



# HEALTH + EQUITY FOR ALL

GRANTMAKERS IN HEALTH ANNUAL MEETING ON HEALTH PHILANTHROPY

MARCH 7-9, 2012

BALTIMORE, MARYLAND

# BALTIMORE

MARCH 7-9, 2012



Grantmakers In Health's (GIH) 2012 annual meeting theme *Health and Equity for All* reflects Healthy People 2020's vision of good health for Americans across the life course. This vision encompasses social and physical environments that promote good health; freedom from preventable diseases, disabilities, and injuries; and access to quality health care services. Healthy People 2020's focus resonates with the work of many grantmakers. It also complements the Affordable Care Act's aim of improving access and quality.

At the meeting we will critically examine philanthropy's role in moving the nation's health agenda forward. Sessions will introduce funders to people and organizations making progress through public health and delivery system improvements, policy change, and other strategies. Network gatherings will shed light on grantmakers' work in specific topical areas, while site visits will provide an opportunity to experience positive developments firsthand. Baltimore, an old seaport with a post-manufacturing economy and a racially and ethnically diverse, working and middle class population, aptly represents the health and social conditions that challenge any effort to achieve equitable health outcomes.

Join us in Baltimore for the 2012 GIH annual meeting to continue this important conversation. We have much to do to achieve health and equity for all.





# ME HIGH

We are doing some things a little differently at the 2012 GIH annual meeting to make attending even more productive for you. **Site visits**, which require registration to participate, will be offered on the first two days of the conference. **Breakout sessions** will be held the last two days. Please take these changes into account when making travel plans. Read on for more details and for other meeting highlights, including the addition of **GIH Focus Groups** to the agenda.

## PRECONFERENCE SESSIONS

Attend a preconference session to gain in-depth knowledge on the latest developments in health care reform and on connections between child literacy and health. Register early; space is limited.

## PLENARY SESSIONS

The annual meeting includes an impressive lineup of keynote speakers: **Alan Weil**, **Angela Glover Blackwell**, and **Derek Yach**. Working, respectively, in health policy, social justice, and the corporate sector, each will offer thought-provoking perspectives on current issues.

## SITE VISITS

Site visits will be offered on the first two days of the conference and will **require registration**. If space is still available, registration will continue at the meeting. Registration fees will go to the organizations hosting the site visits.

# MEETING HIGHLIGHTS

MEETING HIGHLIGHTS

SESSIONS + SITE VISITS

AGENDA AT A GLANCE

LOGISTICS + REGISTRATION

## BREAKOUT SESSIONS

Breakout sessions will be offered the last two days of the conference. In response to attendee feedback, there will be no breakout sessions after the opening plenary on the first day. Instead, use this time to interact with colleagues.

## TERRANCE KEENAN AWARD LUNCHEON

The Terrance Keenan Leadership Award in Health Philanthropy honors a grantmaker whose accomplishments and contributions reflect the best in the field. Hear from the 2012 recipient and be inspired.

## CONNECT WITH COLLEAGUES

Networking opportunities are one of the biggest benefits of attending a GIH annual meeting. Connect with colleagues at breakfast roundtables, network meetings, and receptions.

## GUEST COMMENTARIES

Leaders in philanthropy and health will write special commentaries to complement meeting content and discussions. Read what's on their minds and gain ideas for your own work.

## GIH FOCUS GROUPS

The annual meeting will also feature GIH Focus Groups, a meaningful chance to let us know what GIH does well and where we can improve. The focus groups take place on Thursday afternoon.

# PRECONFERENCE PLENARY SESSIONS

## PRECONFERENCE SESSIONS

WEDNESDAY, MARCH 7: 1:00 – 4:00 P.M.

### **BUILDING A BETTER MOUSETRAP: SYSTEM REFORM TO IMPROVE CARE**

Transforming health systems to better meet the needs of patients will require changes to strengthen delivery of care for those who have good access to care, as well as to improve care for those who find it harder to obtain timely and effective services. Foundations are well-positioned to help. In this preconference session, we will hear from leading thinkers and doers about their vision for a redesigned delivery system. We will then work together to construct a roadmap for the future, considering examples of successful transformation and discussing the roles grantmakers can play in accelerating change.

