

# GIH BULLETIN

*Helping grantmakers*

*improve the health of all people*

GRANT  
MAKERS  
IN  
HEALTH

## THE CHALLENGE OF MOVING EVIDENCE INTO PRACTICE AND POLICY TO ACHIEVE HEALTH EQUITY

JANUARY 19, 2015

At a recent conference on the science of dissemination and implementation, sponsored by AcademyHealth and the National Institutes of Health, I participated in a panel on the contributions of research to achieving progress in health equity. The term “science of dissemination and implementation” may be new to you, as it was to me, but the focus—putting research findings into practice—makes a lot of sense. The people who work in this area promote the integration of evidence-based approaches into clinical and community settings, and evaluate the results. Their goals include developing research designs “that can produce rapid, replicable, and relevant solutions to real world problems,” and understanding what supports—or, conversely, blocks—effective dissemination and implementation of these designs (Glasgow et al, 2012).

We’ve long been aware that evidence-based methods are not being systematically integrated into everyday health care. The need to make these methods available in primary care clinics, community hospitals, and other settings is pressing. My remarks focused on health equity, specifically some of the challenges that face health funders who want to make use of health disparities data.

My advice to the researchers in the audience was that they should diverge from the status quo approach to research and publication. I recommended that they:

1. Conduct research that does not simply document a problem. For example, it is widely understood that health disparities exist. What health funders want is research that relates to action, such as evidence-based conclusions about which interventions to reduce disparities are effective, and why.
2. Disseminate their findings in the journals (e.g., Health Affairs), magazines (e.g., Stanford Social Innovation Review, The New Yorker), and newspapers (e.g., the New York Times, the Washington Post, the Wall Street Journal) that health funders read. As countless viral videos and stories have demonstrated, it is easy to reach millions of people through non-academic channels. The notion that “serious researchers” do not publish in the popular press is a significant barrier to broadening access to useful findings.
3. Do a better job of translating their research findings into clear language and practical implications that funders can understand and put into practice.

The bottom line is that there is significant room for improvement in this arena, and GIH will continue to be involved.

*Faith Mitchell*

President and CEO  
Grantmakers In Health

## GIH NEWS

### GAIL CHRISTOPHER TO BE HONORED WITH THE TERRANCE KEENAN AWARD

At this year’s annual conference, the 2015 Terrance Keenan Leadership Award in Health Philanthropy will be presented to **Gail Christopher**, Vice President for Policy and Senior Advisor at the W.K. Kellogg Foundation. Prepare to be inspired!

### COME ONE, COME ALL

For the first time ever, GIH is offering registration discounts for the annual conference. Attending both the annual conference and Art & Science? Save \$100! Sending five or more people to the conference? Get \$100 off each registration!

**Register by February 9.**

### NEW GIH FUNDING PARTNER

GIH is pleased to welcome the **Gary and Mary West Foundation** as a new Funding Partner!

Visit [www.gih.org](http://www.gih.org) for the latest Issue Focus and Views from the Field articles.

Reference: Glasgow, Russell E., Cynthia Vinson, David Chambers, Muin J. Khoury, Robert M. Kaplan, and Christine Hunter. “National Institutes of Health Approaches to Dissemination and Implementation Science: Current and Future Directions.” *American Journal of Public Health*. 102, no. 7 (2012): 1274-1281

