

GIH BULLETIN

Helping grantmakers

improve the health of all people



DECEMBER 20, 2010

GIH STATE GRANT WRITING ASSISTANCE FUND - REQUEST FOR PROPOSALS -

The Affordable Care Act offers a number of funding opportunities to state government agencies to support their efforts implementing the health reform law. Because of budgetary and staffing constraints, however, many states have found it difficult to prepare proposals to access these funds. To address this issue, Grantmakers In Health (GIH), with support from the Robert Wood Johnson Foundation, announces the availability of the **GIH State Grant Writing Assistance Fund**. The fund will provide up to \$15,000 in matching funds per state to grantmakers who are interested in offering grant writing support to state government agencies.

Applications are due February 1, 2011. Visit www.gih.org for the full proposal request. Questions can be directed to Anna Spencer, senior program associate, at 202.452.8331 or aspencer@gih.org.

NEW GRANTS & PROGRAMS

- **Alliance Healthcare Foundation** (San Diego, CA) awarded more than \$1 million to two nonprofit organizations as part of the **2010 Innovation Initiative (i2)** grant competition. **Social Interest Solutions** (Oakland, CA) will use the awarded funds to grow **One-e-App**, an electronic software application that searches a database of all available social services for which a low-income client can qualify. The i2 grant funds will expand the program to an on-line interface that will be accessible to members of the public from their own homes. The second grantee is **San Diego Text4baby Coalition** (CA), which is administered by the **San Diego Medical Society Foundation** (CA). Text4baby is a national program that provides low-

income pregnant women and new parents free text messages with information they need to appropriately take care of their babies' health. With the i2 grant, the coalition will create a San Diego version of the national text4baby service, offering customized prenatal and maternal text messages to 18,000 pregnant women and new mothers per year for two years, with the aim of decreasing San Diego's infant mortality rate. Contact: Annie Eddy, 973.449.0921.

- **Blue Cross Blue Shield of Louisiana** (Baton Rouge) has launched the **Quality Blue** initiative, a program to identify and reward physicians and health care providers who deliver high-value quality care that meets national standards of excellence. Quality Blue recognizes physicians who demonstrate a model of care that is thorough and puts patients in control of their health care, as

GIH NEWS

DON'T MISS THE 2011 GIH ANNUAL MEETING!

Start making plans to attend the 2011 GIH annual meeting *Creating a Healthier Future for Our Kids, Families, and Communities*. Register and book your hotel room today! Visit www.gih.org for more details.

DREW ALTMAN TO RECEIVE 2011 TERRANCE KEENAN AWARD

Drew Altman, president and CEO of The Henry J. Kaiser Family Foundation, has been named the 2011 recipient of The Terrance Keenan Leadership Award in Health Philanthropy. He will be honored at the GIH annual meeting next March.

NEW GIH BOARD MEMBERS

Sarah Iselin (Blue Cross Blue Shield of Massachusetts Foundation), Eugene Lewit (The David and Lucile Packard Foundation), Robin Mockenhaupt (Robert Wood Johnson Foundation), and Steve Roling (Health Care Foundation of Greater Kansas City) have been elected to the GIH Board of Directors. Their board terms begin next March.

Visit www.gih.org for the latest Issue Focus and Views from the Field articles.

evidenced in a commitment to performing comprehensive patient assessments and continual reassessments, educating patients, and sharing decisionmaking with patients about their treatment options. Quality Blue is built around the “medical home model,” an approach to providing comprehensive primary care that facilitates partnerships between individual patients and their personal providers, and, when appropriate, the patient’s family. The program will run through 2012, during which time physicians will be rewarded annually for achievements recognized under the program. For more information, visit www.bcbsla.com, select “About Us,” and click on “BCBSLA Foundation.”