### **READING FOR LIFE: EARLY CHILDHOOD LITERACY AND HEALTH**

For far too many children, particularly those in low-income families, learning to read is a major challenge, placing them at increased risk for high school dropout, criminal activity, incarceration, unemployment, and long-term poverty. Reading ability is also the strongest individual predictor of adult health status and is often related to child health issues such as developmental problems and frequent school absence due to illness. Nearly all children can become successful readers, especially when they receive targeted, developmentally appropriate help early on. In this preconference session, we will examine research linking early childhood literacy to health; promising interventions involving children, parents, teachers, and pediatricians; and policy changes that would help move this work forward.

# RENCE + SESSIONS

## PLENARY SESSIONS

WEDNESDAY, MARCH 7: 4:30 – 6:00 P.M.

### IS EQUITY AN ATTAINABLE HEALTH SYSTEM GOAL?

Differences, disparities, and inequities are found throughout the health care system. Many provisions of the Affordable Care Act are built around the goal of promoting equity. **Alan Weil**, executive director of the National Academy for State Health Policy, will address the challenges of defining, promoting, and achieving an equitable health system. He will draw upon his work with states pursuing health equity, as well as national experience working with health system leaders.

THURSDAY, MARCH 8: 9:00 – 10:00 A.M.

### LEADING WITH EQUITY FOR AMERICA'S TOMORROW

Guided by a commitment to advance economic and social equity, **Angela Glover Blackwell** founded PolicyLink in 1999. Now the organization is a leading voice that uses public policy to improve access and opportunity for low-income people and communities of color. As the face of the nation changes and minorities become majorities, new challenges arise. Ms. Blackwell will discuss equitable and inclusive policy agendas, the wisdom and voice of tomorrow's leaders, and the leadership needed from philanthropy.

FRIDAY, MARCH 9: 9:30 – 10:30 A.M.

### PRIVATE INDUSTRY AND PUBLIC HEALTH

Many who are working to increase healthy living and active living see the food industry as a natural ally. Others view it as the opposition. **Derek Yach**, senior vice president for global health and agriculture policy at PepsiCo, will make the case for collaboration between the public and private sectors. He will share his thoughts on what PepsiCo sees as its role in public health issues and where there are opportunities for partnership.



# BREA SESS

## **THURSDAY, MARCH 8: 10:30 A.M. – 12:00 P.M.**

- Community Collaborations: Supports and Services for Older Adults
- Getting the Word Out: Communicating the Complexities of Health Reform
- Harnessing Health Information Technology to Advance Reform
- Is It Working Yet? Evaluating and Creating Policy Changes for Complex Initiatives
- Sparking Youth Creativity to Develop Social Media Campaigns
- Strategic Framing and Messaging to Move Public Will on Health Equity and Disparities
- The Times They Are a-Changin': Implications for Oral Health Access, Workforce, and Policy
- Trauma: A Formidable Factor in Health Equity

## **THURSDAY, MARCH 8: 2:00 – 3:30 P.M.**

- Can Funder Collaboratives Achieve Collective Impact? Lessons from Colorado Funders
- Changing Places: How Health Equity for Boys of Color Will Improve Communities
- Connecting Health and Housing: Emerging Paradigms to Integrate Health Systems and Public Health
- Developing Health Homes Within the Health Care Safety Net
- Empowering Health Care Consumers: Direct and Indirect Health Benefits
- Partnering with Government on Health Reform Implementation: Lessons Learned
- Playing Nicely in the Sandbox: Integrating National Mental Health and Education Agendas
- Preventing Readmissions: Innovating Chronic Care for “Difficult Populations”



# KOUTIONS

**FRIDAY, MARCH 9: 11:00 A.M. – 12:30 P.M.**

- Butch Cassidy and the Sundance Farmer: Partnerships to Make New England a Better Place
- Community Action on Health: Community Engagement, Policy Change, and Health Impact Assessment
- Community Health Centers Leveraging the Social Determinants of Health
- Empowering Communities: The Role of Advocacy in Creating and Protecting Health Reform
- Improving Health Outcomes by Promoting Evaluation and Learning
- Leveraging the ACA for Health Equity: Emerging Strategies at the State and Local Levels
- Phoenix Rising: Reinvigorating Multistakeholder Collaborations
- Rural Communities Taking the Lead: Incubating Innovation for Better Health

VISIT [WWW.GIH.ORG](http://WWW.GIH.ORG)  
FOR BREAKOUT  
SESSION DESCRIPTIONS.