## NEW GRANTS & PROGRAMS

- **Aetna Foundation** (Hartford, CT) launched a new \$4.5 million initiative to advance digital health innovations aimed at improving chronic health outcomes in vulnerable communities. **Healthier World Innovation Challenge** seeks to harness the power of technology to provide tools that people from low-income and underserved populations can easily access to reduce chronic health conditions and live healthier lives. The foundation will fund up to \$750,000 over three years to as many as six organizations. Grantees will also have access to technical assistance and support from the Aetna Foundation and partner organizations. Funded projects will be implemented locally as pilot projects in specific communities. If project are proven to be effective, the solutions will be scaled nationally. The challenge is part of a larger, three-year digital health commitment by the Aetna Foundation to help address public health concerns. For more information, visit [www.aetna-foundation.org/foundation](http://www.aetna-foundation.org/foundation).
- **The Boston Foundation** (MA) awarded more than \$1.5 million in discretionary grants during its fourth quarter. Several local organizations received funding for health-related programs. A \$100,000, one-year grant to **NEHI** will support the continued work of the **Healthy People/Healthy Economy Initiative**, specifically the research and drafting of the **Healthy People/Healthy Economy Report Card**. A \$75,000 one-year grant to **Partners for Youth with Disabilities, Inc.** will support the school-based expansion of its **Inclusive Fitness for Youth Initiative**, which seeks to increase access to fitness and recreation programs for youth with physical disabilities. **D.E.A.F., Inc.** will use a \$50,000, one-year grant to support its **Deaf-Accessible Medical Case Management and Health Education** program, which will promote improved health access and health outcomes for its client population. **Greater Boston Food Bank, Inc.** was awarded \$50,000 over one-year for research on
- elder food security issues, which will inform The Boston Foundation's thinking as it explores potential strategic uses of its elder-focused field of interest funds. The foundation committed \$50,000 to the **Health Starts at Home Grant Competition** for this multiyear initiative that will bring health and housing organizations together to propose and implement models for improving health outcomes by stabilizing children in their housing. For more information, visit [www.tbf.org](http://www.tbf.org).
- **Consumer Health Foundation** (Washington, DC) announced \$580,000 in grants that address health and economic justice advocacy and innovations. Among the grantees are: **Voices for Virginia's Children** (Richmond) – \$40,000 to support its joint work with the **Virginia Oral Health Coalition** to educate the public and advocate with policymakers on the importance of the **Children's Health Insurance Program; DC Primary Care Association** (Washington, DC) – \$35,000 to advocate for payment reform that would align with improvements in population health and reduction in health costs; **Maryland Citizens Health Initiative** (Baltimore) – \$30,000 to advocate for consumer rights in the implementation of Maryland's all payer hospital payment system; **Food Research and Action Center** (Washington, DC) – \$30,000 to provide general operating support to **Maryland Hunger Solutions** (Baltimore), which will advocate for policies that will reduce hunger and improve the health of low-income Marylanders; and **Virginia Coalition of Latino Organizations** (Arlington) – \$30,000 to advocate for health care reform implementation in Virginia by organizing and engaging the Latino community and other immigrant organizations. Contact: Ria Pugada, 202.939.3390, [ria@consumerhealthfdn.org](mailto:ria@consumerhealthfdn.org).
- **First Hospital Foundation** (Philadelphia, PA) awarded nearly \$1.3 million in grants to 46 nonprofit organizations serving residents of Philadelphia and Bucks, Chester, Delaware, and Montgomery counties in Pennsylvania. Funding supports organizations that advance the foundation's
- mission to improve access to health care, address behavioral health needs, promote the well-being of children and families, train health care providers, and advocate for policy changes that will improve health outcomes. The foundation awarded more than \$200,000 to eight organizations serving victims of violence through child advocacy centers, behavioral and mental health services, legal representation, housing, and support services. Among these grantees are: **Family Support Line** (Delaware County) – \$65,000 over 2 years to establish a Child Advocacy Center (CAC); **Nationalities Service Center** (Philadelphia) – \$60,000 over 2 years in support of free immigration legal services for immigrant victims of domestic violence and their children; **Children's Crisis Treatment Center** (Montgomery County) – \$30,000 to expand its trauma-focused behavioral health services through a co-location with a CAC; and **Why Not Prosper** (Philadelphia) – \$4,000 in support of a domestic violence program in Philadelphia prisons. Contact: Sonia Williams, 215.546.4290, ext. 110, [swilliams@firsthospitalfdn.org](mailto:swilliams@firsthospitalfdn.org).
- **The Healthcare Foundation of New Jersey** (HFNJ) (Milburn) awarded grants totaling \$736,126 to nine local agencies to increase and improve services that address the mental health needs of people who have served in the military and their families. The awards were part of the foundation's participation in the national **Philanthropy Joining Forces Impact Pledge**. More than 60 percent of the funds awarded will go to provide direct mental health supports for servicemen and women and their families through new initiatives, such as **Rutgers' University Behavioral Health Services**, which will establish **Military Mom2Mom**, a peer support and resource help line for veterans and the spouses of veterans struggling with parenting issues as a result of their military involvement. Approximately 25 percent of HFNJ funding will increase access to services and build the capacity of local organizations to better understand and provide needed services to veterans and their families. Among those agencies receiving funding is **Community Hope** (Lyons), which will

