Who We Are
The Medi Community Resource Center (CRC) is a virtual support center dedicated to helping social service organizations develop a culture of collaboration through education and use of technology. The goal of the CRC is to connect the community to social services, using technology to exchange social service information. This exchange is not only efficient but more importantly is safer, timelier, effective, equitable, and person-centered.

The Medi, Incorporated
4975 LaCross Road, Suite 153
North Charleston, SC 29406
Phone: 843.718.3700

All of us at The Medi Inc. hope that this memo finds you and your families in good health. The COVID-19 pandemic is testing us all in unimaginable ways, from changing our daily lives to the shifting health of the world and economy. As we all move through this together, we want you to know that during this pandemic we are even more committed to be there for our community. For all those that have reached out with words of encouragement, made connections to services and or gave financially we thank you and would not be here today without you.

Over the last 7 years, we have weathered many storms and while on this journey, we have worked tirelessly to focus on how to make those in our community lives better even in the midst of the COVID-19 pandemic. We continue to be committed to the long-term support of our partners as we work with the most vulnerable in our communities. We remain encouraged as we continue to build better and equitable person-centered neighborhoods.

Eternally grateful for your support,

Audrey Whetsell
FROM THE EXECUTIVE DIRECTOR

I want to extend a sincere expression of thanks to every friend and supporter of The Medi. The past year was full of pivots, shifts and changes to our activities and events impacted by the onset of the COVID 19 pandemic. Our resiliency and tenacity reinforced the value of what we bring to our community and our healthcare environment.

Our Leadership Team is a stellar example of the powerful combination of knowledge, research, experience, and medical expertise representing leading institutions and universities with a shared vision to change the pattern of social determinants of health and the elimination of health disparities.

The goals established by our visionary Founder, Audrey Whetsell might have been ambitious to some; however, I am more confident now than ever before that we have a solid strategy to achieve the desired outcomes. The Medi Team, through its many initiatives, will work proactively and collaboratively to achieve even greater results.

While the year 2020 will go down in our recent history as the most challenging year ever, it enabled The Medi to demonstrate our value and support through community engagement activities in a variety of mediums wherein we highlighted our focus on patient care, education and community advocacy.

We remain committed to our mission, and are counting your support as we focus our fundraising efforts to support The Medi and to make the New Year 2021 even more successful.

Garcia Williams

FROM THE BOARD OF DIRECTORS

When we look back on 2020 it is hard to find a silver lining. The loss of life and the destruction to our economy caused by governmental mismanagement of the COVID-19 Pandemic exposed the fragility of, and gaps in our social system. COVID-19 has resulted in over 450,000 deaths, disrupted livelihoods, and created a feeling of perpetual uncertainty. It has led to significant disruptions in essential health and mental health services, and further illuminated health and racial disparities. The virus has truly shown how interconnected we are as a nation in the fact that what affects the most vulnerable of us, affects all of us.

Through all of the chaos, The Medi continues to do its part in providing services to the local and national community. Through our virtual Medi Community Resource Center we are dedicated to helping social service organizations develop a culture of collaboration through education and the use of technology. Through events such as Red Dress Sunday and Medi Monday’s we are on the forefront of bringing you the latest information on health and societal issues.

As we reflect on 2020 we as the Medi will strengthen our resolve and continue the mission of improving, and being a part of the solution in repairing the health and social fabric of our communities for the betterment of all. We need your support in the mission. We need your help? Can we count on you to help us in this mission?

The Medi, Board of Directors

Roger S. Clark, MBA

ADVISORY BOARD MEMBERS

Audrey Whetsell, MA, CPHIT, PCMH-CCE
Bernardine M. Lacey, PhD
Edith P. Mitchell, MD, FACP
E. Michael Eziri, MD
Evelyn DeLaine-Hart, PhD
Evelyn Lewis, MD, MA, FAAFP, DABDA
Garcia Williams
Gloria Richard-Davis, MD

Kashyap Patel, MD
Lemar Marshall
Paula Orr, MD
Roger S. Clark, MBA
Shirley Nathan-Pulliam
Susan Burroughs, FACHE
Susan Haeger
Spotlight on The Medi Volunteer

The Medi is pleased to recognize Grayson Gregg as a Medi volunteer. He is a 15 year old sophomore at Academic Magnet High School in North Charleston. Born in Cleveland, Ohio he and his family moved to Mount Pleasant when he was 3. In his free time, Grayson plays instruments as well as sports. He is also an avid Christian, and involved in several ministries at Friendship AMEC in the old village in Mt. Pleasant. Grayson is also a member of Boy Scout Troop 20, at the Mt. Pleasant Presbyterian Church. He is currently at the star rank, which is 1 rank away from the eagle rank.

