



# Agenda: Friday, March 15

## **Big Ideas to Blueprints: Decisive Grantmaking in Dynamic Times**

Annual Meeting on Health Philanthropy

San Francisco Marriott Marquis  
San Francisco, California

6:30 a.m. – 7:30 a.m.

**Group Exercise – Yoga**  
*Foothill B, Second Level*

7:00 a.m. – 1:00 p.m.

**Registration**  
*North Registration Desk, Lower B2 Level*

**Marketplace and Networking Café**  
*Atrium, Second Level*

8:00 a.m. – 9:30 a.m.

**Breakfast Roundtables**  
*Salon 7, Lower B2 Level*

10:00 a.m. – 11:00 a.m.

**Plenary: Using the Educational Power of Media to Help Children  
Reach their Highest Potential**

*Salons 8-9, Lower B2 Level*

Introduction: Jandel Allen-Davis, *Kaiser Permanente Colorado and GIH  
Board of Directors*

Remarks: Jeanette Betancourt, *Sesame Workshop*

*Sesame Street* was founded in 1969 to give disadvantaged children the same opportunities as middle-class children. Today, popular with children and families from all walks of life, *Sesame Street* addresses the educational needs of children through a combination of media, Muppets, and outreach initiatives in particularly vulnerable communities. Jeanette Betancourt, senior vice president for outreach and educational practices at Sesame Workshop, will discuss the research and partnerships supporting initiatives to help children establish an early foundation for healthy habits and build the resilience they need to cope during tough times.

11:00 a.m. – 11:30 a.m.

**Break**

## Breakout Sessions

### **The Board's Role in Setting and Adopting a Health and Racial Equity Frame (trustees only)**

#### **Salons 1-2, Lower B2 Level**

Session Designer: *Consumer Health Foundation*

Christopher King, *Consumer Health Foundation*

Jacquelyn Lendsey, *Consumer Health Foundation*

Diane Lewis, *Consumer Health Foundation*

Naomi Mezey, *Consumer Health Foundation*

Brigitte Rouson, *Consumer Health Foundation*

Funders' understanding of health inequities has evolved over the last few decades, and many health grantmakers are in the process of adopting new language and assessing new strategies to create breakthrough change in this area. Boards of trustees must be critical leaders and thought partners in this transformation process. Through an interactive fishbowl format, this session will engage foundation trustees in a dialogue about how boards can learn about and help implement a health equity agenda, drawing on the experience of the Consumer Health Foundation's board members.

### **A Case Study in Improving Care for Medicare-Medicaid Enrollees**

#### **Salon 6, Lower B2 Level**

Session Designer: *The SCAN Foundation*

Giovanna Giuliani, *California HealthCare Foundation*

Jack Hailey, *Government Action and Communication Institute*

Lisa Shugarman, *The SCAN Foundation*

Margaret Tatar, *California Department of Health Care Services*

California is one of 15 states participating in a Centers for Medicare and Medicaid Services demonstration project to better integrate care for patients eligible for both Medicare and Medicaid. The state is testing new approaches to organizing, financing, and delivering medical and supportive services. This session will discuss how several California foundations have worked collaboratively with state and federal policymakers, other key stakeholders, and each other to design and implement policies and practices that promise better care and outcomes for Medicare-Medicaid enrollees.

### **Foundations as Change Agents**

#### **Foothill F, Second Level**

Session Designer: *Maine Health Access Foundation*

Ann Monroe, *Health Foundation for Western and Central New York*

Wendy Wolf, *Maine Health Access Foundation*

Nancy Zionts, *Jewish Healthcare Foundation*

Local, state, and regional foundations can advance health system transformation in a variety of ways beyond traditional grantmaking. By serving as conveners, researchers, educators, and advocates,

11:30 a.m. – 1:00 p.m.

foundations have catalyzed, reinvigorated, and sustained collaborative efforts to develop and implement innovative solutions. This session will explore the diverse roles philanthropy can play in health care delivery and financing reform, highlighting key challenges and strategies facing foundations acting as neutral, nonpartisan agents for change.

### **Funding Transformation: Breaking Silos to Prepare the AIDS Sector for Health Reform**

#### ***Foothill G, Second Level***

Session Designer: *Funders Concerned About AIDS*

Neil Giuliano, *San Francisco AIDS Foundation*

Michael Kaplan, *AIDS United*

Len McNally, *The New York Community Trust*

Ria Pugeda, *Consumer Health Foundation*

Christine Reeves, *National Committee for Responsive Philanthropy*

Michael Rhein, *Institute for Public Health Innovation*

Philanthropy has helped to create and sustain the AIDS response for over 30 years – but is the community ready for health reform and resulting changes to the public health landscape? With only 28 percent of people living with HIV/AIDS in the United States consistently accessing the treatment needed to keep their virus under control, health reform will transform how we fund prevention and treatment, and how we reach the communities where HIV/AIDS still thrives: men and women of color, men who have sex with men, and young people. This highly interactive session will explore key strategies from health and AIDS-related funders and allies on preparing for health reform, and will ask a critical question: how do we integrate without losing focus on AIDS?

### **Health Impact Assessment: Building Community Power and Advancing Equity**

#### ***Foothill E, Second Level***

Session Designer: *The California Endowment*

Lili Farhang, *Human Impact Partners*

Paulina Gonzalez, *Strategic Actions for a Just Economy*

Doran Schrantz, *ISALAH*

Beatriz Solís, *The California Endowment*

Alice M. Warner, *W.K. Kellogg Foundation*

Many foundations have supported the use of health impact assessment (HIA) as a strategy to improve health and equity. Funding has supported HIA projects on transportation, land use, housing, energy, education, and incarceration, and has targeted different types of practitioners. While extensive progress has been made, there remain challenges for funders to ensure that the practice of HIA continues and can be implemented in places with different degrees of community organization and capacity. Join this session to hear from HIA funders and community organizers about how HIA can be

11:30 a.m. – 1:00 p.m.

transformed into a systematic, on-the-ground grantmaking program that ultimately works in support of community priorities and builds community power.