# GRANTMAKER FOCUS



JANUARY 19, 2015

## The Blue Cross Blue Shield of Michigan Foundation

600 East Lafayette Boulevard, X520, Detroit, MI 48226  
Phone: 313.225.8706 Fax: 313.225.7730 Email: foundation@bcbsm.com  
Website: <http://www.bcbsm.com/foundation>

The Blue Cross Blue Shield of Michigan (BCBSM) Foundation supports research and innovative programs to improve the health of Michigan residents. BCBSM established the foundation in 1980 with an \$800,000 contribution. Three years later, Michigan physicians endowed the BCBSM Foundation with \$19.2 million in incentive funds from a BCBSM cost-containment program. Since then the BCBSM Foundation's assets have grown to approximately \$60 million.

**Program Information:** The BCBSM Foundation provides more than \$2 million each year in grants to help improve quality, cost, and access to care in the health care system. The grant programs offered by the foundation create partnerships with researchers, health professionals, and community organizations. The goal of these partnerships is to improve the health and health care of Michigan residents by examining important health care issues, developing interventions, improving processes, and building and supporting grassroots community organizations and their health care initiatives.

### ► Financial Information:

Total Assets: \$60 million (FY 2014)  
Amount Dedicated to Health Related Grants: \$2.1 million (FY2014)

### ► Special Initiatives and/or Representative Health and Human Services Grants:

- **Investigator Initiated Research Program** – The Investigator Initiated Research Program is available to health care researchers interested in finding ways to improve health and health care in Michigan. Projects address health care quality, costs, and access to services, and include research. Grants average \$75,000 for one year (\$737,000).
- **Community Health Matching Grant Program** – Community Health Matching Grant Program encourages community-based nonprofit organizations to develop, test, or validate new approaches that address community health problems. Matching funds are available for programs that help increase access to health care, address critical public health issues, improve the quality of care, and enhance efficiency. This program provides grants of up to \$25,000 per year for two years (\$673,750).
- **Request for Proposal Program** – The BCBSM Foundation periodically identifies important health issues and solicits proposals through its Request for Proposal Program, by which individual topics are explored within the context of quality, cost, access to care, and community health (\$500,000).

- **Student Awards Program** – The Student Awards Program is available to medical and doctoral students enrolled in Michigan universities. This one-year, \$3,000 award supports research for Ph.D. doctoral dissertations and research by students in medical schools (\$90,000).
- **Physician Investigator Research Award** – The Physician Investigator Research Award provides seed money to physicians to explore the merits of a particular research idea for further study. The BCBSM Foundation offers grants of up to \$10,000 for projects that include pilot, feasibility, or small research studies in clinical or health services research (\$75,000).
- **Frank J. McDevitt, D.O. Excellence in Research Award** – This honor recognizes researchers, both physicians and investigators with terminal research degrees, who make significant contributions to improving health care in Michigan. A total of four awards of \$10,000 are given annually (\$40,000).
- **Proposal Development Award** – This award for technical assistance offers \$3,500 to help nonprofit organizations develop proposals for health and medical care projects (\$7,000).
- **Excellence in Research Award for Students** – Awarded to students attending universities in Michigan, the Excellence in Research Award for Students is designed to identify students who have made contributions to health and medical care research literature. Three awards in the amounts of \$1,000, \$750 and \$500 are given annually (\$2,250).

**Community health can be achieved when supported by collaborations:** “*At the BCBSM*

*Foundation, we partner with like-minded organizations to improve the access, cost, and quality of health care for Michigan families. We are constantly building and improving our collaborations with local nonprofit and government agencies to address the economic, educational, community, and environmental concerns that drive poor health outcomes.*”

**Audrey Harvey**  
Executive Director and CEO



hire and train a peer counselor and purchase a handicapped accessible van to provide access to medical, mental health, and substance abuse recovery services for its most disabled veterans. Finally, a grant in the amount of \$100,000 was awarded to **Volunteer Lawyers for Justice** to train attorneys to provide pro bono legal assistance to seek discharge upgrades for people who served in the military but were discharged less than honorably because of undiagnosed mental health issues. Contact: Marsha Atkind, 973.921.1210, matkind@hfnj.org.

