Community Health Grant Workshop

Lindsey Wright, Community Health Manager
February 12, 2020

 Copyright © 2017 Kaiser Foundation Health Plan, Inc.

Overview and Community Health

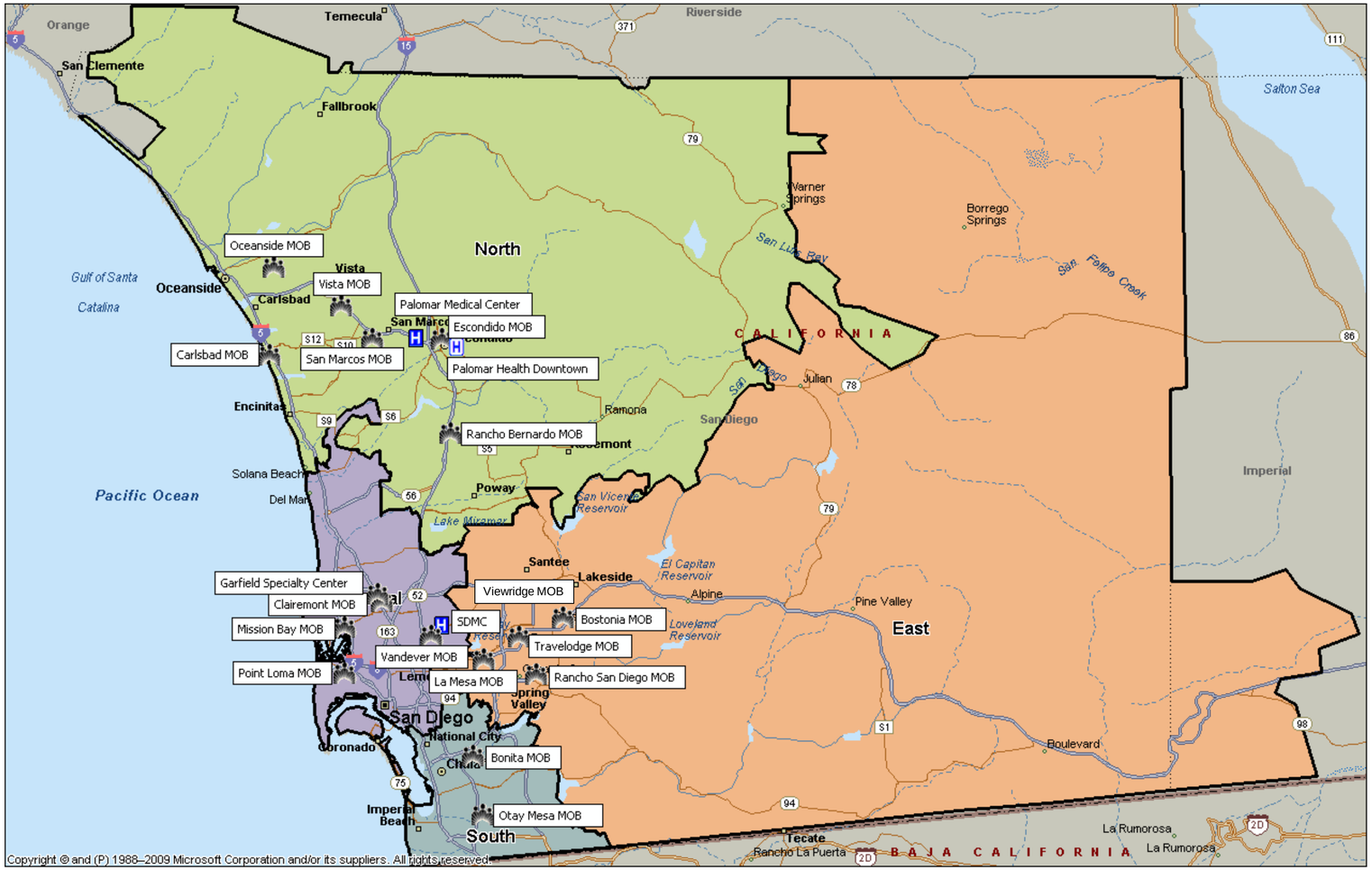
- Overview of Kaiser Permanente
- Community Health at Kaiser Permanente
- Community Health Needs Assessment
- Review of Local Grant Process
- Q & A