- **BlueCross BlueShield of North Carolina Foundation** (Chapel Hill) commemorated its 10-year anniversary by awarding 10 \$100,000 grants to North Carolina-based nonprofits. **Be Active North Carolina – Be Active Kids®** (Morrisville) will use funding to increase healthy movement and physical activity for at least 1,000 young children statewide. **Diabetes Management Solutions** (Raleigh) will apply its grant toward improving diabetes health outcomes for an additional 1,500 North Carolinians a year by engaging employers, providers, and hospitals to establish and deliver diabetes self-management classes where people work and receive care. A grant to the **North Carolina Association of Free Clinics** (Winston-Salem) will augment the delivery of free health care to uninsured North Carolinians statewide to achieve health outcomes on par with patients seen by private providers through enhancement of clinic operations, and assessment and tracking of health gains. For more information, visit www.bcbsncfoundation.org.
- **The California Endowment** (Los Angeles) announced intended funding of up to \$5 million to support nonprofit organizations whose activities contribute to the foundation’s 10-year **Building Healthy Communities** plan. Funding will be awarded in the form of program related investments (PRIs) ranging from \$500,000 to \$2 million for periods of up to 10 years. Unlike grants, PRIs are financial investments that require repayment and are used when there is an income stream that can be the source for repayment. Interest rates range from 0 to 3 percent. Investment priorities include capital improvements for facilities operated by a nonprofit organization offering family-centered health and human services; prioritizing prevention; and promoting opportunities for children, young adults, and their families. Priority is also given to community development financial institutions that reinvest in organizations creating health sector and green jobs, which promote a healthier environment. Contact: Jeff Okey, 213.928.8622, jokey@calendow.org.
- **Cardinal Health Foundation** (Dublin, OH) announced donations of nearly \$2.2 million to nonprofit organizations. Approximately \$1.5 million of the total represents employee contributions received during the foundation’s annual giving campaign. Nearly \$800,000 was contributed by Cardinal Health, which matched 100 percent of all contributions to health care causes, while matching 50 percent for donations to all other 501(c)3 organizations. Employees at 75 sites in the United States, Dominican Republic, Mexico, Puerto Rico, Singapore, Malaysia, and Thailand performed hundreds of community service projects in addition to giving monetary donations. The foundation also awarded more than \$1.2 million in grant funding to support community programs that improve health and wellness in five communities where its employees live and work. Grants ranging from \$5,000 to \$50,000 were awarded to nearly 50 nonprofit organizations in Albuquerque, New Mexico; central Ohio; Little Rock, Arkansas; northern Chicago; and Radcliff, Kentucky. Contact: Media Relations, 614.757.4250, media.relations@cardinalhealth.com.
- **Community Health Foundation of Western and Central New York** (Buffalo) announced funding of \$300,000 to expand the work of its **Fall Prevention Collaborative**. The new funding will be used to support the development of new community coalitions and initiatives throughout western and central New York. The foundation will provide a grant of \$25,000 to each of the following Erie County organizations: **Learning Partners; Catholic Health - Partners in Rehab; Brothers of Mercy; University of Buffalo Foundation Services, Inc.; Independent Health;** and **Geriatric Center of Western New York**. In addition, various lead agencies outside Erie County will receive grants of \$10,000 to work with community-based organizations to develop a multidimensional falls prevention plan to address the specific needs of their regions. Upon successful completion of a plan for their community, each coalition will then be eligible to share an additional \$100,000 in grants to support implementation of their respective plans. Contact: Laura Jacobs, 716.854.8182.
- **Harvard Pilgrim Health Care** (Wellesley, MA) awarded a \$70,000 grant to the **Foundation for Healthy Communities** (Concord, NH). Harvard Pilgrim Health Care has committed more than \$300,000 over four years to the foundation. The funding will support **CATCH Kids Club**, a program that promotes physical activity and healthy eating among elementary school-aged children through summer, afterschool, and community programs statewide. The program has expanded from 4 to 71 sites across New Hampshire over four years. The clubs follow an easy-to-implement curriculum that includes physical games, recreation, healthy snacks, and healthy decision-making skills for children. In addition, funding will underwrite premier sponsorship of the annual **Walk NH** and will support **Healthy Eating Active Living** initiatives. Contact: Sharon Torgerson, 617.509.7458, sharon_torgerson@hphc.org.
- **Health Care Foundation of Greater Kansas City** (MO) awarded 37 safety net grants totaling \$5.2 million to support a variety of services, including prescription assistance and oral health care. Among the grantees are: **Mattie Rhodes Center** (Kansas City) – \$250,000 to provide culturally competent

The Kresge Foundation

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Sebastian Spering Kresge established The Kresge Foundation in 1924 for the “promotion of human progress.” Over the next 80 years, the philanthropy supported fundraising campaigns to build capital projects, such as libraries, schools, and hospitals. This private, national foundation is now concluding a four-year recalibration of its grantmaking to address the most urgent needs within its six fields of interest: health, human services, environment, arts and culture, education, and community development.