# SITE VISITS

Site visits, offered the first two days of the meeting, are a great opportunity to learn about some of the work that nonprofits and foundations are doing around Baltimore.

**Registration is required to participate; at this time, site visits are limited to one per attendee.** If space is still available before the start of the meeting, registration will continue on site. Site visit registration fees (\$25) will go to the organizations hosting the visits.

**WEDNESDAY, MARCH 7: 9:00 A.M. – 12:00 P.M.**

## **HONORING DIVERSITY: QUALITY, PATIENT-CENTERED CARE AT CHASE BREXTON**

Chase Brexton Health Services is the country's first historically lesbian, gay, bisexual, transgender health center to become a Federally Qualified Health Center. From its beginning as a volunteer-run health clinic, it has honored diversity and provided quality, patient-centered care. Site visit participants will learn how, with support from funders, the center has expanded and innovated. It now has four locations offering integrated behavioral and primary care, pharmacist-led support and education for patients with HIV/AIDS and other chronic diseases, substance abuse services, and dental services.

## NEIGHBORHOOD HAZARDS AND HEALTH: A TOUR OF CHERRY HILL

South Baltimore's Cherry Hill neighborhood has spectacular views of the harbor, ample park land, and is bounded by the Patapsco River. Residents also live with industrial zoning, electrical generators, a city trash facility, rail lines, and factories. Like many low-income communities and communities of color, Cherry Hill has many assets but is struggling for health amidst multiple environmental hazards. This site visit will offer a firsthand look at environmental health and justice challenges residents face on a daily basis. It will also include discussion of neighborhood conditions and opportunities to address environmental hazards, attract development and reinvestment, and create a healthier future.

**THURSDAY, MARCH 8: 2:00 – 5:00 P.M.**

## B'MORE FOR HEALTHY BABIES

Baltimore babies die at a rate that is among the worst in the United States. In response to this public health crisis, corporate, nonprofit, and government leaders are collaborating across institutions and neighborhoods to reduce infant mortality and improve the health of Baltimore families. This site visit will introduce funders to B'more for Healthy Babies, which brings together parents, providers, and policymakers to transform an often-fragmented health care system and reach families that are hardest to serve. The tour and discussion will focus on Baby Basics, a prenatal health literacy program for pregnant mothers, and Reading for Health, a plan to incorporate literacy into existing maternal and child health systems, including prenatal home visiting programs, WIC clinics, and Infants and Toddlers programs.

## MAINSTREAMING CAM: IMPLICATIONS FOR POLICY AND PRACTICE

Health care consumers are increasingly interested in options that add to the quality, safety, and effectiveness of their care. The use of complementary and alternative medicine (CAM) is viewed as one way to achieve those goals. As the popularity of CAM grows, so does the demand for both diverse services and easy and equitable access. Site visit participants will travel to The Institute for Integrative Health for an interactive panel discussion and gain a deeper understanding of policy issues related to holistic health and healing, as well as how and why funders support this work. There will also be an experiential component during which a variety of CAM techniques will be demonstrated.