KAISER PERMANENTE®

Kaiser Permanente Overview

- 8 regions serving 8 states and the District of Columbia
- More than 12.2 million members
- More than 23,270 physicians and 218,297 employees (including 63,306 nurses)
- 39 hospitals (co-located with medical offices)
- 706 medical offices and other outpatient facilities
- Over 75 years of providing care

Kaiser Permanente in San Diego County



- 627,140 members
- 1,407 physicians
- 9,667 employees
- 31 facilities 5 Target Clinics
  - Zion Medical Center
  - San Diego Medical Center
  - 5 Target Clinics

Community Health Programs

Inner City Capital Connections

Tuition-free executive leadership training program to help business owners build capacity for sustainable growth in revenue, profitability, and employment.

2018 and 2019 Cohorts:

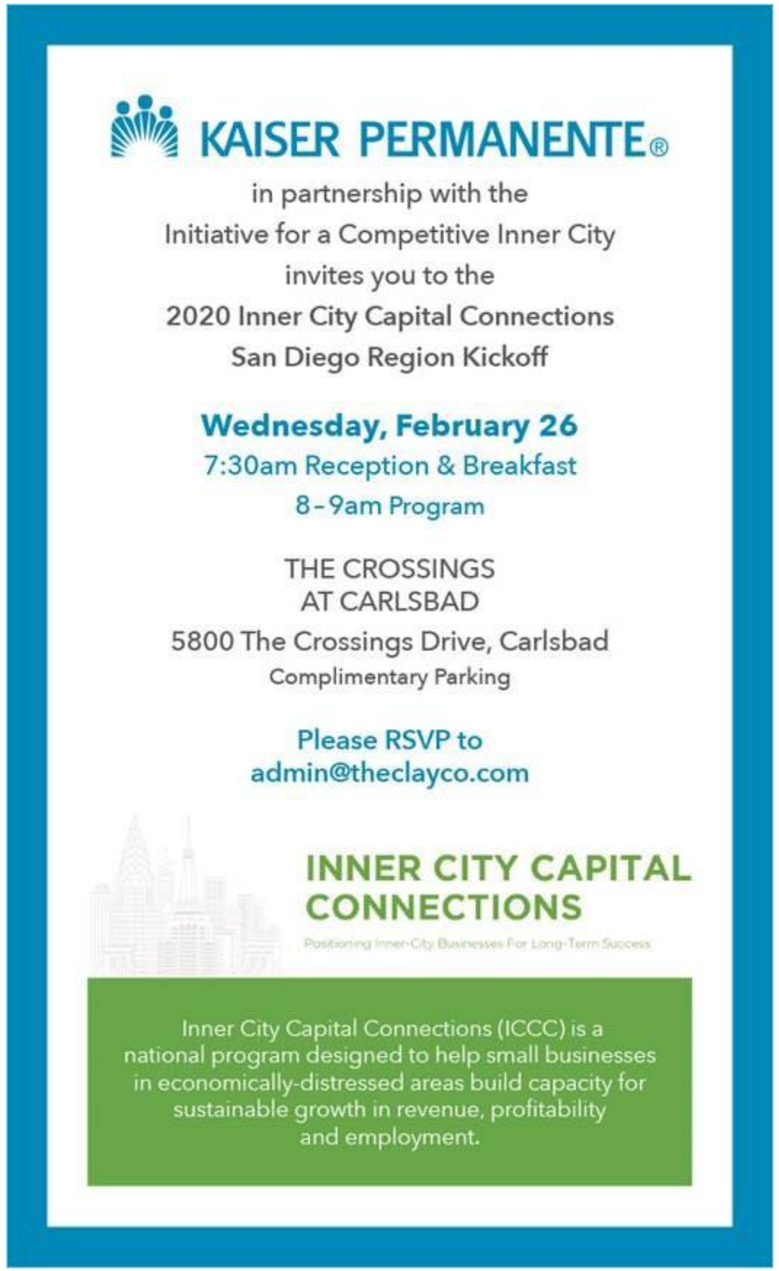
- 111 businesses averaging $2.34M in revenue and an average of 10 full-time employees at the time of participation

