

# GIH BULLETIN

*Helping grantmakers  
improve the health of all people*



## PUBLIC-PRIVATE COLLABORATION TO IMPROVE RURAL HEALTH

JUNE 16, 2015

Long-term poverty is the norm in many rural areas of the United States. Coupled with slow (or nonexistent) job growth, limited numbers of health care providers, and other access issues, the result is significant physical, oral, and behavioral health problems.

This spring, as part of an ongoing effort to connect and inform foundation staff, federal partners, and researchers involved in rural health, GIH hosted a meeting to strengthen the collaboration of federal agencies and philanthropic organizations. Cosponsored by the White House Rural Council, the Health Resources and Services Administration's Office of Rural Health Policy, and the National Rural Health Association, this was our third such meeting. The goal was to build momentum and create plans for the future.

There are signs of progress in rural communities. For example, Affordable Care Act enrollment in rural areas was better than expected. The federal government has also begun investing in two-generation interventions that support both children and their parents; in the integration and coordination of delivery systems to expand access to physical, oral, and behavioral health; in electronic and telecommunications technologies to support long-distance training, administration, and services (telehealth); and in programs to ensure that school children have year-round access to food.

The issues that challenge these types of initiatives are remarkably similar to those in urban areas but magnified by the constraints of poverty and distance. They include capacity building, leadership development, community engagement, relationships, multiple agency and sector collaboration, community reciprocity and voice, and collection and dissemination of best practices and data.

Federal agencies recognize the value of philanthropic partners, especially at the local level. Although the scale of government funding typically eclipses philanthropic investments, health foundations often have latitude to invest in activities and innovations that the public sector cannot fund.

Federal agencies also understand that philanthropy's value is not limited to what one participant called the "grantmaking machine." Health funders can contribute to rural health solutions through convening; research, education, and publishing; program- and mission-related investing; capacity building; policy development; advocacy and educating legislators; and social media and communications.

Public-private collaboration requires patience and a long-term perspective. But being willing to make the commitment can also open up avenues for creating and sustaining change that neither sector is likely to accomplish alone.

*Faith Mitchell*

President and CEO  
Grantmakers In Health

## GIHNEWS

### CALL FOR NOMINATIONS: 2016 TERRANCE KEENAN AWARD

#### *The Terrance Keenan Leadership Award in Health Philanthropy*

is presented to an outstanding grantmaker whose work is distinguished by leadership, innovation, achievement, creativity, and boldness. Nominate a grantmaker deserving of this honor **by Friday, September 4**. Visit [www.gih.org](http://www.gih.org) for details.

The award will be presented at the 2016 annual conference, March 9-11 in San Diego.

### NEW GIH FUNDING PARTNER

GIH is pleased to welcome **Movember Foundation** as a new Funding Partner.

### INFORMATION YOU CAN USE

Last year GIH hosted 36 webinars, across our five program areas. Those recordings are available for GIH Funding Partners to access any time at [www.gih.org](http://www.gih.org). We also have a new slate of webinars scheduled, suited to your professional interests. Register for one today!

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

## NEW GRANTS & PROGRAMS

- **Blue Cross Blue Shield of Michigan Foundation** (Detroit) awarded two research grants to Michigan physicians to conduct pilot studies. The grantees are: **Henry Ford Health System** (Detroit), **Ziv Tsafrir, M.D.** – \$10,000 to evaluate the effect of using a wireless audio headset device in robotic surgeries on the quality of communication and patient outcomes; and **William Beaumont Research Institute** (Rochester), **Matthew Sims, M.D., Ph.D.** – \$9,992 to demonstrate that prior clostridium difficile-infection colonization in patients admitted to the hospital and receiving high-risk antibiotics represents a significant risk factor for developing C. difficile. Contact: Nora Maloy, 313.225.8205, nmaloy@bcbsm.com.

