in-studio guests, as well as location packages. These segments were intended to highlight local, timely issues around access to health care and the uninsured in Maryland. The first segment on June 27, 2008 focused on current Maryland legislation that provides health care insurance coverage for a broad population of uninsured Marylanders. Vinnie DeMarco, executive director of the Maryland Citizens' Health Initiative was the in-studio guest that described the legislative and advocacy efforts that benefited the uninsured population in our state.

The second segment aired on August 29, 2008, and featured another newly-passed Maryland law that increased funding for the state's dental Medicaid program, and improved access to care for Maryland families. Dr. Garner Morgan, president of the Maryland State Dental Association spoke in-studio about the important connection of oral health to general health, and cited a recent tragic example where poor dental health proved fatal for a 12 year-old resident of Prince George's County. The scheduling of these segments were in response to the ramp up of election year issues for the local congressional races, and of course, the presidential race. These segments were edited and posted online on MPT's YouTube page, and promoted with CRITICAL CONDITION on mpt.org on our [PBS Votes 2008](#) programming page in the two months leading up to the November 2008 election.

The key to our project success was targeted promotion. While the public affairs segments were relevant and significant, it was important to communicate their broadcasts, their connection to the CRITICAL CONDITION September broadcast, and their online availability after the broadcasts to the likely audience who would value and benefit from this programming. We faced a unique challenge in that the August State Circle episode was confirmed too close to broadcast for us to promote it adequately. We ran heavy radio promotional spots on WCBM, WVIE, and one of our local NPR stations, WYPR, leading up to the CRITICAL CONDITION premiere. These radio advertising buys covered a broad demographic swath of listeners across the Greater Baltimore area, Western Maryland, and the Eastern Shore. Print promotion in our September member guide, tune-in on-air promotional spots on

heavy rotation (52 plays in the 6 days leading up to the September 30 premiere), and our weekly e-newsletters shored up MPT’s loyal base of viewers. Our PBS Votes 2008 page and MySpace content put us in front of our online audience. Additionally, we supplied content and links to POV for insertion on their national program site. Print advertising for our election year programming placed in the Baltimore and Washington DC editions of the *Senior Beacon* also enabled us to reach seniors in our region—a likely and interested audience in health care issues and legislation. Challenges with print deadlines prevented us from doing more targeted promotion around CRITICAL CONDITION in this publication. While that ad did not specifically promote the show, our PBS Votes 2008 page (that included CRITICAL CONDITION content) received a significant bump in online visitors after that issue of the *Senior Beacon* hit the streets. Arguably, this outreach campaign has benefited from all promotion on or off air for the PBS Votes 2008 page and some of the pop-out programming described in its content e.g., FRONTLINE, the presidential & vice-presidential debates coverage, etc.

Because of some staffing changes and timing issues, we were not able to fully engage with our community partners prior to the broadcast as we had planned. We did include them in all of our electronic promotional efforts, and will continue to do so by inviting guest blogs in the coming weeks. The health care crisis is not going away any time soon, and our YouTube content remains live and relevant. The accessibility of our content online will continue to be a valuable part of future local health care discussions across our state. Viewer comments and web traffic statistics suggest that these were valuable online resources even well past their airdates. While web traffic continues to be analyzed, we expect increased numbers of unique visitors leading up to the November 4<sup>th</sup> election. We offered our viewer’s guides for distribution online, and supplied a link to the POV site for additional downloadable resources. We plan to send our remaining supply of the printed CRITICAL CONDITION viewer’s guides to LifeBridge Health for distribution to their communities of clients. Certainly, we gained new partners in the Maryland Citizens’ Health Initiative and the Maryland State Dental Association, as they eagerly promoted their leaders’ appearances on our State Circle show within their own circles. We will continue to engage with these partners, new and old, on future projects.

We thank Outreach Extensions for giving us this opportunity to engage our viewers and community with this very timely and valuable documentary. Health care has become such an overwhelming issue across the nation. CRITICAL CONDITION is a powerful reminder of the individual stories and impacts that underlie the bigger issues. This has been a rich opportunity to re-purpose our on-air content for broader, long-term audiences online. This project has served as a model for other outreach activity at our station, and we are appreciative of the opportunity to develop this format. We look forward to future offerings that will enable us to collaborate with community partners and more authentically engage our audiences in similar ways.

**Numbers of people reached through grant activities:**

	Direct/Actual	Indirect
Station events + workshops	0	0
Community events + workshops	0	0
Distribution of outreach materials	100	0
Web site visitors	920	0

Promotion / Publicity of outreach activities	385,000	0
On-air (outreach and outreach promotion only)		
Broadcast of local television production	36,744	0
Broadcast of local interstitials (weekly cume)	0	0
Broadcast of radio programs/segments	0	0
Partner(s)' Contacts/Activities	2,750	0
<b>TOTAL</b>	<b>425,514</b>	

## GRANTEE: KCTS / Seattle

### FINAL REPORT

Submitted by Enrique Cerna, Executive Director of Production

\$10,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Fully achieved (circle response)

Please explain:

Our 30-minute *KCTS 9 Connects Special Edition* met the full intent of the grant and the connection to CRITICAL CONDITION. We promoted CRITICAL CONDITION on *Connects* the Friday before air on KCTS. Our special report featured an emotional in-depth story of one family's difficult challenge with the loss of health insurance coverage. That loss eventually led to the death of a young mother of three children. While an extreme example, the story also included the voices of people with health insurance who are finding it difficult to get the care they need due to rising health care costs, low reimbursement rates for general practitioners, along with doctors unwilling to take Medicare/Medicaid patients. The story also found that fewer doctors are willing to become general practitioners due to those issues.

Our special included a second report on Sea-Mar Community Health Clinic, based in the White Center/South Park area of Seattle. This nonprofit serves low-income minority populations and is increasingly serving middle-class patients of all ethnicities who have lost their health insurance coverage. In addition, our special compared the proposed health care plans of the Presidential and Gubernatorial candidates.

Finally, we followed up with a roundtable discussion featuring health care advocates about possible solutions to our health care crisis.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Completely satisfied (circle response)

Please explain:

With economic issues at the forefront of the Presidential and Gubernatorial campaigns, coverage of the uninsured, underinsured, and the rising cost of health care was topical and timely. In the Seattle market, we provided the only in-depth television coverage of these issues by a local current affairs program. Beyond the broadcast, which aired October 3, 2008, at 7:30 pm and repeated October 5, 2008, at 10:00 am, this *Connects Special Edition* was streamed online in its entirety. We also broke up the segments so viewers could watch each element separately online. We appreciate the opportunity to deliver content that coincides with the KCTS mission to inform, involve, and inspire.

### FINAL REPORT NARRATIVE:

As mentioned earlier, *KCTS 9 Connects* is the only local (Seattle area) current affairs program to dedicate its entire broadcast during this election season to address the challenges of the uninsured, underinsured, and rising costs of health care. Our special edition provided human stories behind the statistics. Our story about Tiffany Owens gave her family an opportunity to

share their difficult story and to bring understanding of the challenges felt by many Americans struggling without adequate health care coverage. Tiffany's mother, Gina Owens, helped to organize four viewing parties on the night the program aired. In addition, we compared the proposed health care coverage plans of the Presidential and Gubernatorial candidates. We profiled the White Center Sea-Mar Community Health Clinic and how it, like a growing number of community clinics, is providing coverage to those falling through the health care cracks, and we gathered health care advocates for a roundtable discussion about possible solutions.

We received numerous emails from viewers about the story (some of which we are including in this final report). The Washington Community Action Network, a statewide grassroots consumer advocacy organization, requested a copy of the program for viewing at its Healthcare Coalition Caucus, a series of community town hall meetings being held throughout our state to discuss health care issues. The program is available online for continued viewing. We will continue to cover this topic as our state legislature reconvenes in January.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

We completed the project as planned. We made a specific effort to base some of our coverage in the White Center/South Park community where *Making Connections* has been working for several years. This gave us the chance to examine how diverse communities are coping with health care coverage issues and how community clinics are being impacted as well. In our Sea-Mar story, we featured a Spanish-speaking family that depends on Sea-Mar for dental and medical care. In addition, we met pediatrician Dr. Sunait Abraham who told us about the importance of the role community clinics play in catching people who fall through the cracks in our health care system. Many are immigrants.

However, we were surprised to learn that more and more middle class families with health insurance coverage are turning to community clinics for treatment due to rising costs not covered by their health care plans. Being able to tell the community clinic story helped us bring that human element to our storytelling.

Our coverage also found that a growing number of medical students are deciding against entering the family medicine field opting instead to enter specialty areas where they can make more money. Producer/reporter Jenny Cunningham plans to produce a story about this trend to find out what it will mean for low-income families and the elderly who depend on family medicine practitioners at community clinics.

In producing the stories for this *Connects Special*, Jenny Cunningham was able to connect Gina Owens, the mother of Tiffany who lost her health insurance and died from a serious illness, to the Moyer Foundation, founded by Karen and Jamie Moyer. Jamie was a longtime pitcher for the Seattle Mariners and is now pitching for the Philadelphia Phillies. The Moyers have been active philanthropists in the Puget Sound region. After hearing of Tiffany's story and learning about her son, Marcellus, who was featured in our story, the Moyer Foundation is helping to send the young man and his two sisters to a summer camp near Seattle.

