Community Health Grant Workshop

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Kaiser Permanente Overview

- 8 regions serving 8 states and the District of Columbia
- More than 12.2 million members
- More than 22,013 physicians and 217,173 employees (including 58,345 nurses)
- 39 hospitals (co-located with medical offices)
- 690 medical offices and other outpatient facilities
- Over 74 years of providing care
Kaiser Permanente in San Diego County

- 625,660 members
- 1,359 physicians
- 9,280 employees
- 31 facilities 5 Target Clinics
  - Zion Medical Center
  - San Diego Medical Center
  - 5 Target Clinics
Community Health Programs
Health Education Resources:
Center for Healthy Living

In-Person Workshops
- Healthier Living: Managing Ongoing Health Conditions (multi-session)
- Health Eating
- Healthy Lifestyles for Families
- Preventing Diabetes
- Stress Less
- Healthy Sleep

KP.org/centerforhealthyliving

Health Education Materials
- Get Active for Your Health
- Adult Weight Management Programs (Positive Choice)
- A Good Night’s Sleep

Trainings
- Healthier Living: Managing Ongoing Health Conditions
- Motivational Interviewing: Communication for health Behavior Change
2019 Community Training Series:

A series of strategic management and leadership development training at no cost.

**Program Series: Staff and Leadership Development**

During the Staff and Leadership Development 3-day series you will be guided through some of Kaiser Permanente’s own leadership courses to help you find your own leadership style.

- First Session: February 25, March 4 and March 11, 2019 in Otay Mesa
  - Register at: [https://kpcommunitytrainingseries2019.eventbrite.com](https://kpcommunitytrainingseries2019.eventbrite.com)

- Second Session: April 15, April 22, and April 29, 2019 in Mission Gorge
  - Register at: [https://kpcommunitytrainingseriessandiego2019.eventbrite.com](https://kpcommunitytrainingseriessandiego2019.eventbrite.com)

**Program: Strategic Marketing and Communication**

This is a 1-day learning session designed to teach you how to write and distribute press releases, build a low-cost D.I.Y website, create and deploy D.I.Y. low-cost e-blast campaigns, promote your nonprofit via free online advertising programs and e-marketing tools, and maximize your social media platforms for awareness and fundraising strategies.

- March 15, 2019 in Clairemont
CULTIVATE is an intentional and integrated community health improvement strategy that harnesses the power of all KP assets to improve the upstream social, economic and environmental conditions in our communities that influence health and healthy behavior.
Summary of the Kaiser Foundation Hospital 2016 Community Health Needs Assessment
Community Health Needs Assessment (CHNA)

- A data driven process to identify unmet health needs, conducted in collaboration with the Hospital Association of San Diego and Imperial Counties and Institute for Public Health, San Diego State University.

- CA SB697 and Affordable Care Act (ACA) requirements
  - Conduct a CHNA every three years

- Key new ACA requirements
  - Prioritize needs with community input
  - Adopt a hospital "Implementation Strategy," (a written workplan), to meet community health needs identified through the CHNA
  - Explain a rationale for priority needs that will not be addressed
  - Other prescriptions for CHNA methodology and public distribution
  - KFH/HP Board of Directors approval for Implementation Strategy
# 2016 Community Health Needs Assessment (CHNA) Process Map

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<th>Community Engagement Activities</th>
<th>2013 CHNA Findings</th>
<th>Data Collection &amp; Analysis</th>
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<td><strong>Behavioral Health Discussions</strong>&lt;br&gt;Behavioral health providers, case managers, community advocates, psychiatrists and health plans</td>
<td><strong>Demographics</strong>&lt;br&gt;Sex, age and race/ethnicity</td>
<td><strong>Hospital &amp; Clinic Utilization</strong>&lt;br&gt;ED discharges, hospitalizations, and community clinic visits</td>
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<td><strong>Community Partner Discussions</strong>&lt;br&gt;Cro coordinators, wellness coordinators, school nurses and behavioral health workers</td>
<td><strong>Morbidity &amp; Mortality</strong>&lt;br&gt;Disease prevalence and leading causes of death</td>
<td><strong>Regional Programs</strong>&lt;br&gt;Childhood obesity trends and community resources referral patterns</td>
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<td><strong>Health Access &amp; Navigation Survey</strong>&lt;br&gt;Residents and community leaders</td>
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<td><strong>Social Determinants of Health &amp; Health Behaviors</strong>&lt;br&gt;Education, income, insurance, physical environment, physical activity, diet and substance use</td>
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<td><strong>Key Informant Interviews</strong>&lt;br&gt;Community leaders with condition-specific, age-specific and/or population-specific expertise</td>
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<td><strong>San Diego County Health &amp; Human Services Agency Survey &amp; Meetings</strong>&lt;br&gt;Stakeholders and community organizations</td>
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### Identification & Prioritization of Needs

**2016 CHNA Phase 1 Report**
2016 CHNA Community Engagement

- Behavioral Health Discussions: 3
- Community Partner Discussion Participants: 87
- Key Informant Interviews: 19
- HHSA Regional Live Well Surveys: 91
- Health Access & Navigation Surveys: 235
2016 Community Health Needs Assessment Findings