# AGENDA GLANCE

<b>WEDNESDAY, MARCH 7, 2012</b>	<b>9:00 A.M. – 12:00 P.M.</b>	<b>Site Visits</b>
	<ul style="list-style-type: none"> <li>Honoring Diversity: Quality, Patient-Centered Care at Chase Brexton</li> <li>Neighborhood Hazards and Health: A Tour of Cherry Hill</li> </ul>	
	<b>1:00 – 4:00 P.M.</b>	<b>Preconferences</b>
	<ul style="list-style-type: none"> <li>Building a Better Mousetrap: System Reform to Improve Care</li> <li>Reading for Life: Early Childhood Literacy and Health</li> </ul>	
	<b>4:30 – 6:00 P.M.</b>	<b>Opening Plenary with Alan Weil</b>
	<ul style="list-style-type: none"> <li>Is Equity an Attainable Health System Goal?</li> </ul>	
	<b>6:00 – 7:30 P.M.</b>	<b>Welcome Reception</b>

<b>THURSDAY MORNING, MARCH 8, 2012</b>	<b>6:00 – 7:00 A.M.</b>	<b>Morning Exercise</b>
	<b>7:00 – 8:30 A.M.</b>	<b>Continental Breakfast</b>
	<b>7:00 – 8:30 A.M.</b>	<b>Network Meetings</b>
	<ul style="list-style-type: none"> <li>Behavioral Health</li> <li>Healthy Eating/Active Living</li> <li>Integrative Medicine</li> </ul>	
	<ul style="list-style-type: none"> <li>Kids' Access</li> <li>National Alliance for Health Equity</li> <li>Oral Health</li> <li>Public Health</li> </ul>	
	<b>9:00 – 10:00 A.M.</b>	<b>Plenary with Angela Glover Blackwell</b>
	<ul style="list-style-type: none"> <li>Leading with Equity for America's Tomorrow</li> </ul>	
	<b>10:30 A.M. – 12:00 P.M.</b>	<b>Breakout Sessions</b>
	<ul style="list-style-type: none"> <li>Community Collaborations: Supports and Services for Older Adults</li> <li>Getting the Word Out: Communicating the Complexities of Health Reform</li> <li>Harnessing Health Information Technology to Advance Reform</li> <li>Is It Working Yet? Evaluating and Creating Policy Changes for Complex Initiatives</li> <li>Sparking Youth Creativity to Develop Social Media Campaigns</li> <li>Strategic Framing and Messaging to Move Public Will on Health Equity and Disparities</li> <li>The Times They Are a-Changin': Implications for Oral Health Access, Workforce, and Policy</li> <li>Trauma: A Formidable Factor in Health Equity</li> </ul>	

# AT A NICE

THURSDAY AFTERNOON, MARCH 8, 2012	12:15 – 1:30 P.M.	Terrance Keenan Award Luncheon
	2:00 – 3:30 P.M.	Breakout Sessions
		<ul style="list-style-type: none"> <li>Can Funder Collaboratives Achieve Collective Impact? Lessons from Colorado Funders</li> </ul>
		<ul style="list-style-type: none"> <li>Changing Places: How Health Equity for Boys of Color Will Improve Communities</li> </ul>
		<ul style="list-style-type: none"> <li>Connecting Health and Housing: Emerging Paradigms to Integrate Health Systems and Public Health</li> </ul>
		<ul style="list-style-type: none"> <li>Developing Health Homes Within the Health Care Safety Net</li> </ul>
		<ul style="list-style-type: none"> <li>Empowering Health Care Consumers: Direct and Indirect Health Benefits</li> </ul>
		<ul style="list-style-type: none"> <li>Partnering with Government on Health Reform Implementation: Lessons Learned</li> </ul>
		<ul style="list-style-type: none"> <li>Playing Nicely in the Sandbox: Integrating National Mental Health and Education Agendas</li> </ul>
		<ul style="list-style-type: none"> <li>Preventing Readmissions: Innovating Chronic Care for “Difficult Populations”</li> </ul>
	2:00 – 5:00 P.M.	Site Visits
		<ul style="list-style-type: none"> <li>B'More for Healthy Babies</li> <li>Mainstreaming CAM: Implications for Policy and Practice</li> </ul>
4:00 – 5:00 P.M.	GIH Focus Groups	
4:00 – 5:00 P.M.	Afternoon Exercise	
6:00 – 8:00 P.M.	Reception	