**Partners:** Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?

- Dr. Bob Crittenden, Chief of Family Medicine, Harborview Medical Center, Seattle - Dr. Crittenden has been working with *KCTS 9 Connects* for the past five years on coverage of health care issues. He will continue advising us.
- AARP Washington - We have had an ongoing relationship with AARP on coverage of health care and other issues that are important to seniors.
- Rogelio Riojas, Executive Director of Sea-Mar Community Health Clinic - Sea Mar under Rogelio has always opened its doors to *KCTS 9 Connects* as we cover community health care issues. The relationship is even more vital now with the launching of V me, our Spanish-language channel.

**Promotion:** Describe your promotion efforts and the benefits of promotion to your project.

We promoted this Connects Special Edition on our air with daily promos the week of the broadcast. The promos also aired on our Web site where viewers could find detailed information about the program. A print advertisement was featured in the *Seattle Post Intelligencer* on the day the show was broadcast.

**Resources:** What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?

We provided the Washington Community Network, Sea-Mar Community Health Clinic, Harborview Medical Center, and AARP Washington with copies of the CRITICAL CONDITION viewer’s guide, along with copies of our broadcast for informational and educational use.

**Numbers of people reached through grant activities:**

	Direct/Actual	Indirect
Station events + workshops	0	0
Community events + workshops	0	0
Distribution of outreach materials	5	0
Web site visitors	315	0
Promotion / Publicity of outreach activities	0	0
On-air (outreach and outreach promotion only)		
Broadcast of local television production	10,000	0
Broadcast of local interstitials (weekly cume)	100,000	0
Broadcast of radio programs/segments	0	0
Partner(s)' Contacts/Activities	0	0
<b>TOTAL</b>	<b>110,320</b>	<b>0</b>

## GRANTEE: DETROIT PUBLIC TELEVISION

### FINAL REPORT

Submitted by David Devereaux, VP Communications

\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 **5** 6 7 8 9 10 Fully achieved (circle response)

Please explain:

We wished that we could have reached larger audiences.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 **4** 5 6 7 8 9 10 Completely satisfied (circle response)

Please explain.

We wished that we could have done more with this project but we were set back by personnel changes occurring at the station.

### FINAL REPORT NARRATIVE:

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

The State of Michigan has one of, if not *the* highest unemployment rates in the country, and not surprisingly, problems associated with lack of insurance are at crisis level. Estimates are that between 850,000 and 1.1 million people in Michigan are without insurance, and the number appears to be growing with no end in sight. The City of Detroit has the highest proportion of the adult uninsured population at 18%. We feel that by focusing on one agency in this program, we, in some small measure, were able to give *American Black Journal (ABJ)* viewers hope and positive options.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

On September 29, 2008, Detroit Public Television broadcast a special 30-minute edition of *American Black Journal*, focused on helping Detroiters dealing with a lack of health insurance. Program host Cliff Russell interviewed Wayne Bradley, CEO of Detroit Community Health Connection, non-profit community-based primary care organization committed to providing quality, compassionate and professional care to all patients they serve, regardless

of their ability to pay. Mr. Bradley outlined the services provided by his organization and their five locations within Detroit.

The program included a three-minute “field piece” during which a former public school teacher recounted her struggles to maintain quality medical care after being laid off. Now working in a charter school without medical benefits, this forty-something mother of teenaged boys now faces a dilemma shared by many other Americans – what to do about health care. She happens upon the Detroit Community Health Connection Centers which offer low or no cost care to area residents who have little or no insurance. Our subject discusses how she worried about how her son’s participation in team sports posed a medical and financial challenge that could drive her into bankruptcy. She also talks about the need for preventive care that she says is absolutely necessary.

**Partners:** Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?

The main partner for this project was Detroit Community Health Connection.

**Promotion:** Describe your promotion efforts and the benefits of promotion to your project.

- We used on-air promos to promote both ABJ broadcast and the Tuesday, 9/30, broadcast of CRITICAL CONDITION. Approximately 75 promos total. *ABJ* was viewed in approximately 5,000 households, while Critical Condition was seen in approximately 11,400.
- We featured CRITICAL CONDITION in our program guide, *Signal*, sent to 60,000 subscribers.
- We featured CRITICAL CONDITION in the Health & Well Being section of our website.

**Resources:** What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?

We distributed CRITICAL CONDITION discussion guides at our “Community Cinema” screenings.

**Numbers of people reached through grant activities:**

	Direct/Actual	Indirect
Station events + workshops	0	0
Community events + workshops	0	0
Distribution of outreach materials	100	0
Web site visitors	9,000	0
Promotion / Publicity of outreach activities	0	0
On-air (outreach and outreach promotion only)		

Broadcast of local television production	10,000	0
Broadcast of local interstitials	700,000	0
Broadcast of radio programs/segments	0	0
Partner(s)' Contacts/Activities	<u>0</u>	<u>0</u>
<b>TOTAL</b>	<b>719,100</b>	<b>0</b>

**GRANTEE: KLRU / Austin, TX**

**FINAL REPORT**

Submitted by Karen Quebe, Outreach Coordinator  
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 10 Fully achieved (circle response)

Please explain:

Our original expectations for the level of achievement in each objective were surpassed dramatically.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 10 Completely satisfied (circle response)

Please explain.

Not only did our project results surpass expectations, but the level of participation of KLRU staff in the planning/implementation phases of the initiative exceeded all KLRU Outreach projects to date (almost 15 years).

**FINAL REPORT NARRATIVE:**

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

Prior to this initiative, more than two dozen organizations addressing issues related to the uninsured were working parallel, not collaboratively, in this region. Each had a slightly different agenda and represented a slightly different constituency. As the CRITICAL CONDITION: CENTRAL TEXAS partnership was launched, there was much productive dialogue among team members about the value of using this film as a catalyst to coalesce, leaving the ever-so-slight differences at the door and focusing on the shared goals. The process was a little rocky at times, but the group's commitment carried us through. The partnership's common vision is assisting uninsured families by raising the community's awareness of and sensitivity to the complex issues related to the uninsured. The project was innovative in the way KLRU used its schedule and airtime to educate the community. All new strategies for us, we initiated on-air messaging at the top of the hour in primetime; the messages were an extended length; and the spots had a host to focus the viewers' attention. The unanticipated project results - a community forum and on-going community dialogue launching in mid-November - are another innovation for our outreach efforts. The other team members have generated the concept and the forum model and are planning and implementing it in parallel to the community awareness campaign that was the original concept.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

Two activities were planned and both were completed. First, KLRU produced a series of five local stories for broadcast about the issues faced by the uninsured; secondly, a Web micro-site with local, state and regional resources for the uninsured/underinsured was developed. As with every outreach initiative at KLRU, related partnership-building and promotion activities were also part of the plan. The key audiences for the interstitials and web resources are the general adult viewing audience, primarily individuals and families wanting to educate themselves about the issues and available resources.

Not part of the original plan but soundly supported by every community partner was the need to use the film and the local community awareness campaign to launch a critical conversation in issues related to the uninsured. Therefore, while key activities were implemented to meet expectations of the national grant, a sub-group held weekly planning meetings to conceptualize and implement the community forum being planned for November 17.

**Partners:** Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?

The community partners joining KLRU in Phase One of this initiative include:

- The American Cancer Society
- Austin/Travis County Community Health Centers
- Austin Travis County MHMR Center
- Center for Public Policy Priorities
- Integrated Care Collaboration
- insure-a-kid
- Lone Star Circle of Care
- People's Community Clinic
- Seton Family of Hospitals
- St. David's Community Health Foundation
- Texans Care for Children, and
- the Travis County Healthcare District

All of the partners listed have committed to continue to work together on this effort and, in fact, additional partners are coming forth to be part of what is being called "Phases Two and Three" - the Community Forum planned for November 17 and the follow-up community dialogue.

The workload among partners was shared. Numerous organizations assisted KLRU in identifying potential subjects for the vignettes while many helped to identify key web resources (64 were identified) for the uninsured/ underinsured that would be useful for KLRU's web site. Two partners also created white papers on Best Practices in the region. All have participated at some level in the promotion activities.

**Promotion:** Describe your promotion efforts and the benefits of promotion to your project.

KLRU's Vice President of Marketing/Communication worked with partner organizations to develop and coordinate the promotion plan. Austin is in a market with limited health coverage in the media, so the media initially concluded this story as a "TV story." It became an important story to them when they saw that there was an Austin connection and when they were able to see the local vignettes addressing the issues so poignantly. It took numerous health-care related partners joining with KLRU to present the case that got the coverage we did. Collectively, KLRU and our partners were able to promote local outreach activities and the national broadcast in the following ways: email blasts, blogs, local radio shows, our State Senator's email newsletter, the Chamber of Commerce promoting to businesses, promotion to city/county/state employees, several print and online ads, an Op-Ed piece, and full use of our community partners' vast communication networks. CRITICAL CONDITION: CENTRAL TEXAS has set a new standard for KLRU in the level of coordination and success of promotion activities by a team of partners that is possible with an important project like this.

