

JEFFERSON FORUM

Collaborating for a
Changing
Community





Investing in the health and vitality of Jefferson Hospital communities

Jefferson Regional Foundation: A New Community Partner

Mary Phan-Gruber, Executive Director



Dancing for Change

6/17/2015

Investing in the health and vitality of
Jefferson Hospital communities



The only way to make sense out of change is to plunge into it, move with it and join the dance.

Alan Watts

Different styles share the stage





Find
partners
and join
the dance



Agenda

- ✓ Mission of the Jefferson Regional Foundation
- ✓ Learning about our community
- ✓ Investing in priorities



A New Community Partner

- 2013-Jefferson Hospital joins AHN/Highmark
- \$75 million fund
- Grantmaking in the Jefferson service area
- First staffed in November 2013—staff of three
- \$1.2 mill in grants this year, \$2.0 next year



Two Community Assets



Jefferson
Regional
Foundation

Investing in the
health and vitality
of Jefferson
Hospital
communities

Board of Directors



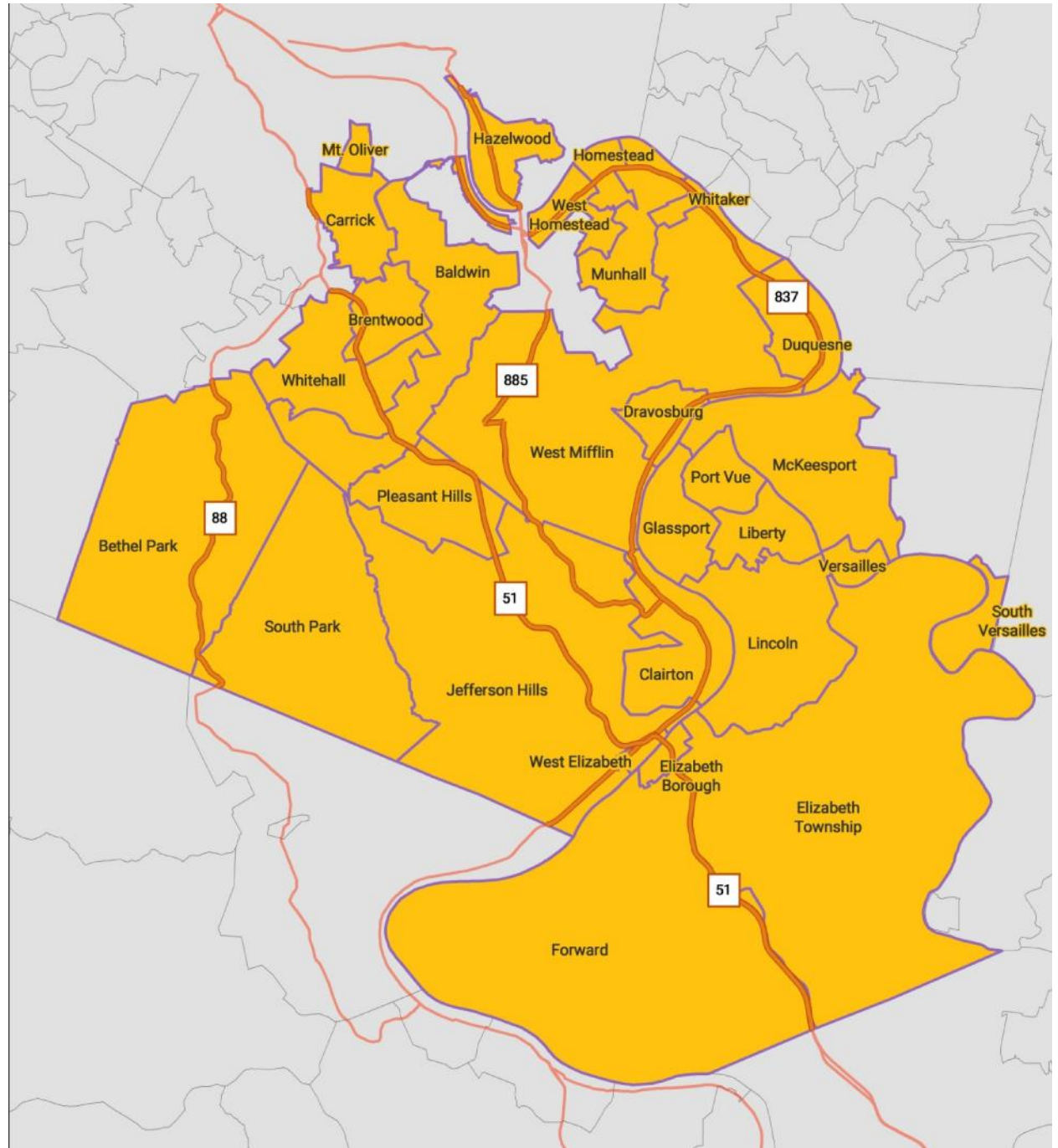
- Chairman: Jim Graham
- President: John Echement
- Aaron Billger, John Dempster, Gary Deschamps, Gregory Devine, Gary Evans, Karen Evans, Evan Frazier, Dr. Mark Gannon, Gregory Harbaugh, Kevin Langholtz, Barb Magnotti, Edward Marasco, Charles Modispacher, Daniel Onorato, William Richardson, Harry Sichi, Richard Talarico, Matthew Virgin.