CCSD requires students to complete 30 hours of volunteer support for a qualified 501c3 organization to satisfy their course requirements. The Medi was happy to provide this opportunity to have the benefit of his assistance in the assembly of our COVID-19 supply kits. He inventoried, organized, packaged and prepared the items for mailing and distribution.

We thank Grayson Gregg for his service, and look forward to additional opportunities to engage his talents.

Medi Intern Spotlight

Kayla Sellers is a College of Charleston Public Health Major. She interned with The Medi during her final semester 2020. Kayla completed her requirements for graduation and will be participating in the spring of 2021 graduation ceremony. She was very effective in supporting our standard business operations; however, during the COVID Pandemic, she was able to manage many activities virtually in response to the changes resulting from the community’s needs.

Kayla is very passionate about healthcare and the policies that can have an impact on health outcomes; however, she recognizes passion alone will not bring about the needed change in the complexities of healthcare. Kayla says, “This was a very positive experience for me to work within a female owned organization and it has played an active role in my growth and development.”

We look forward to having Kayla return as an active volunteer with the potential for her to work with us on program development and fund raising activities and community based events.

Social media is a powerful channel to engage supporters who follow through a variety of social media channels. The Medi deploys several forms of social media to keep our message and mission active and in view for our supporters and potential supporters.

Every event launched in 2020 was engaged with a specific social media campaign which included updates and modifications to our website.

MEDI webpage analytics:
• The home page was the top visited page (typical for many websites) with 753 visits, or 28.7% of overall visits.
• The /medimondays page (archived episodes) was next most visited, with 189 visits, or 7.2%.
The /covid-19 page (the upcoming episode) was next most visited, with 115 visits or 4.38%.
• Most of these were unique pageviews, or not coming from repeat visitors.
• The average time spent on page was well above average, at 3 minutes 9 seconds for the Covid-19 page and 2 minutes 9 seconds for the /Medimondays page.
Managing the social determinants of health has been identified by the U.S. Government’s Healthy People 2020 initiative as being integral to improving health for all. Social determinants issues like food insecurity, housing instability, access to childcare, and substance abuse that can complicate health-related conditions. Leaving social and behavioral health needs untreated has resulted in an additional $85 billion a year in Medicaid spending due to high readmission rates and medically unnecessary hospitalizations.

MYCRC offers an online community resource and referral management platform that social workers, case managers, care system-affiliated staff, and community resource workers can access to make referrals to community-based organizations for behavioral and social health needs. In addition, deployment of MYCRC psychosocial screening and referral tracking features allows for effective coordination of clients’ care between healthcare and community settings. Resulting in helping to reduce costs associated with unaddressed social determinants of health.

MYCRC platform is a comprehensive solution for community resource referrals and client coordination. Our support team will be available for consultation to ensure user engagement, implement new features, and manage community resource onboarding. One of the greatest issues with community resource databases today is the accuracy of information. MYCRC provides updates to our resource database continuously so you always have the most up-to-date information available.

A major benefit in the use of this platform is the analytics that can demonstrate the value and benefit of the use of technology. Below are key reports resulting from the search and results from current users when logging on to our website and seeking for their individual needs, or organizations representing individuals in need.
Freehouse Brewery – Black is Beautiful

The Medi Community Resource was proud to be the recipient of support from Freehouse Brewery and their Black is Beautiful community support initiative. This initiative is a collaborative effort sponsored by the brewing community and its customers, in an attempt to bring awareness to the injustices that many people of color face daily. Mr. Arthur Lucas, Owner, Freehouse Brewery said, “We are a proud supporter of this philanthropic effort to bridge the gap and provide a platform to show that the brewing community is an inclusive place for everyone of any color.”