FRIDAY, MARCH 9, 2012	6:00 – 7:00 A.M.	Morning Exercise
	7:30 – 9:00 A.M.	Breakfast Roundtables
	7:30 – 9:00 A.M.	Breakfast Meetings
		<ul style="list-style-type: none"> <li>What’s Keeping You Up at Night: CEOs</li> <li>What’s Keeping You Up at Night: Program Staff</li> <li>What’s Keeping You Up at Night: Trustees</li> </ul>
	9:30 – 10:30 A.M.	Plenary with Derek Yach
		<ul style="list-style-type: none"> <li>Private Industry and Public Health</li> </ul>
	11:00 A.M. – 12:30 P.M.	Breakout Sessions
		<ul style="list-style-type: none"> <li>Butch Cassidy and the Sundance Farmer: Partnerships to Make New England a Better Place</li> <li>Community Action on Health: Community Engagement, Policy Change, and Health Impact Assessment</li> <li>Community Health Centers Leveraging the Social Determinants of Health</li> <li>Empowering Communities: The Role of Advocacy in Creating and Protecting Health Reform</li> <li>Improving Health Outcomes by Promoting Evaluation and Learning</li> <li>Leveraging the ACA for Health Equity: Emerging Strategies at the State and Local Levels</li> <li>Phoenix Rising: Reinvigorating Multistakeholder Collaborations</li> <li>Rural Communities Taking the Lead: Incubating Innovation for Better Health</li> </ul>
	12:45 – 2:00 P.M.	Networking Luncheon

# LOGISTICS + REGISTRATION

## LOGISTICS

### WHO SHOULD ATTEND

*Health and Equity for All* is open to trustees and staff from national, regional, and local grantmaking foundations and corporate giving programs. If you would like to attend the meeting but are not a staff member or trustee of a grantmaking organization, contact Mary Backley. If you are a member of the media and would like to attend, call Leila Polintan. Both staff members can be reached at 202.452.8331.

### MARKETPLACE

Take advantage of the annual meeting Marketplace where you can showcase your organization's most recent work and relevant materials at the nation's largest gathering of grantmakers in health philanthropy. The Marketplace, a hub of activity at the conference, will allow organizations sending staff or trustees to the annual meeting to feature a display copy of up to four items. Participating organizations will be listed in conference materials. Space is free.

If you are interested in having your organization participate, check the corresponding box on the registration form. Additional information, including a Marketplace participation form, will be sent to you. Participation forms must be received by **February 10**.

### QUESTIONS

Please direct all questions regarding meeting logistics to VRS Meetings & Events Inc. at 202.315.3296 or e-mail inquiries to [gh12@vrsevents.com](mailto:gh12@vrsevents.com).

### HOTEL INFORMATION

Baltimore Marriott Waterfront  
700 Aliceanna Street  
Baltimore, Maryland 21202  
Reservation Phone: 800.228.9290 or 410.385.3000  
Visit [www.gih.org](http://www.gih.org) for the hotel reservation link.

A block of rooms has been reserved at the Baltimore Marriott Waterfront for GIH meeting attendees at the special rate of \$209/night for single or double occupancy. This room rate also applies three days before and after the conference, based on availability.

**REGISTER ON-LINE AT [WWW.GIH.ORG](http://WWW.GIH.ORG)**

Reserve on-line at [www.gih.org](http://www.gih.org) and follow the link to the "2012 GIH Annual Meeting" page. Attendees may also make reservations by calling 800.228.9290 or 410.385.3000. Be sure to indicate that you are with Grantmakers In Health to receive the discount rate, available **until February 6 or until the GIH room block is filled**, whichever occurs first. Reserve your room early. Reservations received after February 6 or after the room block is filled will be accepted on a space-available basis and may be at a higher rate. Registering for the meeting does not automatically reserve a room at the hotel.

### GETTING TO THE MEETING

The closest airport to the Baltimore Marriott Waterfront is Baltimore/Washington International Thurgood Marshall Airport (BWI) located 12 miles away. For information on airlines servicing BWI, visit [www.bwiairport.com](http://www.bwiairport.com). Taxi fare is approximately \$30 each way.

Two other area airports are Ronald Reagan Washington National Airport (DCA), which is 45 miles from the hotel, and Washington Dulles International Airport (IAD), approximately 50 miles away. Baltimore Penn Station (BAL), providing Amtrak and MARC train service, is approximately one mile away.

