



Development, Communications, & Advocacy Update

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Community Health Work

Family Planning Program Restructuring

Due to funding cuts for New Morning, our ChooseWell program will focus exclusively on uninsured patients, and we're streamlining eligibility, intake, and data tracking. The adjustments will ensure that resources are directed to those with the greatest barriers. We're also making a list of all options available (example: cash price BC from pharmacy).

Nutrition Initiative (Food is Medicine)

With local Clemson Extension, we're planning a nutrition class series designed to highlight the role of food in disease prevention and health promotion. Will consist of interactive education sessions, food prep demonstrations, and culturally relevant strategies for healthier eating.

CAC Renewal

SCThrive

Improved Website Translation



Marketing & Media

Completed Exam Room Bulletin Board Project

Recent peds campaign reached 78,000 people

Podcasts have reached ~3000 views/listens

Next Best Steps Campaign

3 Billboards around Gwd County, mailers

Creating Community Resource Guide



Events (multiple departments)

- CommUniversity @ Lander
- Senior Day @ Harris Baptist
- CF Community Event @ Blue Hole
- Speaking Engagement @ Lander for student professionalism
- Facilitator for PCA's Clinical Network Retreat
- Maternal Health Event
- Colon Cancer Awareness Event
- Lander Career Fair
- SCWorks Regional Job Fair
- PTC Nursing Career Fair
- Latin Festival
- ID Testing (so many!)



Advocacy

- **Federal Priorities**
 - Urge South Carolina's Congressional delegation to support long-term, stable funding for community health centers.
 - Advocate to protect and strengthen the 340B program as a lifeline for affordable medications.
- **State Priorities**
 - Support legislation that expands Medicaid reimbursement, particularly for behavioral health and telehealth services.
 - Promote state-level workforce incentives (loan repayment, residency pipelines, rural recruitment support).
- **Local/Community Priorities**
 - Host site visits at CHC locations for local, state, and federal officials to showcase impact in their districts.
 - Highlight patient stories from our service area to demonstrate the value of CHC's care.
- **Board Role**
 - Engage with NACHC and the South Carolina Primary Health Care Association (SCPHCA) advocacy efforts.
 - Leverage community and professional networks to build relationships with policymakers.
 - Participate in legislative visits and community events to represent CHC's mission.