**Resources:** What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?

KLRU distributed the DVD of the documentary and outreach clips to each community partner as they came on board; most partners started early to use this resource to inform their boards, volunteers, staff, some clients and others about the upcoming documentary and local community awareness campaign. It was great to have this resource so early. The hard copies of the discussion guide were part of a packet we created with the documentary/clip DVD to encourage local groups to host preview screenings and discussions about these issues. Because we too were developing web resources and wanted to avoid duplication wherever possible, it would have been most helpful to get details about the content planned for the national web site earlier than occurred. The local resources we created were the vignettes that are now available on our web site (<http://www.klru.org/criticalcondition/>) and on DVD. Additional local resources also included a Save the Date postcard for partners to email to their constituencies and .pdf program flyer to email widely.

Success story based on use of national DVD by one of our community partners in a prescreening with their staff: *"I watched CRITICAL CONDITION and would like to thank the Center for providing me with health insurance at no cost and dependent coverage for my children at a reasonable rate. It makes me feel very fortunate."*

**Numbers of people reached through grant activities:**

	Direct/Actual	Indirect
Station events + workshops	80	0
Community events + workshops	150	0
Distribution of outreach materials	3500	0
Web site visitors	1711	0

Promotion / Publicity of outreach activities	250,306	0
On-air (outreach and outreach promotion only)		
Broadcast of local television production	0	0
Broadcast of local interstitials (weekly cume)	15,000	0
Broadcast of radio programs/segments	5,000	0
Partner(s)' Contacts/Activities	16,392	3,500
<b>TOTAL</b>	<b>292,139</b>	<b>3,500</b>

**GRANTEE: KNPB / Reno, NV**

**FINAL REPORT**

Submitted by Jasmine Tua, Coordinator of Outreach and Volunteers  
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Fully achieved (circle response)

Please explain:

All facets of our initiative were carried out and deadlines were met successfully.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 10 Completely satisfied (circle response)

Please explain.

Through this project, we were able to increase our healthcare network.

**FINAL REPORT NARRATIVE:**

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

The Northern Nevada community has a greater understanding of the healthcare system through our outreach initiative: *Code Blue for Healthcare*. Information, understanding and the desire to be heard were made possible through KNPB's *OpenLine: Code Blue for Healthcare*, *OpenLine* blog, KNPB's healthcare focus group and partner outreach.

Through multiple facets, we reached a larger and more diverse population than anticipated. Uninsured families were given a variety of resources which focused on access in rural areas through our *OpenLine* program. Health organizations which service rural communities and the uninsured were given a platform to promote their services. By shedding light on programs focused on helping the uninsured and drawing attention to the crisis facing local Nevadans, our initiative brought awareness to the community through several innovative angles.

We will continue to reach out to the community on this issue through the broadcast of our testimonial interstitials. The testimonials highlight the services available in Nevada for the uninsured and rural areas. In addition, *OpenLine: Code Blue for Healthcare in Nevada* will be available for viewing at our brand new redesigned website at [www.knpb.org](http://www.knpb.org).

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race,

economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

#### OPENLINE BLOG: CODE BLUE FOR HEALTHCARE IN NEVADA

The *OpenLine* blog was promoted to the public through *OpenLine* promos broadcast two weeks prior to *OpenLine*. The blog was also posted two weeks prior to *OpenLine: Code Blue for Healthcare in Nevada* to tease the program and to begin the discussion of healthcare in our community. Viewers are encouraged to post their insights following the broadcast as well. The blog is found on KNPB's website, [www.knpb.org](http://www.knpb.org). There were ten participants who contributed to the blog. Bloggers touched on topics such as universal healthcare, immunization availability, healthcare packages and qualifying for Medicare.

#### OPENLINE: CODE BLUE FOR HEALTHCARE IN NEVADA

*OpenLine : Code Blue for Healthcare in Nevada* was broadcast on September 21, 6 - 7 pm. Eleven callers addressed the panel with topics ranging from access and universal healthcare to the inter workings of the healthcare system. The program is available for future reference online at [www.knpb.org](http://www.knpb.org). The panel consisted of our host Michael Hagerty; Pete Gilbert representing insurance company Employer Benefits Inc.; Charles Duarte, administrator of the Nevada Department of Health and Human Services; and Dr. Carl Heard, Nevadan cardiologist.

#### NEVADA STORIES

Used as tape drops in the *OpenLine* program and serving as ongoing interstitial material, the two Nevada Stories produced focused on organizations which provide assistance to the uninsured. The two pieces highlighted Saint Mary's Hospital services and the Access to Healthcare Network. Both pieces serve the community by providing solutions to the healthcare problem.

#### KNPB'S HEALTHCARE FOCUS GROUP

Healthcare organizations were invited to our regularly scheduled Community Advisory meeting on August 27, 2008, to discuss healthcare in Nevada. Attendees screened a preview of CRITICAL CONDITION, were introduced to our outreach initiative, and provided input which helped us as we developed our outreach initiative. Attendees included representatives from the Bureau of Health Planning and Statistics, Nevada Office of Rural Health, Nevada Hospital Association, University of Nevada School of Medicine, Access to Healthcare Network and The Continuum. Attendees were given promotional material to promote *OpenLine* and CRITICAL CONDITION through their newsletters and other communication media.

#### CONVERSATIONS WITH ...

KNPB Public Affairs Host Michael Hagerty talked on-air with John Packham who has done extensive research on subjects such as the impact on the health sector on the local economy and the Nevada rural healthcare workforce. *Conversations with...* is a series of public affairs programs covering current issues. The October programs concentrated on issues related to the upcoming election. The program aired on October 23 at 8pm.

The targeted general audience ranged in age, gender and economic status within all facets of the initiative. Bloggers and callers who contributed to the *OpenLine: Code Blue* ranged from mothers to healthcare specialists. While not a formal part of our outreach project, *Conversations with...* complimented the outreach well.

**Partners:** Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?

Local community partners included our ongoing partnership with In Pursuit of Health which encompassed organizations such as the Bureau of Health Planning and Statistics, Nevada Office of Rural Health, Nevada Hospital Association, University of Nevada School of Medicine, Access to Healthcare Network and The Continuum. Our partners contributed to the development of our initiative, served as panelists and testimonial subjects, and promoted the broadcast of *OpenLine: Code Blue* as well as CRITICAL CONDITION within their own healthcare networks.

KNPB's dedication to providing resources to the northern Nevada community has been evident throughout this project. Our health community partnership with In Pursuit of Health will continue through our monthly e-newsletter of health related program updates. Partners will continue activities initiated by our project by referring others to our website for further viewing of *OpenLine: Code Blue*. In addition, they have received copies of CRITICAL CONDITION, which they plan to implement into their programs.

**Promotion:** Describe your promotion efforts and the benefits of promotion to your project.

- Program Guide insert for CRITICAL CONDITION and *OpenLine: Code Blue*
- E-blasts to health community network in promotion of CRITICAL CONDITION and *OpenLine: Code Blue*
- Flyer packets provided for distribution to partners, The First United Methodist Church and local coffee shops.
- On-air promo to promote *OpenLine: Code Blue* and CRITICAL CONDITION which ran two weeks prior to broadcast.
- *OpenLine: Code Blue Blog* posted two weeks prior to *OpenLine: Code Blue* broadcast as well as two weeks following the broadcast.
- Ad insertion of *OpenLine: Code Blue* and CRITICAL CONDITION in local press.

The benefit of the strategy we chose to promote our initiative was its capability to reach a broad segment of the public. We utilized a variety of methods to promote this project which effectively spread awareness of the broadcasts. As a result, we had a successful turnout in both the number of callers to the *OpenLine* program and the number of bloggers who contributed to the *OpenLine* blog.

**Resources:** What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?

The CRITICAL CONDITION screener DVD was used at our focus group to set the stage for our partners in understanding our outreach initiative. Providing this resource to several partners proved useful. Access to Healthcare Network plans to implement CRITICAL CONDITION into their program through screenings within their organizations.

The local resources produced in this project were *OpenLine: Code Blue for Healthcare in Nevada*, the *OpenLine blog* and *Conversations With...* program. The purpose of these programs was to localize the healthcare crisis issue by providing the public with information about organizations that are focused on bringing value driven healthcare to Nevada.

**Numbers of people reached through grant activities:**

	<b>Direct/Actual</b>	<b>Indirect</b>
Station events + workshops	25	0
Community events + workshops	10,000	5,000
Distribution of outreach materials	3,000	1,000
Web site visitors	300	0
Promotion / Publicity of outreach activities	5,000	400
On-air (outreach and outreach promotion only)		
Broadcast of local television production	1,500	0
Broadcast of local interstitials	800	0
Broadcast of radio programs/segments	0	0
Partner(s)' Contacts/Activities	<u>35</u>	<u>100</u>
<b>TOTAL</b>	<b>20,660</b>	<b>6,500</b>

## GRANTEE: ROCKY MOUNTAIN PBS / Denver

### FINAL REPORT

Submitted by Pam Osborne, Director of Marketing  
\$10,000 Grant (English outreach) and \$3,500 Grant (Spanish outreach)

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 10 Fully achieved (circle response)

Please explain:

We accomplished everything we set out to achieve and even made the project more compelling and longer lasting by incorporating a digital storytelling workshop and the content from that event to the project.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 10 Completely satisfied (circle response)

Please explain.