The conference hotel does not provide shuttle service.

## REGISTRATION

Register by Friday, February 10. On-line registration is available at [www.gih.org](http://www.gih.org).

### HOW TO REGISTER

Register on-line at [www.gih.org](http://www.gih.org). Meeting attendees may also register by fax or mail using the enclosed registration form. Complete one form for each individual attending.

### PAYMENT

Annual meeting fees are \$675 for GIH Funding Partners and \$1,150 for non-Funding Partners. Payment by check or credit card must accompany the registration form in order to be processed. Purchase orders and telephone registrations are not accepted.

### CONFIRMATION

Confirmation e-mails will be sent to every individual who registers by February 10. This will be your official receipt and will outline the details of your registration, including sessions requiring additional fees. Confirmation receipts for registrations received after February 10 will be available on site at the meeting.

### LATE FEES AND CANCELLATIONS

A late fee of \$150 will be charged to attendees whose registration forms are postmarked or faxed after February 10. Pending availability, on-site registration will be accepted with a surcharge of \$150 in addition to the late fee. Cancellations in writing, either postmarked or received by fax no later than February 10, will receive a refund, less a \$150 administrative fee. No requests for refunds after this date will be accepted; however, a substitute participant may attend the meeting by notifying GIH in advance.

G I H A N N U A L M E E T I N G O N H E A L T H P H I L A N T H R O P Y  
**REGISTRATION FORM**  
 B A L T I M O R E - M A R Y L A N D - M A R C H 7 - 9 , 2 0 1 2

**GRANTMAKERS IN HEALTH ANNUAL**

Register by Friday, February 10.

**CONTACT INFORMATION:**

*Please print. Do not use abbreviations.*

NAME \_\_\_\_\_

BUSINESS TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE / ZIP \_\_\_\_\_

ORG. PHONE \_\_\_\_\_

ORG. FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

WEB ADDRESS \_\_\_\_\_

*This information will be used in meeting materials.*

**PLEASE SIGN ME UP FOR THE FOLLOWING:**

**Annual Meeting**

- Funding Partner \$675 \$ \_\_\_\_\_
- Non-Funding Partner \$1,150 \$ \_\_\_\_\_
- Late Fee \$150 \$ \_\_\_\_\_  
*(for registration after Feb. 10)*
- Additional guest for \$50/  
Thursday Evening Reception guest \$ \_\_\_\_\_

Guest name: \_\_\_\_\_

**Preconference Sessions**

- Early Childhood Literacy \$250 \$ \_\_\_\_\_  
and Health
- System Reform to \$250 \$ \_\_\_\_\_  
Improve Care

**Site Visits** *(limit one per attendee)*

- B'More for Healthy Babies \$25 \$ \_\_\_\_\_
- Chase Brexton Health Center \$25 \$ \_\_\_\_\_
- Mainstreaming CAM \$25 \$ \_\_\_\_\_
- Neighborhood Hazards & Health \$25 \$ \_\_\_\_\_

**Total** \$ \_\_\_\_\_



# MEETING ON HEALTH PHILANTHROPY

## OTHER INFORMATION:

- This is my first time attending a GIH annual meeting.
  - Please send me information on the GIH Marketplace.
  - Please indicate any special needs requiring our attention such as dietary restrictions or disabilities.
- 
- 
- 

## PAYMENT:

- Enclosed is my check, made payable to Grantmakers In Health
  - Charge to my:
    - American Express
    - Visa
    - MasterCard
- 

CARD #

---

EXPIRATION DATE

---

CARDHOLDER'S NAME *(please print)*

---

CARDHOLDER'S SIGNATURE

*Your signature indicates agreement to pay the fees with the credit card number above.*

---

BILLING ADDRESS *(if different from above)*

---

---

## SEND COMPLETED REGISTRATION FORM AND PAYMENT TO:

**GIH 2012 Registration  
c/o Executive Events**

6325 Gunpark Drive, Suite C

Boulder, CO 80301

Phone: 877.887.7172

Fax: 303.530.2691 or 866.483.0164

*Please do not send registration forms or payment to the GIH office in Washington, DC.*