Who is eligible: small- and medium-sized nonprofits and for profits businesses of all diverse backgrounds. We plan to do so by partnering with organizations that work with:

•Minority-owned businesses
•Women-owned businesses
•LGBTQ-owned businesses
•Immigrant-owned businesses
•Veteran-owned businesses
•Disadvantaged business enterprises (DBEs)

ICIC

To find out more, please join us at our Kickoff event on February 26, 2020



Community Training Series:

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

2020 Program:

Participant: San Diego Workforce Partnership

Cohort: 85 employees

Program: One full day session per quarter. Sessions are based off of their specific needs

2021 Program:

Identifying 2021 participant August/October 2020

Community Program Partners

High Impact Hiring program to employee opportunity youth in our County

- Job Readiness 8-Day Class
- Volunteer Opportunity

High Impact Hiring program to employee San Diegians inside the City Heights/Little Saigon corridor

- Talent Development

High School Healthcare Career Pathway Program

- Career Day (Sophomores)
- Mentorship Program (Juniors)
- Internship Program (Seniors)

Connecting Kaiser Permanente Members with social support referrals

- Food Security (CalFresh)
- Housing
- Utilities

2019

SAN DIEGO

COMMUNITY HEALTH NEEDS ASSESSMENT

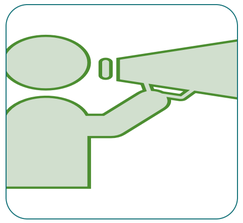
Summary of the Kaiser Foundation Hospital 2020 Community Health Needs Assessment