- **Johnson & Johnson** (New Brunswick, NJ) has entered into a global partnership with **Save the Children** (Washington, DC) with a \$10 million commitment. Funding will support a range of activities aimed at improving the healthy development of children under 5 years old, including support to improve the survival of newborns. Johnson & Johnson is a lead partner in Save the Children's newborn programming in support of **Helping Babies Breathe**, which saves newborn lives by training birth attendants to address newborn asphyxia – or the inability of a baby to breathe at birth. The partnership in Uganda and Malawi has trained almost 1,000 skilled birth attendants in its first 3 years, mostly midwives, in districts that see more than 80,000 births every year. Contact: Alexandra Holland, 908.200.8275, aholland@its.jnj.com.

- **Maine Health Access Foundation** (MeHAF) (Augusta) awarded approximately \$1.1 million to support four communities to implement projects in the foundation's **Thriving in Place** (TiP) grant initiative. The four TiP grantee communities selected were among eight communities that received initial support from MeHAF to identify resources and needs and then develop plans to keep people with chronic health conditions in their homes and communities, instead of being admitted to hospitals or long-term care institutions. All four communities are working to assist people stay in their communities by coordinating care and expanding access to resources. The grantees are: **Aroostook Area Agency on Aging, Inc.**

(Presque Isle) – \$252,250; **Bucksport Bay Healthy Communities Coalition** – \$220,144; **Charlotte White Center** (Dover-Foxcroft) – \$300,000; **Washington Hancock County Action** (Healthy Peninsula) (Blue Hill) – \$300,000. In addition to these grants, MeHAF awarded \$300,000 to **Mercy Hospital** (Portland) to expand access to quality health care for uninsured local residents. Through a combination of approaches, such as peer support, volunteer health coaching, and intensively coordinated social services, Mercy's Medical Neighborhood program will deliver better care to an extremely vulnerable group—people who are chronically uninsured. Contact: Alyson Cummings, 207.620.8266 ext.108, acummings@mehaf.org.

- **John Muir/Mt. Diablo Community Health Fund** (Walnut Creek, CA) has awarded nine grants for nearly \$1.3 million to support the health and well-being of residents in Contra Cost County, California. **La Clinica de La Raza** (Concord) was awarded \$250,000 to implement the second year of its **Contra Costa Nursing Care Expansion Initiative** aimed at increasing timely assessment and access to coordinated health care and coordinated hospital-to-clinic transitions for patients in Concord, Pittsburg, and Oakley. **Operation Access** (San Francisco) will receive \$225,000 to support the **Contra Costa Specialty Care Initiative**, which includes a network of health partners who work together to deliver free, same-day specialty care services to more than 400 uninsured adult patients. The initiative also strengthens and expands the scope of services that are offered throughout central and east Contra Costa County. For more information, visit [www.jmmdcommunityhealth.fund.org](http://www.jmmdcommunityhealth.fund.org).
- **North Penn Community Health Foundation** (NPCHF) (Colmar, PA) announced intended funding for organizations that work with dual eligible elderly residents of Montgomery County, Pennsylvania. This grant initiative has been informed by what the foundation has learned about the needs of this population and the likelihood

that Pennsylvania will institute managed long-term supports and services (MLTSS) within the next two years. These grants are designed primarily for two purposes: to help inform public policy through the experiences of the organizations receiving grant support and to help organizations prepare for a managed long-term supports and services business environment. In order to support the changes that will need to occur, the foundation is offering three types of grants—Readiness, Pilot, and Implementation—to organizations interested in working on one of four recommendations outlined in an NPCHF-funded report on MLTSS. Full details on the grants, including eligibility criteria, the specific recommendations covered by these grants, application deadlines and access to the foundation's online application portal can be found on the foundation's website, [www.npchf.org](http://www.npchf.org), under "Grants Program." Contact: Tamela Luce, 215.716.5400, tluce@npchf.org.