### **Transforming Behavioral Health Care with Integration and Assertive Case Management**

#### **Salons 3-4, Lower B2 Level**

Session Designers: *Health Care Foundation of Greater Kansas City and The New York Community Trust*

Janice Bogner, *The Health Foundation of Greater Cincinnati*

Robert Ferguson, *Jewish Healthcare Foundation*

Alan Flory, *ReDiscover*

Irfan Hasan, *The New York Community Trust*

Sarah Ricketts, *Montefiore Medical Center*

Kristen West, *Empire Health Foundation*

A better understanding of behavioral health's importance and the general need to improve health care access, quality, and cost-effectiveness have elevated the potential of integrated behavioral and physical health care and assertive case management (ACM) – two opportunities for funders to continue fueling the transformation of health care delivery. This session will stress the importance of behavioral health for comprehensive health care reform, present specific examples of roles that funders across the country have played in advancing these efforts, and share lessons learned to help others optimize their care integration and ACM program results.

### **Transforming the Safety Net through Innovation and Risk Taking**

#### **Club Room, Second Level**

Session Designer: *Center for Care Innovations (Tides Foundation)*

Veenu Aulakh, *Center for Care Innovations (Tides Foundation)*

Margaret Laws, *California HealthCare Foundation*

Brenda Solórzano, *Blue Shield of California Foundation*

Post-Supreme Court decision and post-election, the stage is set for the fundamental transformation of the way the American health care system is organized and financed. In this changing landscape, it is crucial for safety net providers to take risks and adopt innovations that move the field toward more coordinated systems of comprehensive care. Learn how funders can, and are, promoting a culture of innovation and risk taking in environments that are typically extremely risk averse. Session attendees will become familiar with strategic approaches to support innovations in safety net settings, engage in a dialogue about risk taking and tolerance for failure both within foundations and in the safety net field, and identify and discuss opportunities for advancing the role philanthropy plays in supporting risk taking with grantees.

11:30 a.m. – 1:00 p.m.

## **Using National Networks to Tackle Chronic Disease**

### **Salon 5, Lower B2 Level**

Session Designer: *The Bridgespan Group*

Taz Hussein, *The Bridgespan Group*

Marcia Kerz, *Oasis Institute*

Jim Knickman, *New York State Health Foundation*

Jonathan Lever, *YMCA of USA*

Nonprofit national networks, such as the YMCA and the Boys & Girls Club of America, are powerful but often-underutilized forces in the fight against chronic disease. With a high-profile presence in their communities, a large number of people coming through their doors, and staff and volunteers with deep knowledge and expertise about the communities they serve, nonprofit national networks are well poised to bring evidence-based interventions to scale. Session participants will learn about the potential reach of national networks in the fight against chronic disease; the types of interventions best suited for networks; and the role that leaders in several key sectors, including philanthropy, need to assume if such networks are to realize their potential and bring effective prevention interventions to scale.

1:00 p.m. – 2:00 p.m.

## **Closing Networking Lunch**

### **Salons 8-9, Lower B2 Level**

1:30 p.m. – 4:00 p.m.

## **Site Visits (Separate registration required.)**

*Please board buses at the Mission Street entrance (lobby level) at 1:15 p.m. Buses will depart promptly at 1:30 p.m. For security reasons, please wear your badge.*

## **Designing, Building, and Maintaining Healthy Places**

The Health and Housing Funders' Forum will conduct a site visit that provides participants with a visual and experiential understanding of the impact of place on health. Participants will visit a senior community at the California Hotel, which provides community-based health care and residential services to older adult tenants. Presenters will showcase a campaign that creates and maintains healthy housing for low-income families living in single-room occupancy hotels, and promotes new legislation and policies to improve living conditions, while also empowering tenants to advocate for better housing conditions. Participants will then visit the West Oakland Residential Lead investigation area to learn about innovative approaches to lead clean-up efforts that have a far less negative impact on neighborhoods than traditional removal. Both locations will demonstrate how to balance concern for the immediate needs of vulnerable populations with the long-term investments that create real change.

1:30 p.m. – 4:00 p.m.

### **Expanding Access to Integrated Care through School-Based Health Centers**

This visit to the West Oakland Middle School Health Center will illustrate how school-based health centers (SBHCs) have added value and increased access to integrated health care in California. Two regional funders will discuss the strategy and role of a foundation in supporting and promoting SBHCs and share examples of expanded access to integrated behavioral, oral, and primary health care. Presenters will also describe how to best utilize the expertise and knowledge of local grantmakers in funder collaboratives and will address investing in these projects for long-term impact and sustainability. The site visit is organized by The Health Foundation of Greater Cincinnati and the S.D. Bechtel, Jr. Foundation.

### **Healthy Parks, Healthy People at Crissy Field - Golden Gate Bridge Walk**

*Please dress warmly with layers and wear appropriate running or walking shoes.*

Join us for a walk around the beautifully restored Crissy Field Tidal Marsh. You will be joined by leaders of the Healthy Parks, Healthy People initiative from the National Park Service and the Golden Gate National Parks Conservancy and learn about the Kaiser Permanente-supported Park Prescriptions pilot in San Francisco and how this work is helping to build a national movement around the country. In addition, you will hear about the six-county Bay Area-wide coordinated effort to provide approachable, culturally relevant park programming for communities with high health needs that diverse health partners can prescribe and promote.