### The BUILD Health Challenge

(Washington, DC) awarded grants to 18 groundbreaking projects that aim to improve health in low-income communities. Projects were recognized on the strengths of their bold, upstream, integrated, local, and data-driven approaches to address the social and environmental factors that have the greatest impact on health. The funding collaborative awarded both implementation and planning grants to support community-driven initiatives. Seven implementation awardees received \$250,000 over two years to strengthen existing partnerships, jump start more advanced health data and analytics initiatives, and expand their impact. Eleven planning awardees received \$75,000 to kick start still-nascent projects addressing specific health challenges with a committed group of community partners. The BUILD Health Challenge was founded by The Advisory Board Company (Washington, DC), **de Beaumont Foundation** (Bethesda, MD), **The Colorado Health Foundation** (Denver), **The Kresge Foundation** (Troy, MI), and **Robert Wood Johnson Foundation** (Princeton, NJ) to encourage community partnerships among local nonprofit organizations, hospitals and

health systems, and health departments to improve the health and well-being of their residents. Visit [www.buildhealthchallenge.org](http://www.buildhealthchallenge.org) for more information. Contact: Kate Reutersward, 202.339.9598, kate@prcollaborative.com.

- **Episcopal Health Foundation** (Houston, TX) has approved more than \$2.4 million to benefit 15 grant partners working to improve community health across 57 counties in Texas. Among the grantees are: **IBN Sina Foundation** (Houston) – \$500,000 over two years to support clinical services provided in a new expansion clinic that provides access to health services for the underserved and uninsured; **CommUnity Care Health Centers** (Austin) – \$145,086 for a one-year demonstration diabetes prevention project to work with 5,000 prediabetic patients from vulnerable populations served in CommUnity Care's 25 health centers in an effort to discover the best interventions to prevent the onset of type-2 diabetes in these at-risk, low-income patients; **Northwest Assistance Ministries** (NAM) (Houston) – \$120,000 to support a new comprehensive case management and home visitation program for NAM's Children's Clinic; **Meadows Mental Health Policy Institute** (Dallas) – \$100,000 to help fund a Houston-based senior fellow to advance behavioral health policy research that will impact nonprofit organizations providing behavioral health services; and **Boat People SOS, Inc.** (Houston) – \$75,000 to provide culturally competent navigation services to underserved Asian Americans on how to overcome barriers and obtain health insurance. Contact Brian Sasser, 832.795.9404, bsasser@episcopalhealth.org.
- **Healthcare Georgia Foundation, Inc.** (Atlanta) awarded \$1.1 million in grants to 27 organizations and programs throughout Georgia that seek to address health and well-being for state residents. Among the grantees are: **Glynn County Board of Health** (Brunswick) – \$52,500 to develop and complete community health assessments and community health improvement plans, establish and monitor a system of performance

management, and develop quality improvement practices and processes; **AIDS Athens, Inc.** – \$50,000 to develop a strategic marketing and communications plan, provide professional development training to staff, and purchase an electronic document management system; **Good Samaritan Health Center, Inc.** (Atlanta) – \$50,000 to hire a dedicated finance staff person to increase revenues from insurance reimbursements and manage the organization's financial operations; **Jewish Family and Career Services Inc.** (Atlanta) – \$50,000 to develop and complete an evaluation of health services and partnerships at the Ben Massell Dental Clinic; **Christ Community Health Services Augusta, Inc.** – \$25,000 to implement the **eClinical Works Care Coordination Module**; and **Foothills Area Health Education Center, Inc.** (Gainesville) – \$20,000 for participation in **HealthTecd** to produce five distance learning programs addressing rural health and health care, as well as Georgia's health care workforce. Contact: Toni Almas, 404.688.9005, toni@getavatar.com.

- **Kansas Health Foundation** (Wichita) has provided more than \$1.1 million in **Recognition Grants** to help organizations across the state accomplish projects that intend to improve the health and wellness of Kansans. Among the grantees are: **Butler County Community College** (El Dorado) – \$14,766 to educate and empower low-income families by providing support and academic assistance to parents to improve their employability; **Emporia State University Foundation** – \$21,100 to improve literacy rates for students by partnering with low-performing schools, businesses, and nonprofits to develop a community solutions action plan; and **Young Women on the Move** (Kansas City) – \$25,000 to promote healthy lifestyles and increase consumption of healthy foods among teen girls in Wyandotte County by engaging youth in yearlong, challenge-based learning projects to address community food insecurity and active living. For more information, visit [www.kansashealth.org](http://www.kansashealth.org). Contact: Chase Willhite, 316.491.8455, cwillhite@khf.org.