Program Information: The foundation advances its mission to promote human progress through its efforts to influence the quality of life for future generations by creating access and opportunity in underserved communities, improving the health of low-income people, supporting artistic expression, increasing college achievement, assisting in the revitalization of Detroit, and advancing methods for addressing global climate change. Working at the national, regional, state, and local levels, Kresge supports nonprofit organizations dedicated to improving the lives of low-income and vulnerable populations, particularly those living in underserved urban and rural areas. The foundation now uses additional funding methods and investment tools that offer greater flexibility to support nonprofit organizations serving poor, disadvantaged, and disenfranchised individuals, families, and communities. Kresge’s Health Program seeks to promote the physical health and well-being of vulnerable and low-income populations by improving the environmental and social conditions affecting them and their communities, particularly in the areas of healthy housing, air quality, and the delivery of primary care.

➤ Financial Information:

Total Assets: \$3.1 billion (FY 2010)
Amount Dedicated to Health-Related Grants: \$23 million (FY 2010)

➤ Special Initiatives and/or Representative Health Grants:

- **Building a Grassroots Advocacy Network for Healthy Housing** – The National Center for Healthy Housing, a nonprofit organization dedicated to creating healthy, safe homes for children, will use funding from Kresge to implement the National Healthy Housing Action Plan, build a grassroots advocacy network for healthy housing, and facilitate communication among funders to broaden the base of support (\$750,000 for three years).
- **The Hospital Community Benefit Program** – Funding to the University of Maryland, Baltimore County will enable its Hilltop Institute to establish a Hospital Community Benefit Program to research best practices for evaluating hospital community benefit

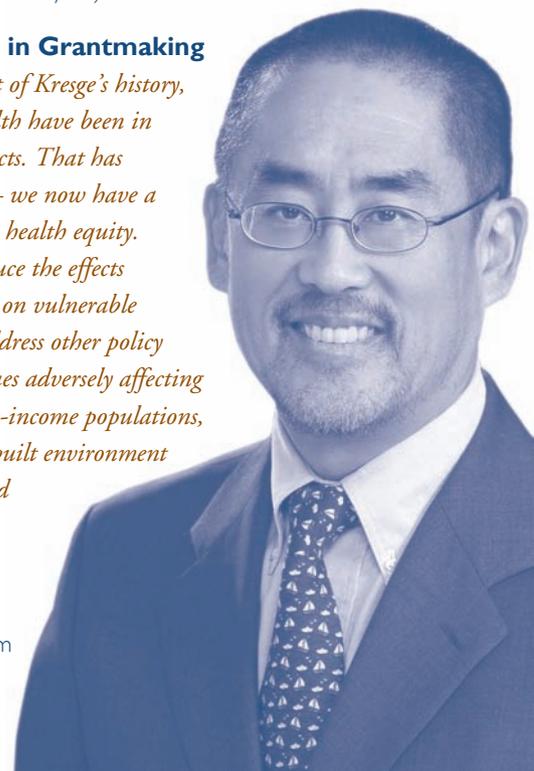
activities performed by tax-exempt hospitals, and to help state and local policymakers improve the coordination and accessibility of the community health system (\$750,000 for three years).

- **Common Agenda Program for Environmental Health and Justice** – Liberty Hill Foundation will use funding to establish a land-use policy in the city of Los Angeles and surrounding municipalities that is designed to improve community health for vulnerable populations by reducing exposure to toxic air emissions, instituting and enforcing stricter environmental safeguards, and revitalizing low-income neighborhoods to make them healthier places to live (\$500,000 for two years).
- **Primary Care 2025: A Scenario Exploration** – Kresge’s grant to the Institute for Alternative Futures supports efforts to develop a scenario of the likely and preferable future of primary care, which will play an increasingly critical role in reducing health care costs and addressing the nation’s health disparities (\$270,000 for one year).
- **Leveraging the Social Determinants of Health by Community Health Centers** – A second grant to the Institute for Alternative Futures will support the review and assessment of literature on how community health centers are addressing the social determinants of health. The institute will also report on key trends that will affect the need for, and ability of, community-based health care providers to leverage these factors in the future (\$260,000 for one year).