Top Social Determinants

- Food Insecurity & Access to Healthy Food
- Access to Care or Services
- Homeless/Housing issues
- Physical Activity
- Education/Knowledge
- Cultural Competency
- Transportation
- Insurance Issues
- Stigma
- Poverty

Top Health Needs

- Behavioral Health
  - Alzheimer's disease, Anxiety, Drug & Alcohol issues, Mood Disorders
- Cardiovascular Disease
  - Hypertension
- Type 2 Diabetes
  - Uncontrolled diabetes
- Obesity
  - Co-occurrence with other chronic disease
Strategic Priorities and 2019 Grant Program
2019 Strategic Priorities: Mental and Behavioral Health

• Improve the knowledge, capacity and infrastructure of health care, organizations and communities to address mental and behavioral health. Support will be considered for programs that

  a) Integrate healthcare with community-based mental health services, such as providing patient navigators and case managers who can help patients access services, strengthening referral networks, and/or co-location of services between primary care and mental health providers

  b) Support school and youth development organizations in learning about and addressing mental and behavioral health, including suicide prevention and trauma-informed care

• Support partnerships and networks that sustain and scale change and lift up priorities, evidence, and experience of communities and to share information about what works in improving behavioral and mental health to build the field.

• Enhance access to high quality substance abuse treatment including medication-assisted treatments to decrease the burden of addiction and promote resiliency and recovery.
2019 Grant Program: Behavioral Health

Each grant will need to address a behavioral health need and 2-3 health drivers

Partnership grants will be accepted

We will only be accepting grants requests for $25,000 or $50,000

We will be accepting grant proposals for $35,000 that focus specifically on homelessness and housing
2019 Strategic Priorities: Cardiovascular Disease

- **Improve clinical system processes** to enable the delivery of quality health care services that address CVD. Support will be considered for a) health care providers in the use of population health management tools to screen, provide preventive care, and treat CVD.

- **Improve access to healthy eating and physical activity opportunities** among those with or at risk of CVD. This includes providing support and partnership with community clinics serving populations in vulnerable communities who are directly addressing cardiovascular disease.

- **Improve patient access to CVD preventive services** including affordable medications and behavioral counseling and support.

- **Improve linkages between health care services and community-level services** to address CVD. Support will be considered for a) programs that improve referral of patients to evidence-based health promotion programs that teach self-management and empowerment techniques for chronic disease management and prevention and b) development of community-based organizations, leaders and networks, and build their capacity to advance equity and address CVD.
2019 Grant Program: Cardiovascular Disease

Each grant will need to address a behavioral health need and 2-3 health drivers

Partnership grants will be accepted

We will only be accepting grants requests for $25,000
2019 Strategic Priorities: Obesity/Diabetes

- Improve access to **opportunities for physical activity** and **healthy food options** in the community.
  
a) policies that prioritize underserved neighborhoods for **park investments** and encourage communities to use parks to their full potential,

  b) **provide healthy food options** and to adopt healthy food policies, including procurement practices,

  c) **enroll community members into available food programs**, most importantly **CalFresh** and the Supplemental Food Program for Women, Infants, and Children (**WIC**), and c) promoting use of Cal Fresh and WIC benefits at farmer's markets for purchasing fresh fruits and vegetables,

- Improve linkages between **health care services and community-level services**. Support will be considered for programs that develop community-based organizations, leaders and networks, and build their capacity to **advance equity** and prevent obesity and **to promote healthy eating and active living**.
2019 Grant Program: Obesity/Diabetes

Each grant will need to address a behavioral health need and 2-3 health drivers

Partnership grants will be accepted

We will only be accepting grants requests for $25,000
2019 Grant Program Partnership Grants

- Understand each partner’s expertise, relationships and success
- Define what each partner will do and how they will do it to ensure a collective impact
- Highlight the resources, staff, facilities and expertise of each partner and identify which will need to be funded by the grant and which will be in-kind
- Define how each partner will spend the grant budget
- Define the process for making decisions and managing joint efforts
- Develop MOU’s between the organizations to define roles and contributions
How to find the right partners in a collaborative grant:

- **NO ARRANGED MARRIAGES**
  - Does the partner have a positive or neutral track record? Do they have a positive reputation in the community?
  - Does the partner complement the work that you do based on scope of service or geography that would make a stronger proposal?
  - Do you have a positive working relationship with key staff of the partnering organization?
  - Will the partner have a stronger application than yours if you do it separately and only one may be awarded?
2020 Community Health Grant Program

- Will be based off of 2019 Community Health Needs Assessment
- Program will have 3-4 priority needs for applicants to apply under (health and social influencers)
- Amount for grants may change
- Focus on social influencers will be much higher
- Partnership Grants will weigh heavier
Community Health Grant Program Eligibility

To be eligible for a Kaiser Permanente San Diego Medical Center Community Benefit grant, an applicant organization (or fiscal agent), must currently operate as one of the following types of organizations:

• 501 (c)(3) tax-exempt organization with a 509 (a) designation indicating that the organization is not a private foundation
• 501 (c)(19)
• 501 (c)(8) or 501 (c)(10) operating under a lodge system and only if used solely for charitable purposes and serving the general community
• A local, state, or federal government agency, including any of its subdivisions that perform substantial governmental functions
Community Health Grant Program Eligibility

In addition, organizations must:

• Provide direct services to disadvantaged and/or underserved populations that address funding priorities identified in the Kaiser Permanente San Diego Medical Center Community Health Needs Assessment

• Provide services within the geographic boundaries of Kaiser Permanente San Diego Medical Center's service area, which includes communities within the County of San Diego.

