



A KUED Community Outreach Initiative

Physical and emotional well-being are top priorities for everyone. Join KUED as we explore a variety of health and wellness issues through our new community outreach initiative, HEALTH MATTERS. From Alzheimer's to the latest in DNA research, we will offer information you can use regarding your health. Local and national programming, community events and resource materials will offer you an opportunity to explore the many topics that affect your health. Be more informed. The more informed you are, the better equipped you'll be to ask the right questions. Because your HEALTH MATTERS.

KUED works with community partners, drawing on their resources and expertise, to bring greater understanding of timely health issues and awareness of the many health-related resources, programs and services that are available to Utahns statewide. HEALTH MATTERS activities for the coming year include:

- **Health-Related PBS Programs:** Upcoming programs will address the topics of aging (*The Open Road: America Looks at Aging*), public health (*Rx for Survival – A Global Health Challenge, Global Health*), the American health care crisis (*Remaking American Medicine*), caregiving (*The Teachings of Jon, A Lion in the House*), adolescent mental health (*Finding the Soul of a Teenager and Country Boys*), domestic violence prevention (*Breaking the Silence: Children's Stories*), conventional and alternative medicine (*Good Medicine*), and others. Some are multi-part series and will receive significant national promotion by PBS.
- **Voices of Hope:** Utah's overall suicide rate is the 10th highest in the nation. Unfortunately, it is the leading cause of death for Utah males ages 15 to 19, who die at a rate nearly double the national rate. Primary risk factors for suicide often include some form of mental illness, yet social stigmas and lack of understanding about mental illness are major barriers to intervention and treatment. *Hope for Tomorrow* seeks to address these barriers through youth- and station-produced television content, community workshops, resource packets, workshop toolkits and online resources. Partners: Spy Hop Productions, NAMI Utah. KUED recently received a project grant from the Robert Wood Johnson Foundation, which requires a funding match of \$20,000.
- **The Aging Game:** 30-minute quarterly programs that explore issues affecting aging individuals and their families. Topics: consumer protection, predatory lending, independent living, elder abuse. KUED will broadcast the AARP-produced programs and will distribute copies of the program and community resource materials in conjunction with each program.
- **Community Events, Resource Packets:** KUED will continue to participate in the "Senior Expo" and "Staying Sharp" events this year. With combined attendance at well over 10,000, these events provide an excellent forum to distribute community resource materials on aging. KUED will disseminate free resource packets on aging, caregiving, substance abuse and suicide. Approximately 1,000 packets will be distributed each quarter.

- **Workshops in a Box for Caregivers:** In collaboration with project partners, KUED will create several kits that contain workshop templates, discussion guides, video clips, and resource materials for loan to the community. Several organizations have already expressed a desire to use the kit to present workshops across the state. Originally planned for completion last year, broadcast delays for several key PBS programs forced KUED to postpone creation and distribution of this element until early 2006, when all materials will be available.

Projected Budget

Printing & Photocopies (resource packets)	\$ 5,000
Postage & Supplies	\$ 3,500
<i>Health Matters</i> Website Updates	\$ 1,500
Promotion (print, on-air, bus boards)	\$ 5,000
Ads & Flyers (design and copies)	\$ 1,000
Production Personnel & Facilities	\$ 5,000
Outreach Personnel	\$ 8,000
Workshops in a Box (10 x \$200)	\$ 2,000
Programming (30 hours x \$2,461 per hour)	\$ 73,830
Voices of Hope (Suicide in Utah project)	\$ 96,000
Ready To Learn Health-Related Workshops (24 workshops x \$265)	\$ 6,360
Broadcast/Administrative Overhead	\$ 16,575
TOTAL:	\$223,765