The Black is Beautiful brew was specially crafted by Weathered Souls, a local brew house founded in San Antonio, Texas. Weathered Souls is not a chain, and their beer is not mass-produced. Their name expresses their philosophy in that, “we’re a little weathered by life . . . [but] it’s all part of the adventure.” Being successful in their business venture is a priority; however, Weathered Souls is passionate about providing education and information to the community to bring about needed change. This initiative which took place during the July 4th holiday engaged over 800 craft breweries nationwide. Freehouse Brewery is proud “to do business and do good” at the same time. All proceeds, totaling $4,200.00 were presented to The Medi to support their efforts to help those in need to find the much needed resources they require.

The Medi CRC Executive Director, Garcia Williams, said, “This collaboration is a perfect blend of philosophies that will bring about a greater awareness of the needs of our community and our ability to fulfill our mission.”

First Steps
Charleston County

First Steps is a program established by the SC Legislature to ensure every child in South Carolina is prepared for kindergarten and ready to learn. Research reveals South Carolina children possess one or more risk factors that put them at high-risk “early school failure” or scoring below grade level in reading or math, by the third grade.

First Steps exists to bring together efforts in early childhood at the state and local level, public and private, to focus and intensify services and assure the most efficient use of all available resources to serve the needs of South Carolina’s young children and their families. The Medi partnership with First Steps was an ideal match with our mission to provide access to resources in support of its mission to prepare parents as they prepare children for school. Social determinants of health are ever present in the household represented by these families where needs can be supported on a variety of levels. Our partnership provides the platform for Parent Advocates to query and make referrals to support those gaps in resources. We are proud to have on boarded First Steps Charleston County in 2020 with plans to engage Berkeley and Dorchester in the first quarter of 2021.

COVID Task Force

The mission of the COVID-19 Taskforce is to develop resources and tools to empower communities of color by providing information to help minimize the impact of the health crisis. The Medi is proud to be a member of this collaboration to support the goal of galvanizing the talents, resources and energy of other African American civic and social organizations to assist in addressing the needs of the identified critical areas to have a greater reach.

The overall goal/objective of the collaboration is to strengthen the impact of our reach by collaborating with 54 organizations to address the four critical areas.
COVID Task Force Cont.

- Citizen Advocacy – increase voter education and 2020 Census completion
- Education/HBCUs – address the needs and/or concerns of the faculty and student of the eight South Carolina HBCUs
- Health – support testing and education about COVID-19 virus
- Economic Mobility – provide information/resources on financial relief loans/grants for small businesses, homeowners and families

The Medi was very involved in every aspect of each of these critical areas; however, our primary focus was on the health component.

The Medi remains committed to making a difference, and we are proud to list the following among our accomplishments:

- Provided educational materials regarding the virus and its virulence via webinars and PSAs.
- Surveyed community on physical & mental wellbeing using GLOO App
- Distribution of PPE in communities of color during food distribution and testing sites.
- Partnered with local media to get out PSAs regarding testing sites and up to date information about the virus
- Provided lunch for healthcare members at testing locations
- Sponsored three testing sites (ongoing)
- Hosted webinar regarding the COVID-19 vaccine in the African American community
- Partnered with a local hospital to sponsor messaging campaigns by African American physicians across the state to be distributed in their communities

Partners In Care Network

The Medi Community Resource Center is proud to be a member of the Partners in Care Network established with the Psychiatric Institute of Washington (PIW), Medical Home Development Group (MHDG) and a number of recovery care organizations in the DMV (DC, Maryland, and Virginia). The goal and purpose of this collaboration is to engage resources to mitigate the trends in abuse and the deaths resulting from the gaps in recovery care. Our findings are based on statistics and real life encounters with this population through our association with MHDG and the clinical and discharges services provided at PIW for behavioral and detox treatment services.

Statistics relating to national trends include the following:

- The prevalence rates of self-reported drug use in Washington, DC (DC, hereafter) grew from 1979 through 2015, with 31% of respondents reported having ever used an illicit drug in 1979 compared to 49% in 2015.
- In more recent years, prevalence rates for illicit drug use by those in DC have continued to increase dramatically. As of 2019, DC has had one of the highest rates of illicit drug use in the United States.
- For our geographic region, the National Survey on Drug Use and Health (NSDUH) estimates between 20% to 30% of those 12 years and older report having used an illicit drug in the past month.
- In DC, approximately 80% of all opioid overdoses happen among adults between the ages of 40-69 years old.
- Deaths due to opioid use were most prevalent among people ages 50 to 59. Overall, during the last five years, a gradual increase from 81% to 85% of all DC deaths due to opioid overdose were among Blacks (of which 80% of these were male).
- Studies have repeatedly shown that about 80% of poor mental health and substance abuse is linked to the social determinants of health.