Purpose of the CHNA

Analyze and Identify

Prioritize

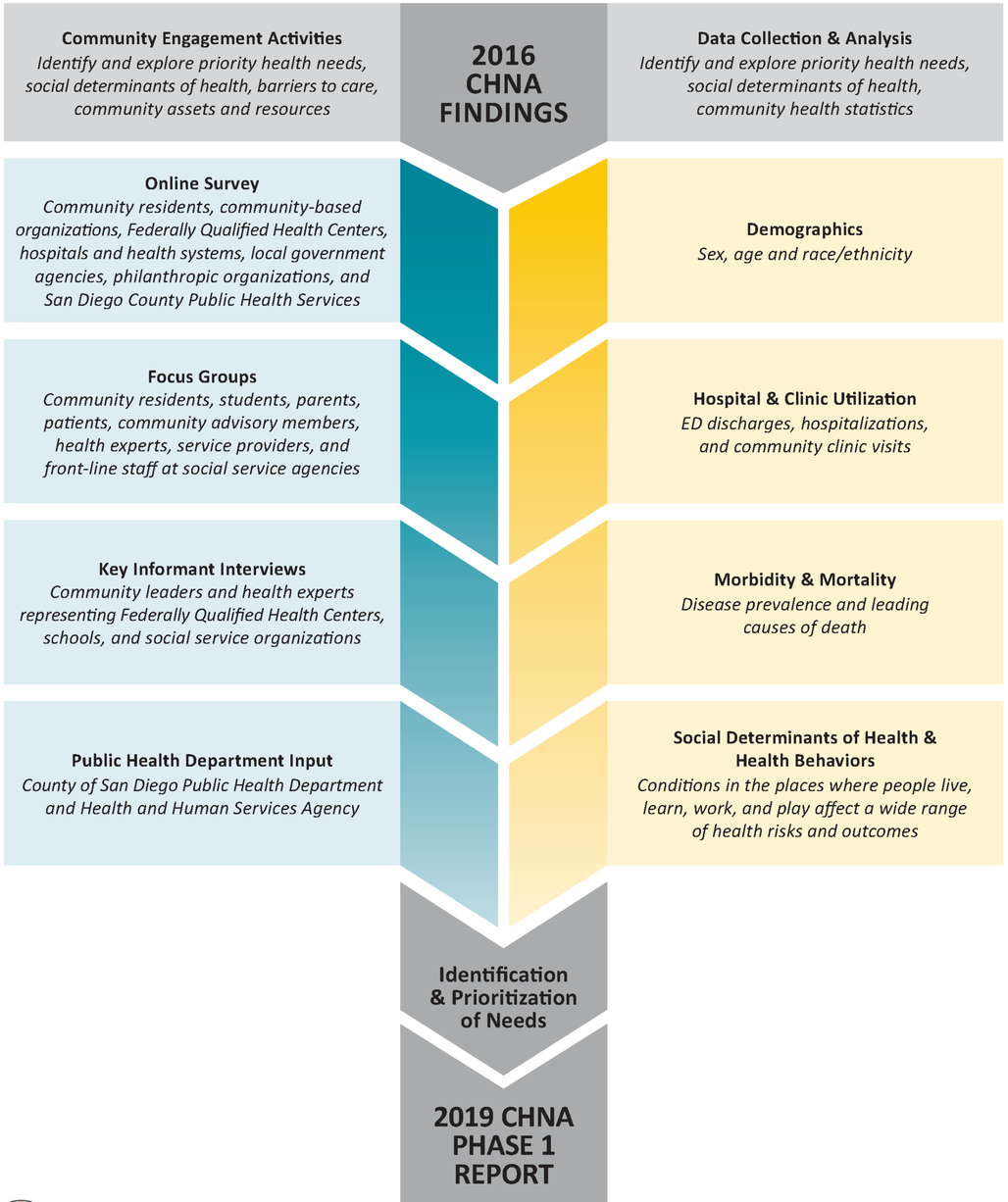
Develop and Implement



Publicly Report

The CHNA Process

2019 COMMUNITY HEALTH NEEDS ASSESSMENT (CHNA) PROCESS MAP



OVERVIEW: COMMUNITY ENGAGEMENT ACTIVITIES

12	Key Informant Interviews
214 *(18 focus groups)*	Focus Group Participants
353	Survey Participants
579	Total Participants

Community Engagement Partners

Types of Organizations

- Affordable housing provider
- Community-based advocacy
- FQHCs
- Local government
- Local health department
- Resident advocacy
- Schools
- Social service providers
- Student organizations

Populations Served/ Represented

- Individuals & families experiencing homelessness
- LGBTQ
- Military & veterans
- Native Americans
- Refugees & immigrants
- Rural health
- School aged children & youth
- Seniors
- Transitional age youth
- Uninsured & underserved