## Blue Cross Blue Shield of Massachusetts Foundation

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In 2000 the Blue Cross Blue Shield of Massachusetts engaged in discussions about how to address the challenges faced by the state's growing number of uninsured, low-income residents. The outcome was to create an independently governed, nonprofit organization that would support the expansion of health care access through research, education, policy work, and grants to community organizations. The following year, Blue Cross Blue Shield of Massachusetts Foundation (BCBSMA Foundation) was established with an initial endowment of \$55 million.

**Program Information:** The mission of BCBSMA Foundation is to expand access to health care for low-income and vulnerable people in the commonwealth. To that end, the foundation collaborates with public and private organizations to broaden health coverage and reduce barriers to care through grants, research, and policy initiatives. Specific priority areas include access to coverage and care, affordability, behavioral health, and social equity and health.

### ► Financial Information:

Total Assets: \$111 million (FY 2014)

Amount Dedicated to Health-Related Grants: \$3.5 million (FY14)

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

- **Fostering Effective Integration** – BCBSMA Foundation's newest grant program, Fostering Effective Integration, funds one year of program support to behavioral health and primary care integration programs. Grants averaging \$130,000 were made to 10 organizations experienced in effectively integrating services and prepared to participate in an in-depth assessment of their experiences. The foundation will use this year of assessment to inform a longer-term investment intended to develop and promulgate promising practices (\$1.3 million).
- **Connecting Consumers with Care** – A long-time foundation program, Connecting Consumers with Care provides grants of up to two years for Massachusetts health care organizations to help consumers enroll in and maintain access to coverage and to educate and equip consumers to become more self-sufficient in navigating their health coverage and care. This program has had measurable results in increasing understanding among low-income consumers about using the health care system (\$640,000).
- **Strengthening the Voice for Access** – With the goal of contributing to a strong and stable consumer health advocacy community, Strengthening the Voice for Access provides grants of up to two years for general operating support to Massachusetts advocacy organizations whose mission and

activities focus on promoting the health care interests of low-income Massachusetts residents (\$670,000).

- **Policy and Research Grant: Community-Based Models for Coordinating Care for Persons with Substance Use Disorders** – This grant funded a project, which is analyzing community-based approaches for coordinating care for patients with substance use disorders (SUD) and identifying those models that appear most effective in accomplishing care coordination. By assessing different care coordination models, insight will be provided into the relative efficacy of various community-based approaches for engaging and coordinating services for patients with SUDs (\$148,880).
- **Social Equity and Health Special Initiative Grant: Community Servings** – Community Servings (CS) is a nonprofit food and nutrition program for individuals and families living with chronic illness in Massachusetts. CS launched the Food is Medicine Campaign, a policy initiative aiming to establish medically tailored meals (MTMs) as a reimbursable benefit under new payment and delivery models. With foundation support, CS published *Food as Medicine: Medically Tailored Home-Delivered Meals Can Improve Health Outcomes for People with Critical and Chronic Disease*. It reported that patients who received MTMs experienced enhanced physical and psychological health outcomes, improved weight management, medication adherence and absorption, and decreased hospitalizations (\$50,000).

### Public/Private Partnerships:

*"Foundations can play important roles as catalysts for change in our health care system, and they can also serve as important links between government policymakers and health care delivery systems. By joining forces and using our complementary strengths, such as a private foundation's flexibility on timing and resources and the government's ability to directly effect policy change, we can successfully collaborate to maximize our impact."*

**Audrey Shelto**  
President





■ **MetroWest Health Foundation's** (Framingham, MA) Board of Trustees approved over \$1.1 million in grants to 18 area health and human service organizations. **Bellingham High School** and **Hopkinton High School** will share \$425,000 over three years to replicate the **Brookline Resilient Youth Team** (BRYT) model within their respective schools. The BRYT program provides clinical care and support for individuals returning from absences following psychiatric hospitalizations and concussions. The foundation's **Framingham Union Grants Panel** awarded \$148,000 to a collaborative of local agencies to address the needs of homeless individuals. The collaborative will develop a specialized team of counselors to provide outreach and treatment so that individuals can transition out of homelessness. The panel also provided \$25,000 to the **Framingham Council on Aging** to develop a new program to address the needs of persons with dementia. Additional grantees include: **Framingham Public Schools** – \$59,325 to implement strategies for reducing stress among adolescents; **Jewish Family Services of MetroWest** (Framingham) – \$41,866 to support the **Patient Navigator Medical Escort Program**, and **Advocates, Inc.** (Framingham) – \$20,000 to increase autism awareness among health care providers. Contact: Martin Cohen, 508.879.7625, ext. 14, mcohen@mwhealth.org.