It's always frustrating when you promote the heck out of in-person events and get a fraction of the people you had hoped would attend.

### FINAL REPORT NARRATIVE:

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

As indicated in our original project plan, Rocky Mountain PBS aimed to begin a conversation around the uninsured and health care disparities throughout Colorado. We wanted to focus the wider national health care reform debate into a specific dialogue about the state of Colorado and where reform stands on a local level. Our motivation was to leverage CRITICAL CONDITION as a springboard to move the health care discussion forward and to deepen relationships with health care advocacy and policy groups, foundations and individuals with connections in health care. We were very successful in accomplishing these goals.

While measuring the actual impact of our outreach activities on the uninsured is anecdotal at best, we can clearly know that we have provided tools for individuals and families to use to improve their circumstances. We have also given voice to a population that is too often ignored and shown that the health care crisis is not just a social or political problem but that indeed, it is a very real economic problem. Further, this economic problem is certain to grow with the overall economic climate, layoffs, business closings, etc. The entire community will continue to benefit from the ground work we have begun with CRITICAL CONDITION.

At Rocky Mountain PBS we often find that our outreach activities are limited to a build-up to the broadcast of a particular program and ending once the airdate comes and goes. Actual

tune-ins are only part of the story and with CRITICAL CONDITION;our outreach - and impact - have a much longer tail. This project enabled us to not only focus on the four stories articulated in CRITICAL CONDITION, but we were able to illuminate the topic of health care in a very real and meaningful, local way, tying the issue back to local politics, organizations, advocacy work and solutions.

The innovative long tail of our outreach comes in the form of digital storytelling, an interactive health care section of <http://www.rmpbs.org/health> and a downloadable Colorado Health care Resource Guide. Our goal in developing outreach tools was to extend the conversation and we believe that our content-rich health care website section, will keep people coming back. Additionally, there are nine original digital stories available online to view, adding to the content options and building on the conversation on health care. This is a topic that is only now beginning to gain steam for Rocky Mountain PBS.

Moving forward, Rocky Mountain PBS intends to build on the work we were able to do for CRITICAL CONDITION. We see the activities and resources that have been developed already as a jumping off point for further community engagement around this very important topic. We are already discussing a large, multi-year project based on health care with a number of community organizations, with Rocky Mountain PBS serving as an important "megaphone" for getting the message out and building awareness.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

We employed the core activities we originally proposed but added a two-day, intense digital storytelling workshop to help members of our community tell their health care stories. Included in the original activities were screenings and town hall meetings, a policy-maker event and interactive discussions and an online blog.

We held four screening/town hall meetings throughout Colorado - two in Denver and one each in Grand Junction and Pueblo. One of the two events in Denver was focused on health care policy-makers and health care workers and was held on a medical campus during the day for maximum attendance and impact.

SCREENING/TOWN HALL MEETING - Denver was an open-to-the-public screening and panel discussion held at an independent theater called Neighborhood Flix on September 25 at 6 p.m. The panel consisted of three health care experts (two advocacy experts and one M.D./Internist who specializes in the medically underserved). A pre-screening reception was held that was free to all attendees. The panel discussion was taped and is available for viewing at <http://www.rmpbs.org/panorama/index.cfm/entry/346/'Critical-Condition'-QA>. Panelists included Dede de Percin, Executive Director of the Colorado Consumer health Initiative; Mark Earnest, M.D., Associate Professor of Medicine at the University of Colorado, Health Sciences Center; and Tara Trujillo, MNM, Health Initiatives Director for the Colorado Children's Campaign. Approximately 40 people attended.

SCREENING/DISCUSSION PANEL - This Denver event for policymakers was an invitation-only gathering held at Denver Health's Rita Bass EMS and Trauma Institute on September 26 at 3 p.m. Printed invitations were sent to 350 health care policy experts, legislators, advocacy specialists and other key constituents. Panelists included Patricia Gabow, M.D., CEO and Medical Director of Denver Health; Joan Henneberry, Executive Director for the Colorado Department of Health Care Policy & Financing; Steven Summer, President & CEO of the Colorado Hospital Association; and Anne Warhover, President and CEO of The Colorado Health Foundation. Approximately 60 people attended. A brief reception followed the screening and panel discussion.

SCREENING/TOWN HALL MEETING - Grand Junction was a free and open-to-the-public event held on September 23 at 6 p.m. at the KAFM Radio Room. Panelists included Ron Prinster from St. Mary's Hospital and Dan Thomas from Grand Junction Community Hospital. Approximately 20 people attended.

SCREENING/TOWN HALL MEETING - Pueblo was a free and open-to-the-public event held on September 23 at 7 p.m. at the Rawlings Library, InfoZone Theater. The panelist was Ryan Lound, V.P. of Managed Care at Parkview Medical Center. Approximately 12 people attended.

INTERACTIVE DISCUSSIONS AND BLOG ENTRIES were created around the outreach activities and airdate for CRITICAL CONDITION. An entire section of the Rocky Mountain PBS website interactive area called, *Panorama*, was created for the program and healthcare in general ([www.rmpbs.org/health](http://www.rmpbs.org/health)). In the weeks leading up to the in-person events and directly before the broadcast, content was created to engage people around health care. Additionally an e-blast was created to promote participation in the story collection tool on *Panorama* and to promote the digital storytelling workshop.

A digital STORYTELLING WORKSHOP was held over the weekend of October 11 and 12 at Rocky Mountain PBS and was attended by citizens who applied to attend the intensive training event. The outcome is nine unique and original stories created to tell attendees' health care stories. The collection of stories are online at: <http://www.rmpbs.org/panorama/index.cfm/tag/Health-Care-Stories>. These stories are very personal narratives about the individual's experiences in the American health care system and help to tell the touching, painful and life-changing story of illness.

**Partners: Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?**

The Colorado Consumer Health Initiative (CCHI) is a key partner for CRITICAL CONDITION outreach and for any future community engagement activities we do for health care. CCHI's focus is on individual coverage for every Coloradan and they engage in advocacy and policy work to make that dream a reality. CCHI served as an advisor for policy-maker event attendees, provided a speaker for the general admission screening and town hall event and provides additional outreach to their member base for promoting our activities.

The Colorado Health Foundation (TCHF) is another key partner for all health care community engagement projects for Rocky Mountain PBS. TCHF is the largest health care foundation in the state and is interested in partnering with organizations that have a statewide reach. They

compile facts and do research on the status of health care in the state of Colorado. TCHF provided additional funding to extend the impact of CRITICAL CONDITION throughout the state and will provide the resources to hold two more digital storytelling workshops in Colorado (to be held in early 2009). TCHF was an important partner in extending the reach of all of our communications for CRITICAL CONDITION.

The Colorado Trust is an advisory partner for our health care community engagement activities and provides assistance on attendee list development and further distribution for invitations, messages and announcements.

Sisters of Color was a partner for our Spanish-language outreach. Their mission is to achieve health equity through education, community mobilization and systems change. Sisters of Color helped to promote the events to their community and will also be helping to distribute the Spanish-language version of the Colorado Health Care Resource Guide that we are creating.

**Promotion: Describe your promotion efforts and the benefits of promotion to your project.**

- On-Air Promotions - Rocky Mountain PBS developed and aired a spot to promote the various screening/town hall meetings that were held around the state. Additionally, a follow-up on-air spot was developed to promote the digital stories that are now available online.
- Press Advisories - media advisories were sent to statewide media contacts to promote the screening events.
- E-blasts - Specific e-blasts were sent to each region in Colorado to promote the digital storytelling workshops. Additionally, the Rocky Mountain PBS weekly E-news was used for four weeks to promote the screenings and our blog, "The Spark" was used for two weeks leading up to the screenings and the actual airdate of CRITICAL CONDITION to build a dialog around the program and topic.
- Promo magazine, the monthly program guide for Rocky Mountain PBS promoted the program with a special sidebar in our "featured programs" spread. The publication is sent to 55,000 members each month.
- Partner promotional mechanisms (newsletters, e-blasts) and distribution lists were utilized to spread the word on our events and the airdate/time for CRITICAL CONDITION.

**Resources: What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?**

CRITICAL CONDITION documentary or clips - We used both the actual documentary and the video clips on *Panorama*.

Video Shorts (individual stories from film) - We used the video shorts as a model for the digital stories that were produced by attendees of our digital storytelling workshop. This is truly the success story of the project, taking nine different angles on health care and presenting them in a compelling and creative way.

Discussion/Resource Guide - We used printed guides at our in-person events and put the electronic version online for download. In addition, we created a Colorado Resource Guide in both printed and electronic formats.