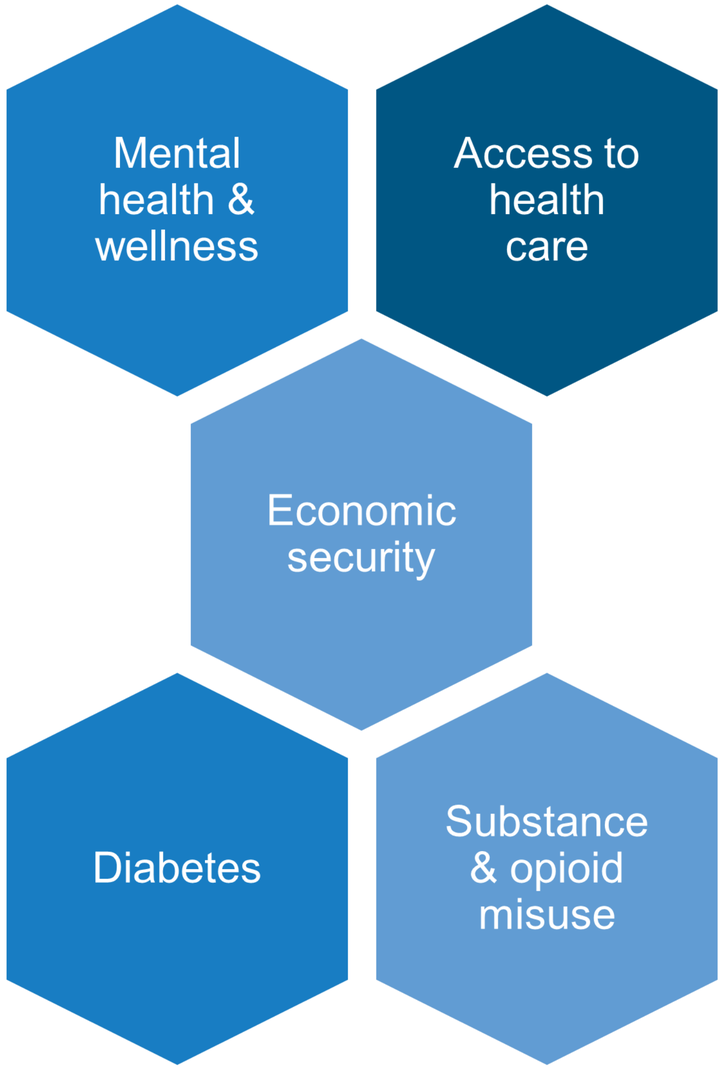
Roles of Participants

- Advocates
- Clinical staff
- Community residents
- Front line staff
- Executives, directors, & administrators
- Health educators
- Law enforcement
- Patients
- Program managers & coordinators
- Promotores & social service navigators
- School teachers & counselors

Prioritization Criteria

- Severity of need
- Magnitude/scale of the need
- Clear disparities or inequities
- Community input
- Change over time
- Existing resources, expertise, and partnerships

Findings: Priority Health Needs in San Diego County



Access to Care

- **12.2%** of people in San Diego are uninsured
- Lack of health insurance drives several health conditions
- Barriers to care include:
  - Fears about immigration status
  - Lack of transportation
  - Difficulty finding culturally and linguistically competent care

> *"There's a new, national narrative of anti-immigrant sentiment"*
> - Community resident, focus group participant

> *"I'm the only one in my family that can translate during appointments for my family. It's a lot of responsibility."*
> - College student, focus group participant

KAISER PERMANENTE®

Access to Health Care in San Diego County:

Fears over immigration force families to make agonizing choices

Camila and Mateo have lived in the United States for 12 years; after receiving employment-based work visas, they immigrated when their children were 2 and 4 years old. They have worked in rural San Diego on farms since then, but they did not keep their visas up to date. Recently, their 14 year old son, Caio, needed a physical in order to play school sports – his last physical was many years ago. Because they are uninsured, Camila and Mateo searched for a health clinic that provides medical care on a sliding scale – and took a two hour trip on public transportation to get Caio there. Caio is active and seems healthy, so it was a shock when, during the exam, the physician noted that Caio had high blood pressure and a heart murmur. Using Caio and his sister Maria as interpreters, the physician explained that Caio needed further cardiac testing to determine whether he had an underlying heart condition. Caio is likely eligible for MediCal but his parents are scared that if they apply for MediCal for Caio, they will be deported. Now Camila and Mateo are facing an agonizing decision – should they risk deportation to get medical testing for their son who seems so healthy? And if so, how will they get him to the appointments on public transportation and without losing their jobs?

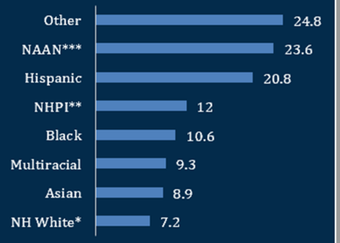
> *"I am the only one in my family that can translate during appointments for everybody in my family. It's a lot of responsibility." – College student, focus group participant*

UNINSURED IN SAN DIEGO COUNTY

12.2% of people in San Diego County are uninsured.

- Those who identify as Hispanic, Native American/Alaskan Native and "other" are disproportionately without health insurance
- A lack of health insurance is a driver of several health conditions, including more poor mental health days, more heart attack emergency department visits, higher asthma prevalence, higher obesity prevalence, a higher percentage of babies born with low birth weight, and a higher prevalence of smoking.

% of San Diegans Uninsured



*non-Hispanic White, **Native Hawaiian & Pacific Islander, ***Native American & Alaskan Native

Community Strengths

- Several local nonprofits and senior centers offer transportation services for seniors to medical appointments, including Jewish Family Services, and Elderhelp.
- Mountain Health serves people regardless of their ability to pay and has locations in rural areas where healthcare can be harder to access. Mountain Health offers medical care, Behavioral Health Services, Dental Services, optometry, pharmacy, and x-ray.