■ **Obici Healthcare Foundation** (Suffolk, VA) awarded over \$2.2 million in grants to 21 nonprofit organizations serving Western Tidewater in Virginia. Grants ranged from \$15,000 to \$350,000. Among the grantees are: **Suffolk Partnership for a Healthy Community** – \$180,177 for implementation of **Healthy People Healthy Suffolk**, a 10-year community wellness plan that promotes active lifestyles, access to healthy foods, and neighborhood engagement; **Sentara Obici Hospital** (Suffolk) – \$141,572 for **Bridging the Gap in Maternal Infant Home Visiting Services**, which provides high-risk expectant families and new parents with case management and home visiting support to increase infant survival rates; and **SCM Vision, Inc.**

(Chesapeake) – \$50,000 to provide viewers of the television program *It's Life Changing with Dr. Carletta Perry* and the YouTube video-sharing website with information about mental health issues and connect them to follow-up services. Visit [www.obicihcf.org](http://www.obicihcf.org) for full details. Contact: Diane Nelms, 757.539.8810, dnelms@obicihcf.org.

■ **The Kate B. Reynolds Charitable Trust** (Winston-Salem, NC) announced grants of more than \$3.5 million to continue expanding behavioral health services in rural North Carolina. This includes nearly \$2 million to provide behavioral health services at five existing federally qualified health center sites, bringing integrated care to approximately 27,000 people who visit the sites annually. In addition, **Rural Health Group, Inc.** (Roanoke Rapids) was awarded \$1.3 million to provide behavioral health services at existing and new school-based health centers located in five school districts in rural, northeastern North Carolina. The organization will also provide school staff with consultation, training, and prevention programming tools so that staff can help students successfully access services. Further, the trust continued its work to improve health and health care in rural communities through **Healthy Places NC**, a long-term trust initiative to invest \$100 million in 10 to 12 rural North Carolina counties. To date, the trust has invited seven counties – Beaufort, Burke, Edgecombe, Halifax, McDowell, Nash, and Rockingham – to participate; additional counties will be announced in 2016. For more information and a complete list of grantees, visit [www.kbr.org](http://www.kbr.org). Contact: Nora Ferrell, 336.397.5515.

■ **Rose Community Foundation's** (Denver, CO) grantmaking initiative **Rose Youth Foundation** awarded \$60,000 to programs that work to close the academic achievement gap for students in pre-kindergarten through third grade, as well as programs that help unaccompanied youth or families with children experiencing homelessness become self-sufficient. This was the 14<sup>th</sup> year of the initiative, which is led by a group of Jewish 10<sup>th</sup>- to 12<sup>th</sup>-graders from greater Denver and Boulder. The

grant priorities and grants reflect the group's desire to support the Jewish teachings of *pikuach nefesh*, the importance of saving human life; *ahavat ger*, treating strangers with compassion; and *v'hechezekta bo*, supporting those needing help to become self-sufficient. Grantees include: **Urban Peak** (Denver) – \$8,250 to support trauma-informed services for homeless youth; **Growing Home** (Denver) – \$7,000 to expand **Blocks of Hope**, developing language and literacy among high-needs children and families in southwest Adams County; and **Reading Partners** (Denver) – \$5,000 to expand one-on-one literacy tutoring to new metro Denver elementary schools. Visit [www.rcfdenver.org/RYP](http://www.rcfdenver.org/RYP) for more information. Contact: Jennifer Moe, 303.398.7452, jmoer@rcfdenver.org.