Strategic Changes in Grantmaking

Direction: *“For most of Kresge’s history, our investments in health have been in support of capital projects. That has changed dramatically – we now have a clearly defined focus on health equity. We are working to reduce the effects of pollution and toxins on vulnerable communities and to address other policy and environmental issues adversely affecting disadvantaged and low-income populations, from food systems and built environment to the improvement and expansion of the health care safety net.”*

David D. Fukuzawa
Director, Health Program



mental health services to 540 Spanish-speaking individuals; **Duchesne Clinic** – \$185,000 in general support for continued provision of a range of services, including primary care, on-site specialty care, and medication assistance; **Catholic Charities of Kansas City-St. Joseph** – \$171,732 to expand dental services for up to 200 medically indigent seniors and persons with disabilities; and **Communities Creating Opportunities** (Kansas City) – \$119,000 to develop a **Health Reform Implementation Taskforce** to educate people about how reform will impact their families and bring the benefits of reform to Kansas City. Contact: Jennifer Sykes, 816.241.7006.

- **Rose Community Foundation** (Denver, CO) awarded 110 grants totaling more than \$2.3 million. Among the grantees are: **Colorado Regional Health Information Organization** (Denver) – \$178,290 to integrate behavioral health records into **Colorado’s Health Information Exchange**; **Jewish Family Service of Colorado** (Denver) – \$130,000 for services to help older adults remain in their homes; **State of Colorado, Office of the Governor** (Denver) – \$135,000 for federal health care reform implementation in Colorado; **Easter Seals Colorado** (Lakewood) – \$50,000 over two years for the **Rehabilitation Services and Stroke Recovery Day Program**, which provides day services for older adult stroke survivors and their families; **CareConnect** (Boulder) – \$20,000 for three programs helping older adults; and **Colorado Center for the Blind** (Littleton) – \$15,000 for the **Senior Services Program**, which provides in-home training and support for older adults who are visually impaired, and their caregivers. Contact: Susan Knudten, 303.398.7450, sknudten@rcfdenver.org.
- **Sisters of Charity Foundation of South Carolina** (Columbia) has awarded grants totaling \$260,000 to three South Carolina-based nonprofit organizations serving local residents. **Healthy Learners** (Columbia) will use a \$160,000 grant to continue working with school nurses and health care providers to improve access to health

care for uninsured and underinsured children. **Welvista** (Columbia) will receive \$50,000 to continue providing a single source through which health care providers, health care facilities, and pharmaceutical companies can donate their resources. A \$50,000 grant to **Teach My People** (Pawleys Island) will support afterschool and summer programs for low-income elementary, middle, and high school students. Activities focus on a variety of topics, such as nutritional education, fitness, life skills, and academic accountability. Contact: Brooke Bailey, 803.254.0230, ext. 18, bbailey@sistersofcharitysc.com.

- **WellPoint, Inc.** (Indianapolis, IN) has pledged more than \$6 million to support charities in local communities through its **Associate Giving Campaign**. WellPoint associates pledged nearly \$4 million, and WellPoint contributed a 50 percent match to local charitable organizations selected by WellPoint associates, including the **American Cancer Society** (Atlanta, GA); **American Red Cross** (Washington, DC); **Community Health Charities of America** (Arlington, VA); **St. Jude Children’s Research Hospital** (Memphis, TN); and the **United Way of America** (Alexandria, VA), among others. In a tradition that began last year, WellPoint will forego internal, company-sponsored holiday celebrations to make a contribution of \$50,000 each to the **USO** (Washington, DC) and **Feeding America** (Chicago, IL). Contact: Jon Mills, 317.370.4029, jon.mills@wellpoint.com.

SURVEYS, STUDIES & PUBLICATIONS

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Association of Maternal & Child Health Programs (AMCHP) (Washington, DC) has released three new fact sheets that explain recent health care reform measures focused on medical homes, children and youth with special health care needs, and adolescents. The fact sheets are targeted to state maternal and child health (MCH) programs to help them effectively implement key provisions. Each document provides an overview of the legislation, opportunities and issues for state programs, and links

to additional resources. The fact sheets are part of a series of AMCHP tools, documents, and resources on Affordable Care Act implementation and its impact on MCH populations. The fact sheets are available at www.amchp.org.