Economic Security

- San Diegans are struggling:
  - **13%** of San Diegans experience food insecurity at some point in the year
  - **18%** of children live below the federal poverty level ($25,100 for a family of 4)
  - **33%** of families can't cover their basic expenses
- Housing costs are a primary cause of economic insecurity:
  - **44%** of San Diegans live in cost burdened households
- Poverty, the high cost of living, low wages, and rent increases disproportionate to income significantly impact the health of the community

> *"If I was living alone, I wouldn't feel so bad, but I have kids, and that makes it so much harder. I don't feel safe about keeping my home. What if I can't provide for my children?"*
> - Community resident, environmental activist focus group participant

> *"At my children's school, we sometimes give out food to families. Sometimes moms go through the line twice – it feels horrible to see moms begging for food"*
> - Community resident, focus group participant

Mental Health & Wellness

- Obtaining mental health care is especially challenging
- People in San Diego are struggling:
  - Rates of ED discharge for anxiety have increased, especially for children 11-17 years old
  - Almost 15% of Medicare beneficiaries suffer from depression
  - 12.4 people per 100,000 commit suicide every year
  - Suicide rates increased from 2014-2016 among:
    - People of Asian/Pacific Islander descent
    - Black individuals
    - People who identify as “other”
  - Trauma and resulting PTSD are common among certain populations

“Finding a therapist who has immediate availability is extremely challenging...for people without insurance, it’s impossible.”

- Community resident, environmental activist focus group participant

Substance and Opioid Misuse

- From 2014-2016 in San Diego County:
  - ED discharges for chronic substance abuse rose by 559%
    - For those 65+, the rates rose 714%
  - ED discharges for opioid misuse rose by 1,734% for people 65+
  - ED discharges for acute substance abuse rose for people of all racial and ethnic backgrounds
    - The most substantial increase (177%) was among Black individuals
- Community members feel that drug addiction treatment options are inadequate

> *"The real crisis with drugs isn't at the border. It's the opioid crisis, not the drug cartels."*
> - Senior community resident focus group participant

Strategic Priorities and 2020 Grant Program

2020 Strategic Priorities: Access to Care

- Improve coverage, access, and utilization of health care services for populations that are underserved, uninsured, and/or underinsured. Support will be considered for programs that develop community based organizations, leaders and networks and build capacity to advance equity and enhance collaboration among community clinics, clinic networks, and other safety net providers.

- Improve and build the current and emerging workforce to meet the primary care needs of the community.

- Improve the capacity of healthcare systems to provide quality healthcare, including interventions to address social unmet needs. Support will be considered for programs that strengthen the capacity and infrastructure of community clinics to effectively prevent and manage chronic disease, including cardiovascular health and diabetes.

2020 Strategic Priorities: Economic Security

- Improve access to healthy foods and reduce food insecurity in the community. Support will be considered for programs that procure, recover, and/or redistribute food to food insecure communities.

- Improve and preserve the availability of affordable housing and improve care coordination to serve individuals experiencing homelessness and to prevent displacement. Support will be considered for programs that expand efforts to increase access to permanent housing with supportive services for homeless individuals and families to help them maintain stability and self-sufficiency.

- Improve educational attainment and employment opportunities. Support will be considered for policies and programs that increase economic security for individuals and families by expanding opportunities for employment and increasing workers income, especially programs for populations and geographic areas experiencing high levels of unemployment.

2020 Strategic Priorities: Mental Health and Wellness

- Improve access and connection to mental healthcare and substance use disorder treatment in clinical and community settings.

  Support will be considered for

  a) Infrastructure and capacity building of community organizations and clinics to improve access to quality mental health care,
  b) Integration of mental health care, case management, and navigation services into clinical care and community settings,
  c) School and youth development organizations in learning about and addressing mental and behavioral health, including suicide prevention and trauma-informed care,
  d) Access to high quality substance abuse treatment including medication-assisted treatments to decrease the burden of addiction and promote resiliency and recovery.