■ **Salem Health and Wellness Foundation** (Carneys Point, NJ) announced \$134,832 in grant awards to organizations from its **Salem Health and Wellness Fund**. **Salem County Health and Human Services** will use its \$40,000 grant to expand free flu shot clinics for 2015 from six to nine locations throughout Salem County. **Mid-Atlantic States Career and Education Center** was awarded \$89,000 to establish an after-school and summer pilot program for third- to fifth-grade students from a local middle school. The program will institute the Coordinated Approach to Child Health curriculum to improve nutrition and physical activity. A \$2,500 grant to **Salem Middle School** will support its **Rites of Passage** program for all middle school students. Rites of Passage promotes socially acceptable behaviors, family unity, community involvement, the importance of education, as well as nutrition education and the benefits of an active lifestyle. Funding for these programs comes from the foundation's **Healthy Kids, Bright Futures** initiative. Contact: Brenda Goins, 856.299.4460.

■ **Sisters of Charity Foundation of South Carolina** (Columbia) awarded grants totaling \$120,000 to five organizations that address poverty among South Carolina residents. **South Carolina Institute of Medicine and**

**Public Health** (Columbia) will use a third year of foundation funding to continue the **Health Policy Fellows** program, which provides elected officials with comprehensive, evidence-based information on health issues to inform policy decisions. **Midlands Housing Alliance-Transitions** (Columbia) seeks to move people from homelessness in the Columbia metropolitan area to permanent housing. Funding will support efforts to help secure individuals living on the street and enroll them in services designed to stabilize their lives, increase their income, and help them secure permanent housing. **EdVenture/Midlands** (Columbia) will use funding to establish school gardens at six Club EdVenture after-school sites at elementary schools in the Richland School District One. Using the South Carolina Department of Agriculture's School Gardens toolkit, staff at the schools and Club EdVenture students will cultivate and maintain their own gardens. Contact: Langley Shealy, 803.254.0230, ext. 19, lshealy@sistersofcharitysc.com.

- **Washington Square Health Foundation, Inc.** (Chicago, IL) announced that it has funded approximately \$503,700 in grants and program-related investments (PRIs). **Erie Family Health Center** (Chicago, IL) was awarded \$6,250 for an automated clinical messaging project to coordinate patient care across the health care continuum by streamlining the way that patient data is shared between primary care and external specialty providers and hospitals. The foundation also funded \$5,000 to **A Safe Haven Foundation** (Chicago, IL) for a program to provide health care for the homeless, with an emphasis on increasing the number of homeless individuals who receive health screenings and monitoring, as well as care coordination from a patient navigator. The foundation awarded a \$250,000 PRI to the **Zacharias Sexual Abuse Center** (ZCenter) (Gurnee, IL) to establish a new site in Skokie, Illinois. ZCenter will serve adults and children experiencing trauma resulting from assault. This location will also offer community education, prevention workshops for students, and professional

training for service providers. In addition, support groups, individual counseling, consultation with parents of survivors, and crisis intervention will be provided. Contact: Catherine Kapella, 312.664.6488, kapella@wshf.org.

## PEOPLE

- **The California Endowment** (Los Angeles) announced the election of **Jane Garcia, M.P.H.** as its Board Chair. In addition, **Zac Guevara** was elected as Vice-Chair. Ms. Garcia, CEO of the Bay Area's La Clinica de La Raza, joined the endowment's board of directors in 2010. She is an advocate for preserving community health care for all residents regardless of income or immigration status. Ms. Garcia also serves as Chairperson of the Alameda Alliance for Health, and Board Member of the Alameda Health Consortium and the Community Clinic Consortium. In addition, she is the Past President of the board of the California Primary Care Association. Mr. Guevara, who joined the endowment's board of directors in 2012, is a chartered financial analyst who retired in 2009 after serving as Investment Analyst, Research Director, Board Member, and Executive Vice President with Capital International Research, Inc. He currently serves as Board Chair of Mexican American Legal Defense and Education Fund and as a Board Member for Communities in Schools of Los Angeles, KIPP-LA, and Self Help Graphics. For more information, visit [www.calendow.org](http://www.calendow.org).
- **DentaQuest Foundation** (Boston, MA) elected six new members to its Board of Directors. Each will serve a one-year term. **Sarita Arteaga, D.M.D., M.A.G.D.** is Associate Clinical Professor at the University of Connecticut, where she teaches dentistry and treats patients at UConn Health. Dr. Arteaga is Board Chair of the **Hispanic Dental Association Foundation** (Austin, TX). **Tom Galligan, III** is the retired Chairman of Papa Gino's Holdings Corporation (PGHC) and has more than 30 years of management, finance, and operations experience in a number

