

S.C. BlueCross Foundation to Grant More Than \$1.3 Million to Support First Time Mothers in Horry County

COLUMBIA, S.C., March 9 /PRNewswire-USNewswire/ — The BlueCross BlueShield of South Carolina Foundation will present a grant of \$1,379,651 to implement the Nurse-Family Partnership program in Horry County to support first time mothers and their infants.

The celebratory check presentation event will begin at noon, March 13, in Ballroom C of the Myrtle Beach Convention Center, 2101 North Oak Street, Myrtle Beach, S.C.

The BlueCross Foundation is proud to partner with The Duke Endowment, South Carolina First Steps, the Children's Trust of South Carolina and the Department of Health and Environmental Control (DHEC) to expand the nationally known Nurse-Family Partnership program in South Carolina.

The Nurse-Family Partnership, which will be implemented by S.C. DHEC Region 6 in Horry County and the Horry County First Steps program, will work to improve the health, well-being and self-sufficiency of low-income, first-time parents and their children through an evidence-based, nurse home visitation program. It will target 100 families, following them from the point of pregnancy confirmation through the child's second year.

"Studies have shown that when the Nurse-Family Partnership program was implemented in other locations, it resulted in better health and well being for the mothers and children as well as a net return to society in general," said Foundation Executive Director Harvey Galloway.

The Nurse-Family Partnership (www.nursefamilypartnership.org) is a nonprofit headquartered in Denver, Colo., that provides service to communities in implementing and sustaining this program.

The mission of the BlueCross BlueShield of South Carolina Foundation is to promote the health of South Carolinians and to expand access to health care for the economically disadvantaged by supporting integrated research, education and community service.

SOURCE: BlueCross BlueShield of South Carolina Foundation