2020 Strategic Priorities: Mental Health and Wellness

- Improve and build the current and emerging mental health workforce to meet community needs. Support will be considered for a) education and training of licensed mental health professionals including cultural competency, b) efforts to improve the community and social support system's knowledge, attitudes, beliefs and perceptions about mental health, trauma and resilience.

- Reduce mental health stigma and improve knowledge, capacity and resilience in individuals, communities, and organizations.

2020 Grant Program

Length: 18-Month Grant Cycle

Amount: $1,645,000

Area to Apply Under: Access to Care, Economic Security and Mental Health and Wellness

Amounts: $90,000, $50,000 and $25,000

Type of Grant: Individual or Partnership

2020 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

2020 Grant Program Partnership Grants

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?

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.

Mosaic

https://mosaic.versaic.com

Username (email)

Password (case sensitive)

Log in

Forgot your Password?

If you already have an account, you may log in below by entering your username and password. After 6 failed login attempts, your account will be locked for 15 minutes. To reset your password, please click here.

Create an account

Create

If this is your first time using our system, please click on "Create" under "Create an account". If you have any questions, please Contact Us.

Home Page

To begin the process to submit a proposal to Kaiser Permanente:

1. First determine if you meet Kaiser Permanente's funding criteria and which program is most appropriate by clicking 'Get Started.' You will be taken to an eligibility questionnaire.
2. If you meet Kaiser Permanente's funding criteria and the relevant program is accepting applications, you will be able to complete a proposal.
3. Complete the proposal as required and click "Submit."

You can go to the **Help** tab - located on the above Navigation Menu - for useful information that can help guide you through our intake process.

Notifications

You have been requested to complete additional information "Grant Agreement" for your submission "maximizing

Get Started

Mosaic

https://mosaic.versaic.com

1. If you were provided an access code, select Yes and enter code; if not, select No and continue.

Access code

*Were you provided with an access code?

- Yes
- No

<< Back | Next >>

Provide Access Code

*Please provide the access code

<< Back | Next >>

1. **National/Local Program.** Requests may be considered by Kaiser Permanente's National Community Benefit office in cases where the program seeking funding would serve two or more Kaiser Permanente regions. For SCAL local event sponsorships, this guide uses **Baldwin Park** service area as an example.

Please answer the following questions to determine which Kaiser Permanente funding office would be the most appropriate to handle your funding request.

*Is your Request for a Local or National Program/Event?

- Click "National" if your Program/Event serves **more than one** of the 8 regions mentioned above;
- Click "Local" if your Program/Event serves **only one** of the 8 regions mentioned above;
- Click "Other" if your Program/Event **does not serve in any** regions from above.

- National
- Local
- Other

*Please select the Region where your Program/Event will take place

- Northern California
- Southern California
- Colorado
- Georgia
- Hawaii
- Mid-Atlantic States (Virginia, Maryland or DC)
- Northwest (Oregon and Southwest Washington)
- Washington

Tips…

Do not apply for anything other than Access to Care, Economic Security or Mental Health and Wellness

Only apply for a $90,000, $50,000 or a $25,000 grant

Partnership grants are preferred

We do not fund the same project more than 3 years in a row

Do not overload the application. Be clear and concise

Do not apply for funding for an event

You can apply for funding to increase the training of your own staff

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 14, 2020: Grant Application Released
- **March 16, 2020: Grant Applications Due**
- June 2020: Notification of Grant Decline or Award
- Project Period: July 1, 2020 – December 31, 2021
- **Grant Payment Schedule: The grant will be paid in 2 installment payments**

The 1st installment – July 2020

The 2nd installment – upon completion of a progress report, and approval from CH Manager (estimated date: April 2021)