of leadership positions at PGHC, Morse Shoe, and PepsiCo. **Scott Harshbarger** is Senior Counsel at Proskauer and served two terms as Attorney General of Massachusetts. **Sandra Owens Lawson, Ph.D., M.S.W.** is a licensed social worker with more than 14 years of policy and programmatic experience at the Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Prevention and the White House Office of National Drug Control Policy. **Steven Pollock, J.D.** is President and CEO of DentaQuest. He has served in a number of leadership roles since joining the company in 2009, and most recently held the position of COO. **Robert J. Weyant, M.S., D.M.D., Ph.D.** is Associate Dean of Public Health and Outreach, and Chair and Professor of the Department of Dental Public Health at the University of Pittsburgh School of Dental Medicine. Contact: Katie Leonard, 617.886.1125, [katie.leonard@dentaquestfoundation.org](mailto:katie.leonard@dentaquestfoundation.org).

## OTHER NEWS

- **Health Foundation for Western and Central New York** (Buffalo) announced the graduation of 38 leading health professionals from its **Health Leadership Fellows** program. The 18-month program provided the fellows opportunities to participate in sessions on personal leadership, leading change, results-based leadership and accountability, and the leader as a communicator. Graduates continue their work as members of the **Fellows Action Network**, where they work collaboratively to improve care for vulnerable older adults and children in poverty, as well as collectively tackle other critical health issues facing western and central New York. Launched in 2005, the goal of the program is to produce a network of diverse, highly skilled leaders who will learn to lead collaboratively from both within and outside their organizations and become advocates for improved health care delivery. A fifth cohort of Health Leadership Fellows is currently in progress, with a sixth cohort class recently selected. For more details,

including the list of graduates, visit [www.hfwcnny.org](http://www.hfwcnny.org). Contact: Meredith Sheline, 716.852.3030, ext. 112, [mcsheline@hfwcnny.org](mailto:mcsheline@hfwcnny.org).

- **Milbank Memorial Fund** (New York, NY) reported on the outcomes of a recent meeting of leaders of state and regional health improvement collaboratives (RHICs). The purpose of the meeting was to determine if closer collaboration between state and regional efforts could help advance mutual health care improvement goals. The dialogue revealed important insight, particularly pursuant to the use of all or multipayer claims databases (APCDs). Although states are planning and implementing such databases, some RHICs already have them for various reasons: some RHICs wanted more control, while others designed theirs to meet specific goals. In addition, RHICs are using these databases to give feedback to providers on cost and quality measures and to build local cultures of collaboration and improvement. On the other hand, states are considering APCDs in much broader and more systematic ways, including how they can be used to support state policy priorities or improve interagency activities. Milbank Memorial Fund convened the meeting with assistance

from the Network for Regional Health Improvement (Portland, ME). The two organizations will formally publish findings from the meeting in a forthcoming report. For more information visit [www.milbank.org/about-the-fund/news](http://www.milbank.org/about-the-fund/news).

- **Sisters of St. Joseph Charitable Fund** (Parkersburg, WV) has changed its name to **Sisters Health Foundation** effective June 1, 2015. The name change and new branding were initiated to clarify the foundation's identity, update its look, and highlight its relationship with the Congregation of St. Joseph in light of the former St. Joseph's Campus of Camden Clark's closure in late 2014. The word "Health" was added as part of the name to create more awareness about the types of projects and organizations the foundation seeks to fund. As a health foundation, the nonprofit carries out the Congregation of St. Joseph's mission and values by having a special concern for the poor, vulnerable, or otherwise underserved in its communities. Along with the new name and logo, the foundation launched a new website, [www.sistershealthfdn.org](http://www.sistershealthfdn.org), and Facebook page, [www.facebook.com/SistersHealthFdn](http://www.facebook.com/SistersHealthFdn). Contact: Cynthia Drennan, 304.424.6080, [cdrennan@sistershealthfdn.org](mailto:cdrennan@sistershealthfdn.org).

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