**Numbers of people reached through grant activities:**

	<b>Direct/Actual</b>	<b>Indirect</b>
Station events + workshops	15	150
Community events + workshops	150	50,000
Distribution of outreach materials	47	0
Web site visitors	537	0
Promotion / Publicity of outreach activities	500,000	1,000,000
On-air (outreach and outreach promotion only)		
Broadcast of local television production	N/A	N/A
Broadcast of local interstitials	0	0
Broadcast of radio programs/segments	0	0
Partner(s)' Contacts/Activities	<u>5,000</u>	<u>0</u>
<b>TOTAL</b>	<b>505,749</b>	<b>1,051,150</b>

**GRANTEE: WGTE/Toledo, OH**

**FINAL REPORT**

Submitted by Kathy Smith, Director of Early Learning and Outreach  
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved (circle response)

Please explain:

Despite some setbacks and regrouping, we facilitated the project to meet the stated goals.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Completely satisfied (circle response)

Please explain.

While working with opposing community health care agencies was challenging, we were able to exert ourselves as a neutral convener and coax some meaningful dialogue among stakeholders and the community.

**FINAL REPORT NARRATIVE:**

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

WGTE produced a Town Hall Meeting to put a local face on the national issue of health care and the uninsured. Fortunately, we had an encouraging story to tell, because our community has a service called CareNet, administered by the Hospital Council of Northwest Ohio, which is a safety net for the uninsured. That does not mean, however, that they have sufficient funds to serve every one in need, nor that everyone has equal access to health care.

Traditionally, the Toledo market has two highly competitive health care systems, and while each talks about collaboration, there is a basic mistrust between the two entities. Originally, we had the buy-in from one of these systems to expand the breath of the Town Hall meeting. However, with advice from their marketing firm, decided that they would come away from the project with people asking, "Why don't they do more?"

So, while we had already made a significant investment of time in our original approach, we had to switch gears and recruit additional partners who were more neutral and would act as a buffer so as to involve the major players. We did this successfully and invited representatives from our local United Way, a community health clinic, a consumer, CareNet, as well as the two competing hospitals as show participants.

We were also able to produce two roll-ins - both CareNet consumers - who talked very openly about getting needed health care services without insurance. Both voiced opinions on how preventative health care has kept them from letting concerns "get out of hand" as they have seen with other family members, neighbors and friends.

A show outline is attached. The moderator is a former reporter for the *Toledo Blade* and current public relations representative for the Toledo Lucas County Public Library.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

- Worked with partners to determine Town Hall participants.
- Recruited studio audience from outreach of partners and WGTE outreach participants.
- Produced two roll-ins which featured the stories of uninsured consumers.
- Produced a live-to-tape town hall meeting.
- Provided refreshments for audience.
- Created 100 copies of the Town Hall meeting - sent them to government officials and other business leaders along with a copy of the CRITICAL CONDITION discussion guide.
- Aired the Town Hall meeting just after the national broadcast of CRITICAL CONDITION. Program will re-air November 2 at 7:30 p.m.
- Produced a cable tune-in spot.
- Produced a local CRITICAL CONDITION web page at [www.wgte.org](http://www.wgte.org).

**Partners:** Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?

- Mercy Health Partners - met with us to discuss format of program; contributed a panel member. Emailed information about the program to constituents.
- ProMedica Health System - met with us to discuss format of program; contributed a panel member. Emailed information about the program to constituents.
- CareNet - Helped to coordinate the program's concept and identified consumers for the roll-ins. Contributed a panel member. Emailed information about the program to constituents. CareNet will continue to use the two vignettes we produced of their consumers as PR/fund raising tools.

- United Way - Contributed a panel member.
- Neighborhood Health Association - contributed a panel member.

**Promotion: Describe your promotion efforts and the benefits of promotion to your project.**

WGTE mailed a “You are invited to be part of the audience” flyer to everyone who has attended an outreach event at WGTE within the last two years (about 300 pieces). We also sent those persons and all of our government officials, flyers announcing the national and local broadcast. Flyers announcing the broadcast were also emailed to partners to enable them to share it with their employees and parients/clients.

WGTE produced a promo which aired both on WGTE and a Cable flight.

**Resources: What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?**

The discussion guide arrived too late for use with the studio audience; however, these were mailed, along with the DVD, to 100 government officials and local business leaders. We did make use of the graphics for our print pieces and the available video for creation of the spot.

**Numbers of people reached through grant activities:**

	Direct/Actual	Indirect
Station events + workshops	100	0
Community events + workshops	0	0
Distribution of outreach materials	16,200	0
Web site visitors	173	0
Promotion / Publicity of outreach activities	300	0
On-air (outreach and outreach promotion only)		
Broadcast of local television production	N/A	N/A
Broadcast of local interstitials (weekly cume)	125,000	0
Broadcast of radio programs/segments	0	0
Other (Cable Buy)	132,000	0
Partner(s)' Contacts/Activities	<u>500</u>	
e.g., If you have one partner with a constituency of 1,000 who were informed about the project through the organization's newsletter, this number is 1,000.)		
<b>TOTAL</b>	<b>382,473</b>	

**GRANTEE: WXEL/Boyton Beach, FL**

**FINAL REPORT**

Submitted by Marlene Figueroa Ross, Director of Community Affairs  
\$7,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved (circle response)

Please explain:

Thanks to the funding from Outreach Extensions, we were able to successfully leverage additional funding from two local foundations in order to produce an excellent two-part special.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 **9** 10 Completely satisfied (circle response)

Please explain.

This project was very timely and it's so important to many people in our community; the response to it by the project partners and others in the community has been very positive; due to scheduling conflicts it was challenging to coordinate with the partners for the purposes of all of the outreach efforts; yet we accomplished a lot in conjunction with an excellent production.

**FINAL REPORT NARRATIVE:**

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

Thanks to the grant from Outreach Extensions, WXEL was able to leverage funding in order to secure several excellent partnerships for the purposes of this especially timely project for South Florida, another very important point about this local project. The following two local foundations committed some additional funding for the two-part special seen on WXEL TV's *South Florida Today*: Quantum Foundation and Palm Healthcare Foundation.

Initially, Palm Healthcare was the only expected project partner but later Quantum Foundation came on board. The production was done with one goal in mind: to enlighten and educate viewers as well as give them a link to programs and to the foundations which can help them get the help they need by possibly getting insurance or some other type of aid. Additionally, WXEL FM's *Florida Forum* program featured the topic in a segment which aired soon before the national broadcast date of the film.

This was an innovative project for WXEL because it was the first time that the station produced a two-part special about this particular topic, and moreover that two local

healthcare foundations agreed to provide some funding and to serve as project partners. Furthermore, the *Florida Forum* program on the sister station WXEL FM, also focused on the project in a concerted effort before the national broadcast date.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status, individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

The Executive Producer was able to complete the project as planned and to spend time in the often overlooked "western communities" in Palm Beach County, especially in the town of Belle Glade and surrounding small towns in this rural region of Florida commonly referred to as "the Glades." In the Glades area the poverty rate is significantly higher than the county's average. More than a third of the residents in the Glades region are below the Federal Poverty Level. The prevalence of chronic diseases and other health indicators in the Glades exceeds all other areas of Palm Beach County. The Glades has higher rates of low-birth weight babies, infant mortality and births to teens. Additionally, the Glades population experiences a higher cause-specific death rate for diabetes and HIV/AIDS than other areas of Palm Beach County. More than 30% of the residents are uninsured, compared with the county average of 19%. Nearly half (46%) participate in the State Medicaid Program. Many residents are high risk and cannot afford doctor visits, so the ER usage at Glades General Hospital is disproportionately high (1.4 times the national average). The diverse population on the Glades includes Whites, Blacks, and Hispanics.

Part 1 of the special puts a face on the healthcare crisis in South Florida and the Treasure Coast as the stories of local residents are told in heartbreaking detail. Highlights include a program that treats seriously ill children for free and a high tech way to sign-up residents in the Glades for various health insurance programs available to the working poor.

Part 2 was live and it features a panel discussion of the crisis; this panel is comprised of local experts discussing the latest approaches for solving this crisis. The expert panelists who are featured are representatives from Palm Healthcare Foundation, the Palm Beach County Health Care District, and Quantum Foundation. The segment which aired on WXEL FM's *Florida Forum* highlights the Caridad Center, as the Executive Director discusses how this established center serves the sick and uninsured who travel from various areas in Palm Beach County for medical services at its center in western Boynton Beach. She also points out how their requests for services are increasing more and more, especially requests by middle class individuals who are losing their health insurance and/or their jobs.

Outreach efforts included WXEL's outreach staff distributing the DVD of the national film and the Discussion Guide on the night of the live special (Part 2). Several participants representing the two foundations attended the live night. Some of these participants included staff members from the foundations who took additional resources to share with other staff members and program sites. Also, the outreach staff delivered several DVDs and guides to the Caridad Center. The Caridad Center will share these resources with their dedicated staff and others, including many dedicated medical doctors and volunteers who serve the sick and uninsured, including many legal and undocumented immigrants from Latin America and South America.