- Report Due Dates: Progress report Due March 1, 2021 and the

Final Report Due: Jan 31, 2022

Community Health Southern CA Region Grants

Funding Opportunities

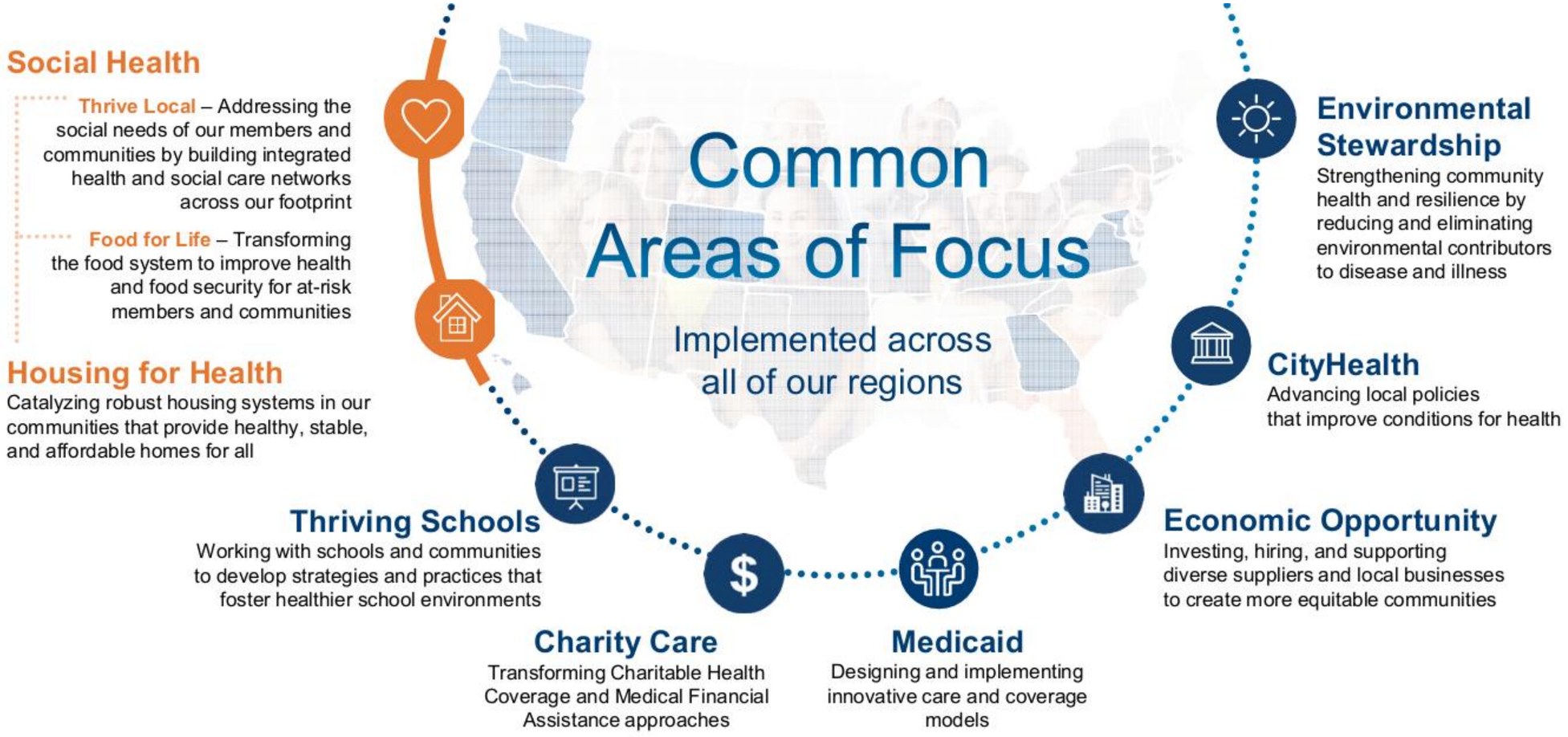
Kaiser Permanente's grants and event sponsorships are offered to nonprofit organizations, government entities, and academic institutions based on current funding priorities and the location of their programs and services.

NOTE: 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.

Grants

Grant investments are primarily focused on addressing specific community needs identified through our hospitals' Community Health Needs Assessments. Organizations working to address health inequities to create healthy communities in underserved areas within Kaiser Permanente service areas are our funded partners. Beginning in 2019, grants will be made to pre-identified organizations through a competitive Request for Proposal (RFP) process. Funding opportunities are also available at a local service area level, please click below.

Community Health Southern CA Region Grants



Questions?