Community Health Grant Workshop

Lindsey Wright, Community Health Manager
February 12, 2020
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 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)
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 School Healthcare Career Pathway Program
- Career Day (Sophomores)
- Mentorship Program (Juniors)
- Internship Program (Seniors)

High Impact Hiring program to employee San Diegans inside the City Heights/Little Saigon corridor
- Talent Development

Connecting Kaiser Permanente Members with social support referrals
- Food Security (CalFresh)
- Housing
- Utilities
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
OVERVIEW: COMMUNITY ENGAGEMENT ACTIVITIES

- 12 Key Informant Interviews
- 214 (18 focus groups) Focus Group Participants
- 353 Survey Participants
- 579 Total Participants
## Community Engagement Partners

<table>
<thead>
<tr>
<th>Types of Organizations</th>
<th>Populations Served/ Represented</th>
<th>Roles of Participants</th>
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<tbody>
<tr>
<td>• Affordable housing provider</td>
<td>• Individuals &amp; families experiencing homelessness</td>
<td>• Advocates</td>
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<tr>
<td>• Community-based advocacy</td>
<td>• LGBTQ</td>
<td>• Clinical staff</td>
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<tr>
<td>• FQHCs</td>
<td>• Military &amp; veterans</td>
<td>• Community residents</td>
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<td>• Local government</td>
<td>• Native Americans</td>
<td>• Front line staff</td>
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<td>• Local health department</td>
<td>• Refugees &amp; immigrants</td>
<td>• Executives, directors, &amp; administrators</td>
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<td>• Resident advocacy</td>
<td>• Rural health</td>
<td>• Health educators</td>
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<tr>
<td>• Schools</td>
<td>• School aged children &amp; youth</td>
<td>• Law enforcement</td>
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<tr>
<td>• Social service providers</td>
<td>• Seniors</td>
<td>• Patients</td>
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<tr>
<td>• Student organizations</td>
<td>• Transitional age youth</td>
<td>• Program managers &amp; coordinators</td>
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<td></td>
<td>• Uninsured &amp; underserved</td>
<td>• Promotores &amp; social service navigators</td>
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<td>• School teachers &amp; counselors</td>
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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

- Mental health & wellness
- Access to health care
- Economic security
- Diabetes
- Substance & opioid misuse
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

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?

Community Strengths

- Several local nonprofits and senior centers offer transportation services for seniors to medical appointments, including Jewish Family Services, and Eldercare.
- 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

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“*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
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.
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.

Get Started
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.
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 1\textsuperscript{st} installment – July 2020
  
  The 2\textsuperscript{nd} 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

Social Health
- **Thrive Local** – Addressing the social needs of our members and communities by building integrated health and social care networks across our footprint
- **Food for Life** – Transforming the food system to improve health and food security for at-risk members and communities

Housing for Health
- Catalyzing robust housing systems in our communities that provide healthy, stable, and affordable homes for all

Thriving Schools
- Working with schools and communities to develop strategies and practices that foster healthier school environments

Charity Care
- Transforming Charitable Health Coverage and Medical Financial Assistance approaches

Medicaid
- Designing and implementing innovative care and coverage models

Energy Stewardship
- Strengthening community health and resilience by reducing and eliminating environmental contributors to disease and illness

CityHealth
- Advancing local policies that improve conditions for health

Economic Opportunity
- Investing, hiring, and supporting diverse suppliers and local businesses to create more equitable communities
Questions?