**Partners:** Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?

The following two local foundations served as project partners and committed some additional funding for the two-part special seen on WXEL TV's *South Florida Today*: Quantum Foundation and Palm Healthcare Foundation. The foundations and their staff were very helpful to the Executive Producer. Also, they served as excellent partners for WXEL's outreach efforts. WXEL TV's sister station, WXEL FM, played a key role through *Florida Forum* in featuring the Caridad Center, which has also served as an outreach partner for the purposes of the project resources (DVDs and guides). WXEL has a history of partnering with the Quantum Foundation and expects to also work again with the Palm Healthcare Foundation after a successful first-time partnership for this project. WXEL FM's *Florida Forum* has featured the Caridad Center on several segments of the show over the past few years and it expects to continue doing this.

The producers are considering the idea of following up with segments on their respective programs (*South Florida Today* and *Florida Forum*) at an appropriate time in 2009 once the newly elected U.S. President has had the opportunity to implement some changes. WXEL would schedule the film for a re-broadcast date (upon approval from Outreach Extensions) and the remaining outreach resources would be utilized and distributed by WXEL's outreach staff.

**Promotion:** Describe your promotion efforts and the benefits of promotion to your project.

WXEL aired promotional spots for the local, two-part special and the national film on both WXEL TV and WXEL FM. The project was featured on the home page of the WXEL web site at [www.wxel.org](http://www.wxel.org). The foundations, as the main project partners, utilized their e-mail lists and organized some promotions. Reportedly, several contacts made through the foundations watched the *South Florida Today* special, "CRITICAL CONDITION: Healthcare Rx".

**Resources:** What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?

The two foundations, as the main project partners, were eager to use the project resources with their staff members and especially for foundation programs in the community. WXEL has ordered DVDs of the local special and will also be giving these to the foundations as the main project partners. The secondary partner, the Caridad Center, was pleased to use the project resources as giveaways for the several doctors and other volunteers who work at the facility. The Executive Director of the Caridad Center reported that some of the doctors and volunteers were happy to receive the DVDs and discussion guides before the national broadcast of the film.

Numbers of people reached through grant activities:

	Direct/Actual	Indirect
Station events + workshops	50	250
Community events + workshops	0	0
Distribution of outreach materials	250	500
Web site visitors	15,000	5,000
Promotion / Publicity of outreach activities	5,000	10,000
On-air (outreach and outreach promotion only)		
Broadcast of local television production	10,000	5,000
Broadcast of local interstitials (weekly cume)	15,000	5,000
Broadcast of radio programs/segments	25,000	10,000
Other _____		
Partner(s)' Contacts/Activities	<u>2,500</u>	<u>5,000</u>
<b>TOTAL</b>	<b>72,800</b>	<b>35,750</b>

**GRANTEE: KETC/St. Louis**

**FINAL REPORT**

Submitted by Dale Berenc, Manager of Education Services  
\$4,000 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved (circle response)

Please explain:

On September 23, 2008 KETC and the Missouri Foundation for Health sponsored and hosted a town hall screening of the documentary, along with a panel discussion. Jilann Spitzmiller, the film's co-producer and co-director attended the screening. The objective of the screening was to bring people in the community with health care interest and concerns together with trusted community resources. The film made an emotional impact that inspired the viewers to ask many, sometimes difficult, questions to members of the panel.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Completely satisfied (circle response)

Please explain.

As a result of the screening the St. Louis community is more aware of the health care crisis and KETC/Channel 9 served as a conduit to connect people with much needed resources.

**FINAL REPORT NARRATIVE:**

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

In Missouri, nearly 730,000 people (or roughly 13 percent of all residents) are uninsured, including 150,000 children (10 percent of that total population) and 8,000 people (1 percent) over the age of 65, according to the U.S. Census Bureau's Current Population Survey. The overall rate of the state's uninsured dropped slightly in the last year; net numbers increased for children and the elderly.

On September 23, 2008 KETC and the Missouri Foundation for Health sponsored and hosted a town hall screening of the documentary, along with a panel discussion for 100 participants. Jilann Spitzmiller, the film's co-producer and co-director attended the screening. The objective of the screening was to bring people in the community with health care interest and concerns together with trusted community resources. The film made an emotional impact that inspired the viewers to ask many, sometimes difficult, questions to members of the panel.

The panelists included:

- James Kimmey, M.D./M.P.H. - President of Missouri Foundation for Health
- Dolores Gunn, M.D. - Director of the St. Louis County Health Department
- Judy Bentley, R.N.C., M.A. - Director of Community Health-In-Partnership Services (CHIPS)
- Sidney Watson, J.D. Professor of Law, St. Louis University
- Louise Probst, - St. Louis Area Business Health Coalition

Audience members completed a question card to assure all questions were addressed. The panelists and Jilann Spitzmiller were available to the audience before and again after the screening for community conversations. As a result, the St. Louis community is more aware of the health care crisis and was given the opportunity to speak out and connect to resources that can help the un- and underinsured.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status; individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

Town hall-type screening of CRITICAL CONDITION

September 23, 2008

6:00p.m. - 9:00p.m.

KETC Studio

Host: KETC and Missouri Foundation for Health

General community audience and health care professionals

**Partners:** Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?

Missouri Foundation for Health is committed to improving the health of the people in the St. Louis communities. Missouri Foundation for Health is the largest health care foundation in the state and is among the largest of its kind in the country. KETC will continue to partner with MFH to connect St. Louis citizens to trusted health care resources.

**Promotion:** Describe your promotion efforts and the benefits of promotion to your project.

- KETC produced on-air spots to promote and publicize the broadcast of the documentary which ran during all daytime slots.
- KETC created and emailed screening invitations to its 8,000 members who have asked to receive important messages from the station.
- Missouri Foundation for Health distributed emails to approximately 5,000 of their constituents.
- The screening was also listed as a community event on KETC's web site with links to the CRITICAL CONDITION web site.

- An article about the event was printed in the *Saint Louis Beacon*, a non-profit, online publication dedicated to news that matters for people in our region. The *Beacon* provides thoughtful discussion from many points of view and connects the community with good sources of information elsewhere. Founded by veteran journalists, the *Beacon* aims to serve and engage citizens by creating distinctive new news medium.
- Interview Jilann Spitzmiller on local NBC station. (KSDK)
- 45-minute live interview on local radio. (KMOX)

**Resources: What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?**

- CRITICAL CONDITION Discussion Guide

**Numbers of people reached through grant activities:**

<b>Direct/Actual</b>	
Station events + workshops	100
Community events + workshops	0
Distribution of outreach materials	100
Web site visitors (2 week period)	30,000
Promotion / Publicity of outreach activities	0
On-air (outreach and outreach promotion only)	
Broadcast of local television production	N/A
Broadcast of local interstitials (weekly cume)	775,000
Broadcast of radio programs/segments	105,000
Other	0
Partner(s)' Contacts/Activities (Include all people reached.	<u>5,000</u>
<b>TOTAL</b>	<b>915,200</b>

## GRANTEE: Louisiana Public Broadcasting

### FINAL REPORT

Submitted by Bob Neese, Promotions Manager  
\$3,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 10 Fully achieved (circle response)

Please explain:

Our screening for the program went very well as we were to get information about the subject out in the community through AARP. We used footage from the screening to create a proof of performance spot that also served as a promo for the airing of the program on LPB. These spots ran a total of 97 times on the three LPB stations. We were unable to do the panel discussion because our reporting efforts after Hurricanes Gustav and Ike utilized all the personnel who would have worked on the CRITICAL CONDITION town hall meeting. In addition, the Louisiana State University department that works on these town meetings was unable to recruit the participants and create the surveys we needed for the town hall meeting. Instead, we used the information and research about the uninsured in Louisiana to set up an enhanced website in a prominent place on our website ([www.lpb.org](http://www.lpb.org)) with links to local information about the uninsured and to the main *POV* page. We also handed out CRITICAL CONDITION study guides at the Louisiana Book Festival in downtown Baton Rouge.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 10 Completely satisfied (circle response)

Please explain.

We had an excellent discussion at our screening of CRITICAL CONDITION and the research we were able to do with the Public Affairs Research Council allowed us to give a major Louisiana perspective to the project on our enhanced website.

### FINAL REPORT NARRATIVE:

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

P.O.V.'s CRITICAL CONDITION program was an excellent starting point for LPB to do outreach and localize the subject through research and our website. More than 600,000 Louisiana adults do not have health insurance and the safety net for these people, the Louisiana Charity Hospital system, is in constant jeopardy of being dismantled. This was an opportunity to not only put a human face on the national problem while providing local information about the healthcare problems in Louisiana. We plan to expand our healthcare discussions on future episodes of *Louisiana Public Square*, our monthly public affairs program which allows average

citizens to voice their opinions on subjects like the uninsured and question experts about the topic.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status; individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

There were two main components to the LPB plan. The first part was a SCREENING OF THE PROGRAM on September 20 in the LPB auditorium. The AARP Baton Rouge Chapter partnered with LPB on the event and helped recruit the 45 people who came to the screening. After the screening there was a discussion about people they knew who did not have health insurance and the horrors they faced. The audience was over 50, men and women and was equally split between African American and Caucasians. Many of the seniors also talked about the high cost of medicine and how they couldn't afford the expensive medicines that were prescribed for them. It was an excellent discussion and the people were genuinely moved by the plight of the people featured in the documentary. A proof of performance spot was created about the screening which also served as a promo for the two airings of the show on LPB on September 24 at 8PM and September 28<sup>th</sup> at 10PM.