Current Problems in Pediatric and Adolescent Health Care (New York, NY) published an article in its November 2010 issue that provides an overview of childhood poverty and the social safety net. **Childhood Poverty and the Social Safety Net: Current Problems in Pediatric and Adolescent Health Care** moves beyond an examination of the health care safety net and explores the broader social safety net, including early childhood education, adolescent incarceration, neighborhood safety, and other topics. The article discusses the historical origins of the safety net in the United States and describes the present-day impact of poverty on the economic security of families and repercussions for inadequate nutrition and housing instability. The article concludes with a dialogue on the roles of the public and private sectors in sustaining the social safety net. The abstract is available at <http://www.cppah.com/article/S1538-5442%2810%2900136-7/abstract>.

Grants Managers Network (Washington, DC) has released **Beyond the Recycling Bin: Greening Practices of Grantmakers**, a new report that examines greening practices currently in use by grantmaking organizations, the variables affecting the number and type of practices implemented by grantmakers, and their perceived barriers to greening. The report is based on a survey of the practices of nearly 300 grantmakers. Among its findings are that 90 percent of grantmakers encourage recycling organization-wide and 69 percent offer incentives to reduce travel of their employees. Conversely, only one in four has implementing greening practices as a stated organizational goal, and less than one in five (18 percent) has an environmental or greening policy. The report also offers insight into why grantmakers do not green their practices, with “not an organizational priority” as the most commonly listed barrier. Budget constraints and lack of control over the

organization's environment were also cited. The report is available at www.gmnetwork.org/reports. Contact: Michelle Greanias, 888.466.1996, mgreanias@gmnetwork.org.

- **New York State Health Foundation** (New York) released the results of a survey on employer-sponsored health insurance coverage in New York State. *A Decade of Decline: A Survey of Employer Health Insurance Coverage in New York State* provides an analysis of the results. Findings indicate that the proportion of workers across the state with employer-sponsored health insurance has fallen dramatically over the past 10 years, from 69 percent in 2001 to the current 58 percent, which is less than the national average of 65 percent. While the majority of the firms surveyed stated that providing health care coverage is the right thing to do, 66 percent indicated that they were struggling to afford health insurance. Although the percentage of firms that offer health coverage has remained steady, many of these firms have compensated for higher costs by making more stringent eligibility requirements, passing more costs to workers, and limiting choices for coverage. To read the full report, visit www.nyshealthfoundation.org and click on "Resources."
- **Lucile Packard Foundation for Children's Health** (Palo Alto, CA) commissioned the report *Children with Special Health Care Needs in California: A Profile of Key Issues and a Call to Action*. The report documents areas in which California is lagging in providing high-quality services for children with special health care needs and their families. The study indicates that California children with special health care needs are ranked the lowest in the nation on a minimum quality of care index, which means that many of these children do not have a medical home, are uninsured, and have not received preventive health care in the past 12 months. Statewide, approximately 15 percent of parents of children with special health care needs report that they have difficulty accessing community-based health services, giving California a ranking of 49th nationwide on this mea-

sure. To help address these issues, the foundation is establishing the **California Collaborative for Children with Special Health Care Needs**. Contact: Felicity Simmons, 650.724.5778.

- **The SCAN Foundation** (Long Beach, CA) funded the production of *Profiles of State Innovation*, which synthesizes lessons from states for better managing the complex array of long-term supports and services. The report, which was released by the Center for Health Care Strategies, consists of a series of "roadmaps" that showcase state best practices aimed at improving services and controlling long-term care costs. The analysis reveals that 95 percent of Medicaid beneficiaries in need of long-term care receive services from a fragmented system of fee-for-service programs. Further, many of these individuals receive services from institutions rather than being served from home- or community-based services. The report asserts that revamping Medicaid's current method of delivering long-term services and supports can provide opportunities to improve health care quality, control costs, and enhance quality of life for millions of Americans. For more information, visit www.chcs.org.