Mission

The mission of the Jefferson Regional Foundation is to improve the health and well-being of the community served by Jefferson Hospital through grantmaking, education and outreach.



Jefferson Service Area



Wise investing of resources for long-term impact

- Transparency & integrity
- Investing with effective orgs.
- Building capacity
- Serve as a valuable partner
- Best practices
- Understanding community needs
- Sharing information



Information resources as a powerful tool

www.jeffersonrf.org

➤ Community Health Needs Assessments/Plans

- Jefferson Hospital/AHN
- Allegheny County Health Department

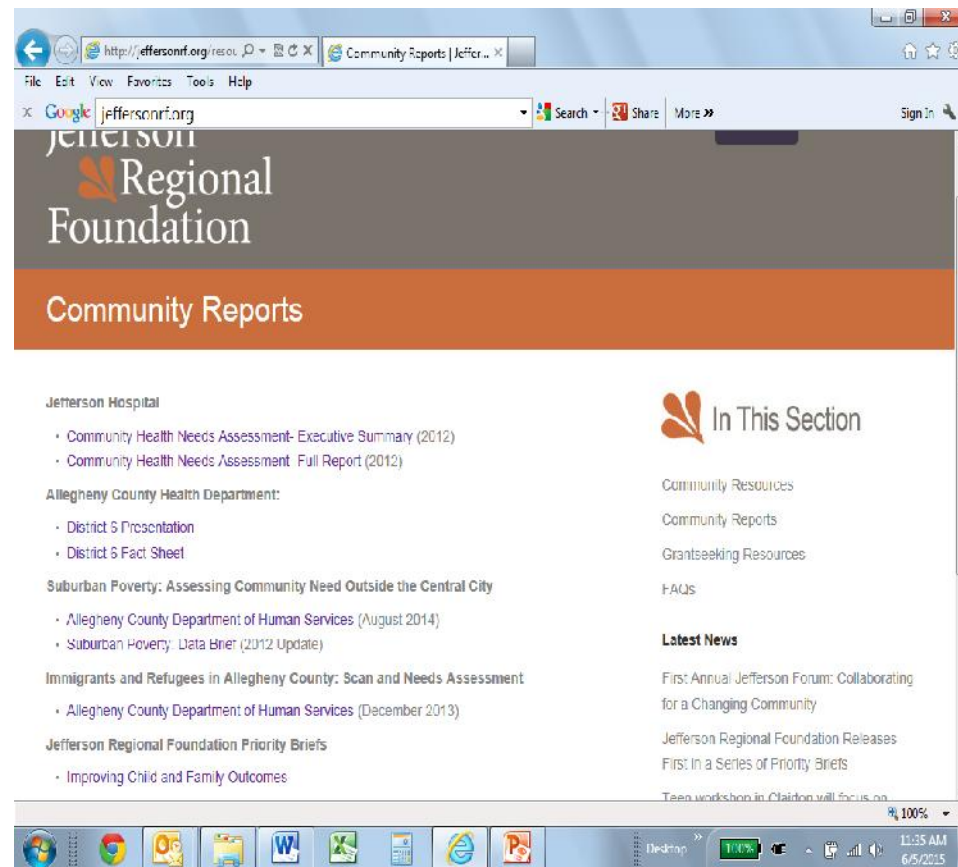
➤ Special County Reports

- Emerging Community Needs in our Suburbs
- Scan of Refugee/Immigrant

➤ Focus groups, interviews and meetings—ongoing