- **St. David's Foundation** (Austin, TX) announced that it is providing grants totaling \$7.7 million to several local nonprofits with programming in the following focus areas: Healthy Living, Healthy Aging, Healthy Minds, Healthy Futures, Healthy Smiles, and Healthy People. Among the grantees are: **Texas Higher Education Coordinating Board** (Austin) – \$1 million to support continuation of the **Public Health Corps Loan Repayment Program**; **Austin Groups for the Elderly (AGE) of Central Texas** – \$308,157 to support adult day health care, caregiver education, and equipment lending program; **Texas Ramp Project** (Austin) – \$170,000 for materials to build ramps for homes of older adults; **Boys & Girls Clubs of Austin** – \$393,823 to support healthy lifestyles programming that promotes fitness, teamwork, and healthy relationships; **Foundation Communities** (Austin) – \$329,358 for healthy living design and improvements to three low-income housing developments; **AIDS Services of Austin** – \$102,000 to offset medical case management program costs; **Immunization Partnership** (Houston) – \$50,000 for immunization education, advocacy, and

best practice; and **Easter Seals Central Texas** (Austin) – \$40,000 to support the **Pediatric Rehabilitation Clinic’s** provision of physical, speech, and occupational therapies. Contact: Lisa Trahan, 512.879.6612, ltra-han@stdavidsfoundation.org.

- **Sisters of Charity Foundation of South Carolina** (Columbia) recently awarded 10 **Community Enrichment** grants totaling \$172,000. Community Enrichment grants are designed to provide financial support to organizations that address poverty among South Carolina residents. Among the grantees with health-related programs are: **Harvest Hope Food Bank** (Columbia) – for the provision of a backpack of food each Friday during the school year to children ages 4 to 14 that qualify for free and reduced lunch; **Midlands Housing Alliance** (Columbia) – Funding for operational support for this program that provides a variety of housing options and supportive services to homeless individuals; **Sexual Trauma Services of the Midlands** (Columbia) – to support a youth violence prevention program for middle and high school aged youth; **The Free Medical Clinic** (Columbia) – for the provision of primary care, limited specialty care, and pharmacy services to patients whose income is at or below 138 percent of the federal poverty level; and **The Women’s Shelter** (Columbia) – to support the provision of a safe environment for homeless women in crisis and the necessary resources to build strong and healthy lives. Contact: Langley Shealy, 803.254.0230, ext. 19, lshealy@sistersofcharitysc.com.
- **UniHealth Foundation** (Los Angeles, CA) awarded approximately \$10 million to 26 organizations through its **Hospital Fund** and its **General Purpose Fund** to organizations in the Greater Los Angeles area. A three-year, \$1.1 million grant to **Northridge Hospital Medical Center** will support the **Chronic Disease Transitional Care Coordination Program**, which will serve moderate to high-risk adult chronic disease patients, including but not limited to those with congestive heart failure, stroke, cancer, chronic obstructive pulmonary disease, and/or end-stage

renal failure. **St. Joseph Hospital of Orange** was awarded \$900,000 to support plans to launch a psychiatric emergency clinical decision unit, which will allow hospital staff to effectively triage and stabilize psychiatric patients, with the ultimate goal of expediting their entry into appropriate services to contribute to their well-being. **Glendale Adventist Medical Center** received \$604,058 to support a multipronged, evidence-based, population health project that aims to improve “diabesity” (diabetes and obesity). **United States Veterans Initiative** (Long Beach) will use a grant for \$307,527 for the expansion of **Orange County Outside the Wire**, a program that addresses military service members’ unmet needs for treatment due to service-related psychological injuries, such as post-traumatic stress disorder and major depression resulting from experiences in war. For more information, visit [www.unihealthfoundation.org](http://www.unihealthfoundation.org).

## SURVEYS, STUDIES & PUBLICATIONS

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- **Cone Health Foundation** (Greensboro, NC) and **Kate B. Reynolds Charitable Trust** (Winston-Salem, NC) released *The Economic and Employment Costs of Not Expanding Medicaid in North Carolina: A County-Level Analysis*, which examines the projected impact of Medicaid expansion on each of North Carolina’s 100 counties and provides a composite view of the impact on the state as a whole. The report asserts that by 2020 the North Carolina workforce could grow by more than 43,000 jobs, and the state’s economy could gain tens of billions of dollars in business revenue if the state expands Medicaid eligibility requirements. Specifically, the health care sector could gain more than 23,000 jobs as a result of the need for an increased workforce to provide care to the newly insured. Findings also indicate that without an expansion of Medicaid, the state would miss out on \$862 million in tax revenue and \$13.7 billion in gross product, or goods and services produced

in the state. It also notes that the benefits associated with Medicaid expansion and the predicted losses without it are universal across North Carolina’s 100 counties. For the complete report, visit [www.kbr.org](http://www.kbr.org) or [www.conehealthfoundation.com/foundation](http://www.conehealthfoundation.com/foundation).