OTHER NEWS

- **The Chicago Community Trust** (IL), in partnership with producer **David Manilow**, has launched *Cause & Effect*, a new show that focuses on the world of philanthropy, fundraising, and the nonprofit sector in Chicago. The 30-minute pilot showcases the work and stories of diverse nonprofit organizations to highlight philanthropy in Chicago's everyday life. Each program features four different philanthropic organizations and introduces diverse people; organizations; and events in the areas of health, education, basic human needs, community development, and arts and culture. The pilot debuted on November 21, 2010. For a program schedule, visit www.cct.org. Contact: Eva Penar, 312.616.8000, ext. 161, evap@cct.org.
- **CIGNA** (Bloomfield, CT) announced

that it is the recipient of a Gold Award and two Merit Awards in the 17th annual **National Health Information Awards**SM program. The awards program, which is coordinated by the Health Information Resource Center, recognizes the nation's best consumer health information programs and materials. CIGNA received the Gold Award in the Patient Education Information category for its *Living with Your Medical Condition* workbook, an interactive booklet that encourages people to think about health improvement. CIGNA won a Merit Award in the Health Promotion/Disease and Injury Prevention Information category for its general health campaign *Water: The Essence of Life* and a second Merit Award for its *One Connection* brochure, which promotes the company's **Integrated Personal Health Team** program. This award comes under the Consumer Decision-Making Information category. Contact: Mark Slitt, 860.226.2092, mark.slitt@cigna.com.

U.S. Department of Health and Human Services (HHS) (Washington, DC) unveiled **Healthy People 2020**, the nation's new 10-year goals and objectives for health promotion and disease prevention. The Healthy People initiative is grounded in the principle that setting national objectives and monitoring progress can motivate action. Preliminary analyses indicate that over the past 10 years, the country has either progressed toward or met 71 percent of its Healthy People targets. Healthy People 2020 is the product of an extensive stakeholder feedback process that integrates input from public health and prevention experts; a range of federal, state, and local government officials; a consortium of more than 2,000 organizations; and the public. New topics for the Healthy People initiative include adolescent health, dementia, global health, genomics, social determinants of health, and health-related quality of life and well-being. HHS is also initiating **myHealthyPeople**, a challenge to encourage software developers to create easy-to-use applications for professionals who are working with the new national health objectives and state- and community-level health data. For more information about Healthy People 2020,

visit www.healthypeople.gov. For more information about myHealthyPeople, go to www.challenge.gov.

PEOPLE

- **The Commonwealth Fund** (New York, NY) announced that **Anthony Shih, M.D.** has been appointed executive vice president for programs. Dr. Shih previously worked for the fund from 2006 to 2008, and directed its **Program on Quality Improvement and Efficiency**. He also worked for IPRO as chief quality officer and vice president of strategy. Dr. Shih first joined IPRO in 2001 and held a variety of positions there, including vice president of the **Health Care Quality Improvement Program** and medical director of managed care. Dr. Shih will succeed **Stephen C. Schoenbaum, M.D.** who will conclude more than 10 years of service at the fund this month. Contact: Mary Mahon, 212.606.3853, mm@cmwf.org.
- **Connecticut Health Foundation** (New Britain) announced that **Lina Paredes** has joined the foundation as vice president of program. Ms. Paredes will guide the implementation of the foundation's grantmaking strategies and initiatives; oversee evaluation; and ensure effectiveness of all grantmaking, program-related activities, and the **Health Leadership Fellows** program.

Previously Ms. Paredes managed an annual \$3 million budget as the director of grantmaking for the **Liberty Hill Foundation** (Los Angeles, CA). She has also served as a training coordinator for Children's Institute International, grant review committee team leader for the **Los Angeles Women's Foundation** (CA), and a number of other human services positions. Contact: Maryland Grier, 860.224.2200, ext.32, maryland@cthealth.org.

- **North Penn Community Health Foundation** (Colmar, PA) announced the promotion of **Jennifer Pedroni** to the position of vice president of administration. Ms. Pedroni is responsible for managing staff operations and leading the areas of finance, budget, grants management, information systems, human resources, and facilities. Contact: Russell Johnson, 215.716.5400, rjohnson@npchf.org.

CORRECTION

The October 2010 issue of the *GIH Bulletin* incorrectly listed **Robert Wood Johnson Foundation** (Princeton, NJ) as a cosponsor of a new children's mental health pilot of the **United Methodist Health Ministry Fund** (Hutchinson, KS). The initiative is solely funded and sponsored by the Health Ministry Fund.

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