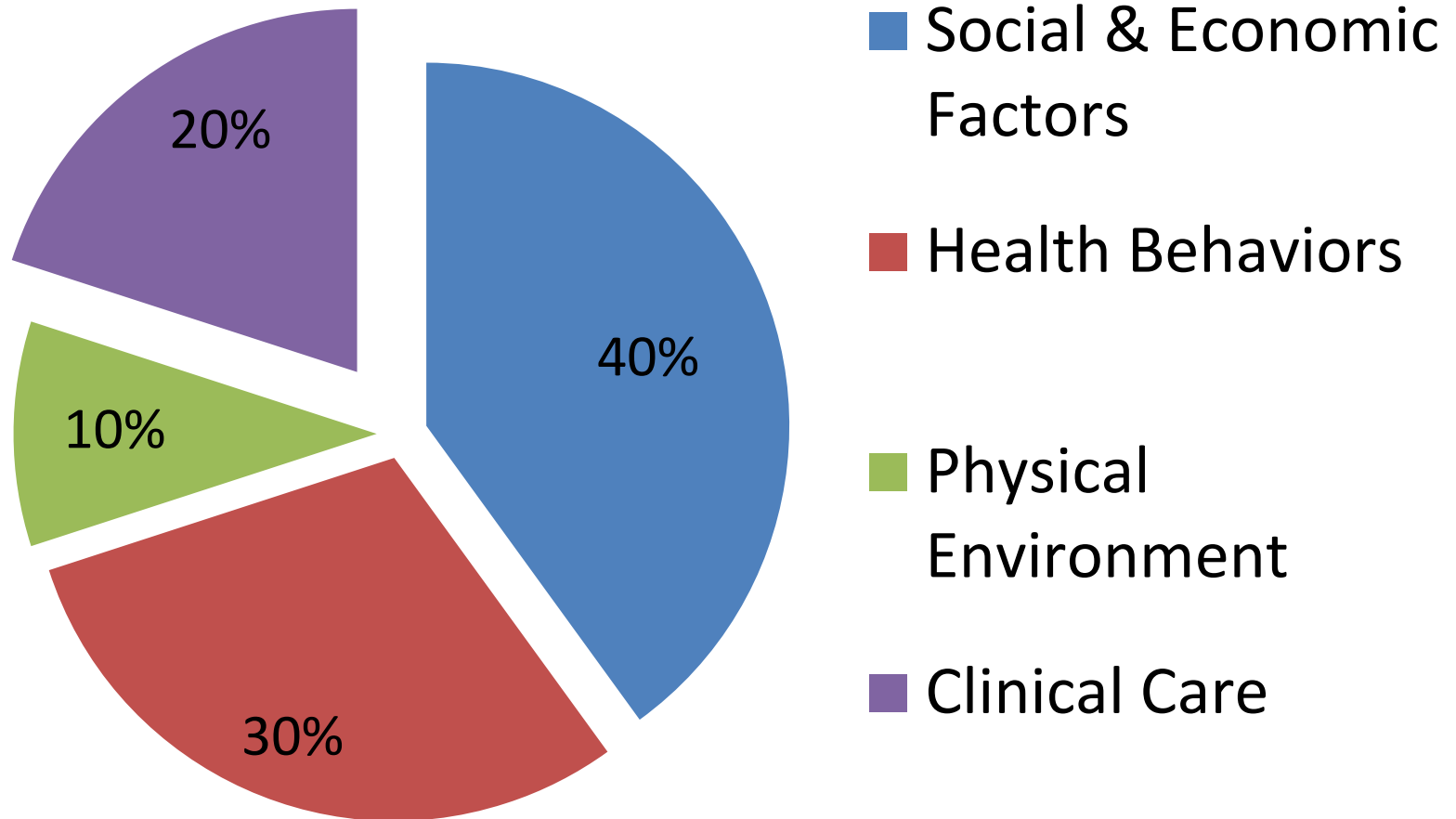
➤ Foundation Priority Briefs

6/17/2015



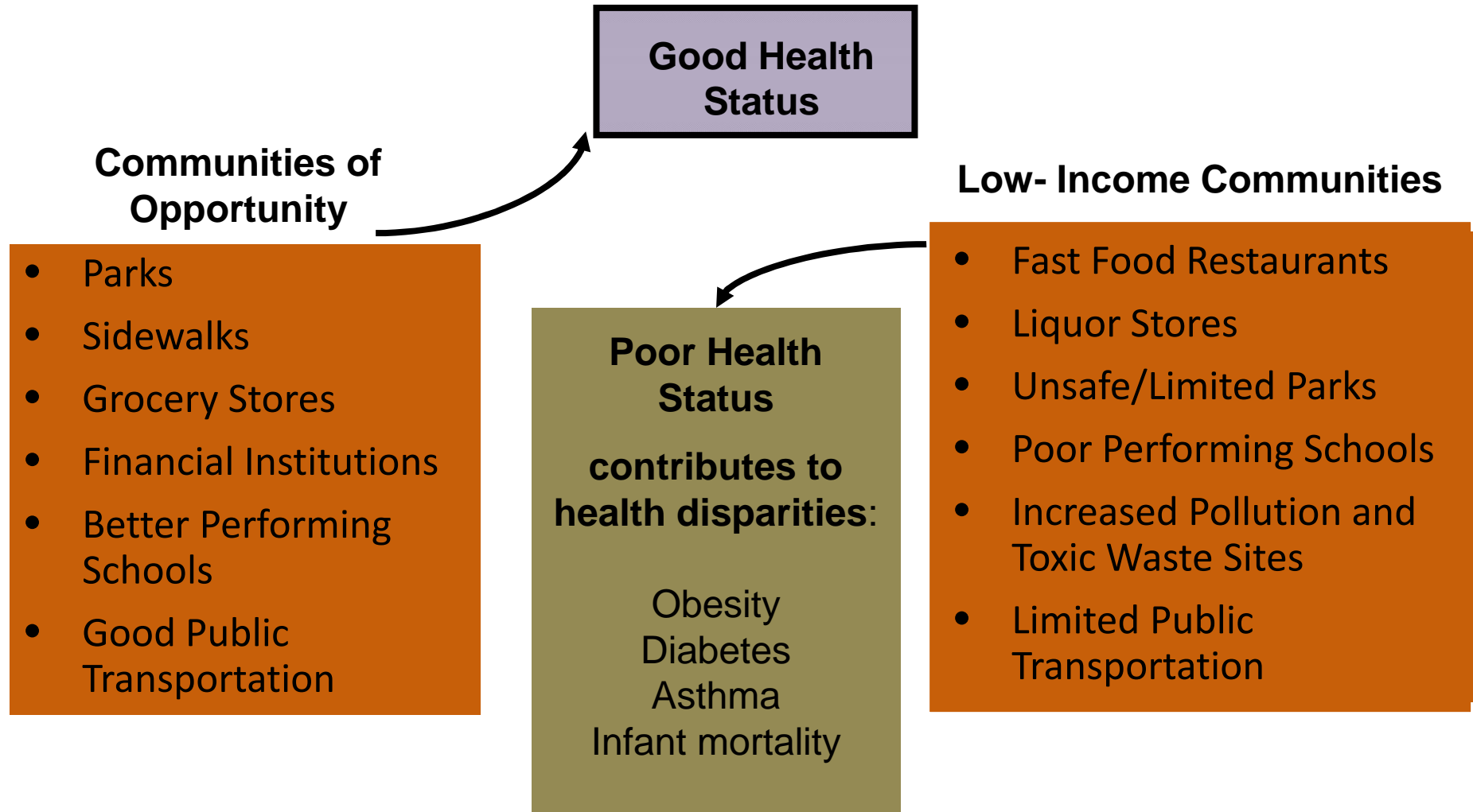
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Health is more than health care



Place Matters

**Our zip code may matter more to our health
than our genetic code**



In the Jefferson area:

- 10% of families live in **poverty**
- 41% of population has incomes **below** \$35,000, while median rate for the county is \$51,366.
- 14% of the population **doesn't own a vehicle**
- 15-25% of the population **qualified** for Medicaid

Source: Jefferson Hospital CHNA

Children in Poverty

- Children are the **poorest** age group. Allegheny County rate is at 13.4%, but children are at 19%. (Gr. Pgh. Community Food Bank)
- Nearly **one-third** of all children will experience poverty before adulthood.
- Childhood poverty is linked to **poor health** in adulthood.

Shifting Poverty: Rising Rates in Free & Reduced Lunch



School District	Percent Free and Reduced 2005	Percent Free and Reduced 2013	Change in Percentage Points
Baldwin-Whitehall	26%	31%	5
Bethel Park	6%	12%	6
Brentwood Borough	29%	46%	17
Clairton City	85%	91%	6
Duquesne City	85%	95%	10
East Allegheny	42%	63%	21
Elizabeth Forward	24%	35%	11
Keystone Oaks	24%	34%	10
McKeesport Area	65%	74%	9
South Allegheny	42%	54%	12
South Park	14%	22%	8
Steel Valley	51%	65%	14
West Jefferson	11%	16%	5
West Mifflin Area	30%	51%	21

Older Adults & Caregivers

- 23% of Allegheny County's population is 60+
- Four Jefferson area communities have higher rates:

Community	Percent of Population over 60
Baldwin	26%
Clairton	25%
Pleasant Hills	29%
West Mifflin	26%

- Fastest growing cohorts: baby boomers and those 85+
 - 8.3% of older adults age 65+ live in poverty; a lower poverty rate than children due to social supports
-

Older Adults and Caregiving Stress

- Family and friends provide all of the support for 78% of adults in the community who need care
 - Caregivers experience **high levels of stress** & poor health- 55% skip their Dr. appointments.
 - 37% of caregivers **quit** their jobs or **reduce** hours.
 - 47% of caregivers say increased expenses caused them to **use all/ most of their savings**.
 - 51% of **caregivers** are between the **ages of 18-49**; the national average is 48
-

Veterans Challenges

- Among **top 17 regions** for no. of Vets
- Unemployment rate for young Veterans is **69%**
- Young Veterans 3x more likely to be **homeless**
- 20% of Iraq/Afghan Veterans have **post-trauma stress** and/or depression (RAND)
- Veterans want to be valued for **skills** & meaningfully engaged

**Returning Veterans.
Returning h♥pe.**

- 40% of County's Immigrants & Refugees in **South Hills**
- Latino Community diverse/dispersed but also **South**
- Prospect Park/Whitehall Place is located in Whitehall –
largest cluster of immigrants in County
 - 500-700 people from 30 countries
 - largest origin group is Bhutanese -5000+ with significant growth from secondary migration
 - Baldwin-Whitehall Schools have 240 ESL students, Brentwood District doubling to 50

Provide grants and resources to nonprofit groups to for community solutions:

- ✓ Increase health access & health status
- ✓ Improve maternal, child & youth outcomes
- ✓ Strengthen vulnerable populations & communities

Grant Eligibility



- Eligible community organizations are nonprofits with tax-exempt status (501 (c)3)
 - or have a tax-exempt fiscal agent
 - or public entities partnering with nonprofits
- Project must focus on Jefferson target area
- Project can't compete with Jefferson Hospital/AHN

Grant Priorities: Increase Health Access and Prevention



Reduce barriers to accessing health and human services



Prevention, awareness or improved integration of mental health and substance abuse



Foster community prevention and education programs



Promote food security, nutrition and physical activity



Support community and domestic violence prevention programs

Grant Priorities:

Increase Health access and prevention



Are You Covered?

Health insurance is still available, and you may qualify. YWCA navigators can help you apply for [Medicaid Expansion](#) and [Special Enrollment](#) through the [Health Insurance Marketplace](#). Call 2-1-1 today to schedule an appointment with a trained YWCA Health Care Navigator.

STEPS

1. **Call** 2-1-1 anytime
2. **Ask** for your appointment with a YWCA navigator
3. **Schedule** your free appointment
4. **Determine** your eligibility for health insurance



Medical interpreter---Language access is key!

Improved health access for immigrant and refugee populations

Grant Priorities:

Improving Child & Family Outcomes



Enable high quality maternal and infant services to promote parent engagement and strong child development



Increase access to high-quality early childhood centers across the region



Support high-quality afterschool and summer programming across the region, which enhances safety, academic performance and life skills

Youth Opportunities Development Stay Positive Clairton



Grant Priorities: **Strengthening Populations and Communities**



Focus on **low-income** residents or households



Increase opportunities for **refugee, immigrant, and international** populations



Support the transition of recent **military veterans**



Improve access to information and independence of **older adults and their caregivers**



Build capacity of community organizations for local impact



Strengthen and develop **community leadership**



Prospect Park Playground Build—September 2014
Kaboom, SHIM, EDS, Jefferson Regional Foundation,
Heinz Endowments, Whitehall Boro and 320 volunteers

www.jeffersonrf.org

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Regional
Foundation

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KaBoom Grant: Prospect Park Playground Build

Grant Process/Cycles

- Letters of intent are accepted at anytime during the year. Proposals are considered by the Board three times a year.

All grant guidelines, awards and instructions for letters of intent are provided online and the application process is online.

Spring	March Board Meeting	Proposals due early January
Summer	June Board Meeting	Proposals due mid-March
Winter	December Board Meeting	Proposals due mid-September

Grant Tips

- **Proposal** is a **Plan**
- Funders look at:
 - ❖ **Priorities**
 - ❖ **Passion**
 - ❖ **Percentages**
 - ❖ **People**
 - ❖ **Partners (credibility)**

Deal Breakers: **Payoff (Impact) and Price**

THINNER,
FITTER,
Happier

DANCING
WILL
CHANGE
YOUR
LIFE!



MARIAN C. CONDON

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