The second part of the project was an ENHANCED WEBSITE created by LPB to not only showcase the premiere of the program but also how to spotlight the growing number of uninsured people in Louisiana. Working with the non-profit Public Affairs Research Council (PAR), LPB was able to uncover the information about the insured and other healthcare issues in the state and link to PAR studies about healthcare and the uninsured. To further enhance the site, LPB streamed segments about Louisiana healthcare and the uninsured from past productions on the site.

**Partners:** Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?

The Baton Rouge Area Chapter of AARP was our main partner, getting word out about the special and recruiting the people for the screening. We have an ongoing relationship with the state AARP and the local chapters. We also partnered with the Public Affairs Research Council (PAR) to do research on the uninsured in Louisiana and bring a recently finished report to the public's attention online and in press releases. We have an ongoing relationship with PAR that will continue in the future because of the research they do about the major problems facing our state.

**Promotion:** Describe your promotion efforts and the benefits of promotion to your project.

There were specific web, on-air and press promotions associated with this project. We sent out statewide press releases combining the information about the CRITICAL CONDITION premiere with specifics about the problems of the uninsured in Louisiana. We had two articles in *The Advocate*, the only daily in Baton Rouge, that included a feature in the Television

Section on Sunday (110,000 circulation). There was also a tune-in mention on Tuesday, September 24 about the premiere.

On-air promotion included a proof of performance spot about the screening that also served to promote the series. It aired 97 times in the week leading up to the premiere of the show on LPB 1, 2, and 3 reaching more than 500,000 people during that span.

The third part of the promotion plan was the enhanced website that included a front page link and an extensive site that included information about the *POV* show and links to the main *POV* page, local information and links about the uninsured in Louisiana and a streaming clip about the uninsured in Louisiana from a past show.

**Resources: What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?**

We handed out the Viewer’s Guide to the people who attended the screening and at the Louisiana Book Festival in Downtown Baton Rouge at the LPB booth and had them available in the LPB lobby. The two public events generated discussions about the uninsured and helped us draw more attention to the subject. We developed a major web presence utilizing the *POV* site and creating a local section about the uninsured with links to Louisiana report and video clips that we have done in the past. There were also links to the interview with Roger Weisberg. We developed our own spots to not only thank the people who participated in our screening but also to promote the two airings of the program and created press releases that both promoted the show and showed how the problem is growing in Louisiana.

**Numbers of people reached through grant activities:**

	Direct/Actual	Indirect
Station events + workshops	45	0
Community events + workshops	700	5,000
Distribution of outreach materials	200	0
Web site visitors	135	0
Promotion / Publicity of outreach activities	0	0
On-air (outreach and outreach promotion only)		
Broadcast of local television production	0	0
Broadcast of local interstitials (weekly cume)	500,000	0
Broadcast of radio programs/segments	0	0
Other _____		
Partner(s)' Contacts/Activities	<u>300</u>	<u>0</u>
<b>TOTAL</b>	<b>501,380</b>	<b>5,000</b>

**GRANTEE: KUED / Salt Lake City, UT**

**FINAL REPORT**

Submitted by Jacqui Volland, Community Outreach Manager  
\$3,500 Grant

**Rate the level of achievement of your project's objectives/outcomes.**

Not at all 0 1 2 3 4 5 6 7 8 9 10 Fully achieved

**Please explain:**

Community involvement was not as successful as expected. Peripheral activities and partnerships had more impact.

**Rate your level of satisfaction with your project's results.**

Not at all 0 1 2 3 4 5 6 7 8 9 10 Completely satisfied

**Please explain.**

We were disappointed in community response and on-air ratings for outreach and programming.

**FINAL REPORT NARRATIVE:**

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

KUED's over-arching goal with this outreach effort was to tie in to existing collaborations. By combining KUED's on air programming and community partnerships we expected to increase community awareness and provide networking opportunities for community groups and organizations tied to health care reform. KUED's Health Matters Initiative actively seeks opportunities to engage both the community at large and partner organizations in an effort to extend the reach of PBS programming. While the initial outreach response was less than expected, the ripple effect continues. We will continue to work with our current partners as well as to nurture new relationships established during this outreach effort to extend both current and future PBS and POV programming. The Health Matters Initiative has been a cornerstone of KUED Outreach efforts for the past six years.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status; individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

KUED's Key Activities were two screenings and panel discussions, one in English and one in Spanish. Both of these programs were also included in the KUED Films to See Before You Vote series, an element of the CPB Election grant. We tried to approach promotion from all angles encouraging viewers and attendees of our screening events to become more engaged in the discussion currently occurring at the state level around healthcare reform.

**Partners:** Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?

English Screening and panel discussion - Sept 16<sup>th</sup>, 2008

**Judi Hilman**

Executive Director  
Utah Health Policy Project  
455 East 400 South, Suite 312  
Salt Lake City, Utah 84111

**Kelly Atkinson**

Executive Director  
Utah Health Insurance Association  
5108 West Woodsmere Lane  
Herriman, UT 84096

**Sylvia Rickard**

Outgoing Chair, Executive Committee  
Ethnic Health Advisory Committee  
2275 East Willow Hills Drive  
Sandy, Utah 84093

**Greg Poulsen**

Senior Vice President  
Intermountain Healthcare  
36 South State Street, 22<sup>nd</sup> floor  
Salt Lake City, UT 84111

Spanish Screening event  
Sept 8<sup>th</sup>

**Patricia Quijano Dark—Moderator**

Executive Director  
Utah Hispanic Chamber of Commerce  
1635 South Redwood Road  
Salt Lake City, UT 84104

Utah Department of Health  
1201 South Modesto Circle  
Salt Lake City, 84104

**Luz Robles**

Director  
Zions Business Resource Center  
310 S. Main, Mezzanine North  
Salt Lake City, UT 84101

**Sabrina Morales**

Executive Director  
Comunidades Unidas (CU)  
869 East 4500 South  
PMB #362  
Salt Lake City, Utah 84107

**Owen Quinonez**

Director, Center for Multi Cultural  
Health

**Jesse Soriano**

Director, State Office of Ethnic Affairs  
2191 South Timothy Way  
Bountiful, Utah 84010

Diverse Voices Screening Partners included the Sorenson Multicultural Center, Salt Lake City Film Center and Salt Lake City Main Library. This is an ongoing collaboration to bring both PBS films and independent film to the community to encourage greater awareness and to foster

dialogue about international, national and local concerns. This collaboration has existed since 2002. Many of the panelists are key players in the state health care reform movement. Content from the program and panel discussions will be used by partners in future discussions about this issue. KUED community outreach will work with many of these organizations in the future as PBS programming that highlights community relevant issues is scheduled for broadcast.

**Promotion: Describe your promotion efforts and the benefits of promotion to your project.**

KUED approached promotion on multiple levels, through on-air, community network e-mails, online, print and word of mouth. No one method of advertising seemed to be more effective than another on this particular outreach effort. We had expected that our e-mail blasts through our community groups as listed above would garner a greater audience.

**Resources: What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?**

KUED requested and distributed the CRITICAL CONDITION discussion guides at the screening events as well as at two annual community events, the Senior Expo, Oct 10 & 11 and the Utah Education Association Conference, Oct 16 & 17, in an effort to reach seniors and educators.

**Numbers of people reached through grant activities:**

	Direct/Actual	Indirect
Station events + workshops	200	4,000
Community events + workshops	8,000	15,000
Distribution of outreach materials	270	0
Web site visitors	80	0
Promotion / Publicity of outreach activities	0	0
On-air (outreach and outreach promotion only)		
Broadcast of local television production	0	0
Broadcast of local interstitials	4,500	0
Broadcast of radio programs/segments	5,000	0
Other _____		
Partner(s)' Contacts/Activities	<u>75,000</u>	<u>0</u>
<b>TOTAL</b>	<b>93,050</b>	<b>19,000</b>

## GRANTEE: WXXI / ROCHESTER, NY

### FINAL REPORT

Submitted by Shelley Figueroa, Coordinator, Education & Outreach  
\$3,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Completely satisfied

### FINAL REPORT NARRATIVE:

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

WXXI Public Broadcasting Council is dedicated to addressing growing community concerns regarding health issues and health policy. This year, WXXI launched a programming initiative called *Healthy You*. The continuing initiative utilizes technology, community partnerships, and programming to help make Rochester a healthier community.

Local programming entitled *Rochester's Uncovered: How the Economy is Affecting Community Health*, encouraged dialogue on how to serve a growing group of people without health insurance in the community. The WXXI companion web site (<http://interactive.wxxi.org/criticalcondition>) provided Web site visitors the opportunity to post comments and the site also linked to the national site.