Throughout the country, social isolation, loss of income, fear, and distress due to risk of COVID-19 has had a significant impact on mental health. Physical and behavioral health is significantly impacted by the quality of our homes, schools, workplaces, neighborhoods, and communities. DC persistently has fared far worst that the national average in education, employment, household income, housing, food environments, access to health care, community safety, to name a few.

The Medi is central to this effort, and our focus on social determinants of health have us positioned to have an impact on these efforts. There are several key funding opportunities for which we have applied, and we remain optimistic our efforts will result in the needed funding to make a difference in DC with a replicable model for other states throughout the country.
Medi Mondays

The Medi’s focus on social determinants of health involves our entire community. Where we live and how we live is a major factor in our health outcomes. It is even more so during this COVID-19 crisis, which according all forms of media, is disproportionately affecting people of color and those living in lower-income communities.

The Medi in partnership with Kirkman Broadcasting – WJNI Gospel Radio 106.3 and our host Mr. Terry Base, the Charleston, SC radio personality and media consultant to The Medi, created this platform to share conversations with key community leaders addressing different components of the coronavirus crisis. These conversations emanate from how it affects people of color to how it affects children, including those with special needs. Our goal was to emulate family table conversations, or casual conversations with neighbors to ask the needed questions to get us through this pandemic. We sought our local, regional, and national leaders to deliver these conversations to translate medical jargon into right sized bits of information delivered in an intimate and personal atmosphere to educate, enlighten, and empower listeners on how we can build and sustain our communities during this challenging period.

Through our efforts, The Medi challenged our listeners to be both active and involved in this dialog in order to make a difference in the physical and mental health and wellness of our community. WJNI is among the top radio stations in the Charleston, SC region. Its listening audience is comprised primarily of people 35 years and older in the Charleston marketplace.

Red Dress 2020

February 2020 marked our second year hosting this important women’s heart health event. Our initial launch engaged more than 20 churches in the greater Charleston area, in 2020; we more than doubled that number, and have amassed quite a following with great anticipation to repeat this stellar accomplishment.

Red Dress Sunday began in February 2005 with the participation of three local churches. It has grown to include more than 180 places of worship in Maryland, Florida, Georgia, and Delaware. The primary focus of this heart health event is to establish a collaborative effort between local African-American and Latina churches and houses of worship.

Statistics reveal that heart disease is the No. 1 cause of death among women, yet most women do not recognize this threat. We are committed to raising awareness and making a difference in these startling numbers. The goal of this special event is to ensure we are all aware of heart disease — how to recognize symptoms, how to treat it and most importantly, how to prevent it in the first place.

The goal of this collaboration within the faith based community, is to educate women about the risk factors of heart disease and the behaviors or conditions that increase their chance of getting heart disease. We provide tutorial materials, speakers, and other resources that support our partners in communicating key messaging on prevention.

Red Dress Sunday is every Sunday in February, and our focus provides the platform for churches to select their day of worship with combined health fair or education related event which. Our combined focus engage women to dress in their favorite red attire and men with their red accessories to bring attention to this devastating disease. On Red Dress Sunday, the goal is educated about the risk factors of heart disease and receives health information materials on maintaining a heart healthy lifestyle. Some participants may organize health screenings or speakers as part of their Red Dress Sunday service.

MEDI MONDAYS RADIO SHOW
~MONDAYS AT 9:00AM~
Red Dress Sponsors & Supporters

Walmart Rivers Avenue Store – Shaneiqua Washington, Store Manager
Heaven 1390am/100.1FM – Star 99.7 – 92.5 Kickin Country
93 The Box – 101.7 Chuck FM
YWCA Greater Charleston
Knight Printing
Floyd Brace
Anton Gunn
Alfred Falsola

Donors

Freehouse Brewery
Platinum Kreations
Ayco Charitable Foundation,
The Ronald and Kimberly Price Donor Advised Fund
Reverend Dr. Mary Jane Ledgerwood