- **Foundation for a Healthy Kentucky** (Louisville) and **Interact for Health** (Cincinnati, OH) released data from the *Kentucky Health Issues Poll* indicating that Kentucky residents favor a statewide smoke-free law. According to the poll, two out of three (66 percent) of those surveyed indicated support for such legislation. This is an increase over 2010, when slightly less than half 48 percent of those surveyed indicated support for statewide smoke-free legislation. Support is highest among Kentucky adults who have never smoked, with 80 percent being in favor of a smoke-free law. Seventy-one percent of former smokers indicate support, while 40 percent of smokers say they support statewide legislation. For more information, visit [www.healthy-ky.org](http://www.healthy-ky.org) and select “Data & Reports” at the top of the page. Contact: Doug Hogan, 502.326.2583, dhogan@healthy-ky.org.

## PEOPLE

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- **Child Health and Development Institute** (Farmington, CT) appointed **George Lister, M.D.** to its Board of Directors. Dr. Lister is the Jean McLean Wallace Professor of Pediatrics and Professor of Cellular and Molecular Physiology, as well as the Chair of the Department of Pediatrics at Yale School of Medicine. Further, he is Physician-in-Chief of Yale-New Haven Children’s Hospital. Dr. Lister was formerly Chair of Pediatrics and an Associate Dean for Education at University of Texas Southwestern Medical Center. He has served as President of the Society for Pediatric Research, as well as President of the American Pediatric Society, and Chair of the Board of Directors of the American Board of Pediatrics. In addition is a member of the Institute of Medicine. Contact: Cindy Langer, 860.679.1538, langer@uchc.edu.

■ **de Beaumont Foundation** (Bethesda, MD) announced the appointment of **Edward L. Hunter** as its new CEO. Mr. Hunter is currently the Director of the Washington Office of the Centers for Disease Control and Prevention (CDC), where he designs and oversees the execution of the CDC's national legislative strategy and is engaged on a broad range of public health initiatives and policy priorities. Mr. Hunter started at the CDC Washington Office in 2003 as Deputy Director before being promoted to Acting Director in 2009 and Director in 2011. Prior to his work at the Washington office, he was Associate Director of the CDC's National Center for Health Statistics. Notably, Mr. Hunter is a two-time recipient of the Presidential Rank Award, which honors sustained career excellence. Mr. Hunter's appointment will take effect in February 2015. Contact: Kate Reutersward, 202.339.9598, kate@prcollaborative.com.

■ **MetroWest Health Foundation** (Framingham, MA) announced the election of **William Graham** as a trustee. Mr. Graham is Senior Vice President for Public Affairs and Government Programs at Harvard Pilgrim Health Care in Wellesley. As a member of Harvard Pilgrim's leadership

team he has responsibility for the organization's strategic response to and implementation of the Affordable Care Act. He also has oversight of services to the region's growing senior market. Mr. Graham has been with Harvard Pilgrim since 1998. Contact: Martin Cohen, 508.879.7625.

■ **Palm Healthcare Foundation** (West Palm Beach, FL) has appointed **David Wischaupt** as the newest member of the foundation's finance and investment committee and **Ruth Schwarzkopf** as the newest member of the foundation's Board of Trustees. Mr. Wischaupt is Managing Director and Chief Investment Strategist at Wischaupt, Bray Asset Management. He also serves as partner at HighTower. He has more than 31 years of experience providing investment guidance to his clients. Ms. Schwarzkopf has been working in the health care industry for more than 25 years. She is currently the Chief Nursing Officer at West Boca Medical Center and serves as the Florida Region representative for the Tenet National Nurse Executive Council. Ms. Schwarzkopf actively serves in the community as a volunteer and previously worked at JFK Medical Center. Contact: Lilly Leas, 561.310.4976, lilly.leas@gmail.com.

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