• Must be in “Good Standing” by submitting all required documents, progress (if required), and/or final reports in a timely manner for all previous Kaiser Permanente grants.

• Must not request support related to health care reform related activities.
Community Health Grant Program Restrictions

Kaiser Permanente San Diego Medical Center Community Benefit will generally not consider funding requests from: international, social or recreational clubs, or for the following:

- Sports teams and tournaments (e.g., golf, tennis, walks, and runs)
- Individuals
- Religious purposes
- Partisan political activities
- Endowments or memorials
- Capital building
- Core operating support (except for community health centers)
- Re-granting purposes to other organizations
- Community Benefit grants will not be awarded for activities, events, or programs organized or solely sponsored by alcohol, tobacco, or pharmaceutical companies.
Community Health Grant Program Application

- **Organizational Information**
  - Name, address, mission statement, tax information, contact information; History and Background; Fiscal Agent Information (if applicable, agreement required); Current Services and Programs; Current Grants with KPSD

- **Project Budget Information**
  - Budget and Budget Narrative

- **Proposal Narrative**
  - Project Information – Funding Priority, Population, Need Statement, Proposed Request, Funding and Collaborative Partners, Goals, Objectives, Project Activities, Outcomes, Long-Term Strategies, Evaluation, Key Staff and Responsibilities, Challenges and Opportunities

- **Involvement**
  - Kaiser Permanente Involvement, Pending requests, Visibility

- **Population Demographics**
  - Proposed population served (age, gender, ethnicity)

- **Attachments**
  - Cover Letter; Tax Exempt Status Documentation – REQUIRED (IRS Non-Profit Determination Letter, Board of Directors List with affiliation); W9 (if not previously funded by Kaiser Permanente)

- **Review My Application**
  - Reviews Required Information; Be sure you receive a submission confirmation number
Application: Objectives

- List primary objectives for the program
- Similar to goals – generalized intention of the program
- Should specify the result of an activity
- Should identify your target population and/or community
- Realistic and accomplishable within grant period and funding request
Key factors for evaluating grant proposals

- Project aligns with implementation strategies and service area
- Specific, measurable, action-oriented and time-defined objectives
- Expected outcomes explain what you expect to change
- Budget (other funders besides Kaiser Permanente)
- Population served (i.e. income levels, ethnicity and geography)
- Number of individuals served
- Previous Kaiser Permanente funding
- Types of programs – evidence-based/informed, multiple drivers
- Sustainability of project
- Collaboration and formal partnerships with other organizations
- Leveraging existing initiatives and resources
- Evaluations and reports (submitted from previous years)
Community Health Grant Program Dates

- February 15, 2019: Grant Application Released
  - March 15, 2019: Grant Applications Due
- June 2019: Notification of Grant Decline or Award
  - Project Period: July 2019 – July 2020
  - Grant Checks Mailed: June 2019

WEB BASED APPLICATION PROCESS

https://community.kp.org/be-informed/service-area/san-diego
Resolutions for Commonly Asked Questions

• Only one registered email address can be used to log in and complete the grant application.

• You can save and return to your application at another time but you must click “SAVE AND FINISH LATER”. Do not use the link you used to start a new application – you will start a new application and not return to the application you already started.

• If you need to suspend your work on an application and intend to return to it, you must click on a different link: https://www.GrantRequest.com/SID_946?SA=AM
Southern California Kaiser Permanente Grant Program

In 2019 the regional grants program will transition to an invitation only grant process. Unsolicited Letters of Intent (LOIs) or proposals will no longer be accepted.

New Process: Submit a Concept Paper

Introduction: Include information about the funding agency that demonstrates you have done your homework and that you understand their mission: what they fund and how the mission of your agency and that of the finding agency mesh. The first sentences are important. Capture their interest; engage them to continue reading the rest of your concept paper.

Purpose: Provide evidence as to why the problem you will address is important. Include supporting documentation like statistical data. Cite what others have accomplished, your expertise in this area, and what more needs to be done.

Project Description: Briefly state your proposed solution to the problem, the answer to the need, or the investigation that will fill the knowledge gap. Address your unique, unusual, distinctive, innovative, and/or novel aspects of the approach, showing why you have the best solution worthy of funding. The project description includes the project's Goals and Objectives. The project description also includes a Project Activities or Action Plan. The goals, objectives, and activities need to align closely with each other and be accomplished within the proposed timeline.

Evaluation: Briefly state your intended outcomes and how you will measure success.

Budget: In general terms (not detailed), state the resources you will need to carry out the project.

Appearance is important. Use appropriate font and margins; check for spelling; number the pages; and, provide your contact information.
Questions?