The local programming, *Rochester's Uncovered: How the Economy is Affecting Community* increased knowledge and engaged the community (through a call-in radio program on the WXXI Web site) in understanding issues of the underinsured and uninsured within our community. The local television program profiled St. Joseph's Neighborhood Center, one solution piloted in the Rochester community.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status; individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

1370 CONNECTION - WXXI-AM - 1370 Connection radio listeners actively participate in the discussions. The majority of midday listeners are between the ages of 35 and 54; most are listening to WXXI at work. Many have at least an undergraduate college degree and most work

as professionals in small companies or are self-employed. Public activity is important to WXXI listeners and many are eager to have their voice heard by politicians and policymakers. They are also likely to write to the editor of a newspaper or to an elected official about cause they believe in. *1370 Connection* has about 10,000 listeners each day.

On September 30, 2008 at noon, *1370 Connection* host, Bob Smith featured James Fatula, Chairman of the Department of Public Administration at SUNY Brockport to talk about the economic and societal costs of uninsured Americans and to take calls from listeners.

NEED TO KNOW - Based on the Neilson reports, 3,000 households tune into *Need To Know* every week. According to the most recent Neilson Report, demographics for Need To Know:

- On Friday the audience is 57% women, 43% men, 41% over the age of 50, 59% over the age of 65.
- On Sunday the audience is 57% men, 42% women, 13% are 18-49, 50% are 50-64 and 29% are over 65. Viewership for *Need to Know* is approximately 7,000.

On October 3, 2008 at 8:30 p.m. on WXXI-TV WXXI's reporter Carlet Cleare took us to St. Joseph's Neighborhood Center, where a growing number of Rochester's uninsured and under-insured residents are receiving comprehensive health care. Also, WXXI's Julie Phillip interviewed the director of St. Joseph's Neighborhood Center about a new study examining the sustainability and expansion of the program. The program was also broadcast on October 4, 2008 at 6:30 p.m. on WXXI-AM 1370 and repeated October 5, 2008 at 12:30 p.m. on WXXI-TV.

**Partners:** Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?

- James Fatula, Chairman of the Department of Public Administration at SUNY Brockport was a guest on 1370 connection.
- Christine Wagner, Director of St. Joseph's Neighborhood Center was a guest on Need to Know.

**Promotion:** Describe your promotion efforts and the benefits of promotion to your project.

The broadcast of CRITICAL CONDITION, as well as local companion pieces were promoted through radio and television in an effort to attract more viewers and visitors to the Web site. A press release was sent to local newspapers and magazines.

**Resources:** What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?

WXXI used the Critical Condition documentary clips on the Web <http://interactive.wxxi.org/criticalcondition>. The CRITICAL CONDITION viewers guide was distributed to the WXXI Education Advisory Board representing school districts in WXXI's eleven county viewing areas. The remainders were distributed at the WXXI 50<sup>th</sup> Anniversary

Celebration on Saturday, September 27<sup>th</sup>. The Celebration was free and open to the public with more than 3,000 attendees.

Numbers of people reached through grant activities:

	Direct/Actual	Indirect
Station events + workshops	4,000	0
Community events + workshops	0	3,000
Distribution of outreach materials	10,000	0
Web site visitors	80	0
Promotion / Publicity of outreach activities		
On-air (outreach and outreach promotion only)		
Broadcast of local television production	4,000	0
Broadcast of local interstitials	13,000	0
Broadcast of radio programs/segments	10,000	0
Other _____		
Partner(s)' Contacts/Activities	<u>2,000</u>	<u>0</u>
<b>TOTAL</b>	<b>43,000</b>	<b>3,000</b>

**GRANTEE: WNPT / NASHVILLE, TN**

**FINAL REPORT**

Submitted by Kathy Edson, Outreach Coordinator  
\$3,500 Grant

Rate the level of achievement of your project's objectives/outcomes.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Fully achieved

Please explain:

NPT's objectives were achieved by holding two screenings and Q&A sessions. We were very pleased with the outcome of both screenings.

Rate your level of satisfaction with your project's results.

Not at all 0 1 2 3 4 5 6 7 8 9 **10** Completely satisfied

Please explain.

NPT is completely satisfied with our project results. In fact, the only regret we have is that we didn't have time to do more screenings. CRITICAL CONDITION was very well received in the Nashville community.

**FINAL REPORT NARRATIVE:**

**Overall Impact:** Describe your project's overall effectiveness, its impact in assisting uninsured families, and its benefits to your community. Identify the Core Results (for *Making Connections* sites) you addressed and how the project was able to advance the work of the site. Why was your project important and how was it innovative? What are your plans to continue to address your project's issues?

NPT's CRITICAL CONDITION project was an amazing outreach project for us. Being able to facilitate screenings and discussions in our community was a very effective way to raise awareness for the uninsured, especially the uninsured in Tennessee. We made tremendous impact by educating college students on the uninsured and sponsoring a screening with expert panel for professionals in the health care field.

**Key Activities:** Provide a summary description of key activities (who, what, where, when, results) during your grant period, including special accomplishments/achievements. Describe the participants/ key audiences you served (age, gender, ethnicity, race, economic status; individuals/families). Did you complete your project as planned? If not, what changes did you make and how did they improve your project's outcomes?

Our FIRST EVENT was held on October 6, 2008 at Vanderbilt University for students. We felt this was an excellent way to create awareness of the uninsured and get them informed of the views of the Presidential candidates. The screening of CRITICAL CONDITION was a perfect way to get the students emotionally involved and charged up about the issue, especially since

Nashville was holding the Presidential debate this same week. The students were very moved by the film which led into an insightful discussion between each segment using the CRITICAL CONDITION guide book.

OUR NEXT EVENT was held on October 20, 2008 at Coleman Park Community Center. This was an invitation-only event to health care professionals and we were thrilled by the response of over 200 people participating. We were able to screen segments of CRITICAL CONDITION then break between each segment for a Q&A session with a panel of experts on the uninsured in Tennessee. It worked so fabulously because every story represented a different topic that was important to those in the audience. The evening was also a great opportunity for networking and finding out how all the different participants could help one another and those they serve. We were able to facilitate break out groups to further that networking.

**Partners: Identify your local community partner(s) and describe their role(s) in the campaign. Which partners, if any, plan to continue activities initiated by your grant? Will your site and/or station continue to work with any of these partners?**

- **Vanderbilt University**

One of America's top universities, Vanderbilt offers 66 major fields of study in the arts and sciences, engineering, music, education and human development. Vanderbilt will provide collaboration, classes and various mental health experts for the panel. NPT and Vanderbilt are strategic partners and have worked together previously on many projects. The Director of the Center for Medicine, Health, and Society Arleen Tuchman, Professor of History, was instrumental in scheduling the screenings for us.

- **Bridges to Care**

Bridges to Care (BTC) links uninsured residents of Nashville to a network of some 35 safety nets for primary health, dental, mental health, and substance abuse clinics that serve patients based on their ability to pay. BTC also provides help with prescription medications and transportation. Bridges to Care will be promoted to create awareness of their service to Nashville and surrounding counties.

- **Health Assist Tennessee**

Health Assist Tennessee is a nonprofit organization that helps Tennesseans connect with the health care they need, whether through public health insurance or community health centers.

- **Siloam Family Health Center**

Siloam Family Health Center is committed to caring for the uninsured in Middle Tennessee by providing high-quality, affordable health care that meets the needs of the whole person -- physical, emotional and spiritual. Siloam's health care program is designed to be culturally sensitive, preserve dignity and reflect our mission to share the love of Christ by serving those in need through health care.

- **Cover Tennessee**

Cover Tennessee is a family of four health care programs which provide affordable and accessible options for Tennessee's uninsured.

Resources: What CRITICAL CONDITION campaign resources did you use and/or distribute? Please provide one success story based on their use? What local resources (print, video, online) did your project develop, if any, and what purpose did they serve?

NPT distributed CRITICAL CONDITION viewer guides to the classes of students and also to all our partners.

*Quote:*

*Dear Cathy Edson,*

*I just wanted to thank you so very much for helping with the Critical Condition viewing tonight. You really helped make the event wonderful by leading the discussion and I think we all have a more insightful view of the state of our health care system. I found the movie very poignant myself and I am glad I got to see it in this context, because the discussion made it even more educational. Please let me know of any other ways we can work with you in the future.*

*Thank you again,  
Elizabeth Claydon :)*

**Numbers of people reached through grant activities:**

	Direct/Actual	Indirect
Station events + workshops	0	0
Community events + workshops	400	10,000
Distribution of outreach materials	500	2,500
Web site visitors	80	0
Promotion / Publicity of outreach activities	2,976	10,000
On-air (outreach and outreach promotion only)		
Broadcast of local television production	0	0
Broadcast of local interstitials	550,000	550,000
Broadcast of radio programs/segments	0	0
Other _____		
Partner(s)' Contacts/Activities	<u>20,000</u>	<u>20,000</u>
<b>TOTAL</b>	<b>573,878</b>	<b>610,000</b>