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

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

Investing in the health and vitality of Jefferson Hospital communities

6/17/2015
Board of Directors

• Chairman: Jim Graham
• President: John Echement
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
Setting principles and priorities

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

6/17/2015

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Information resources as a powerful tool

- 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
Health is more than health care

- Social & Economic Factors: 40%
- Health Behaviors: 30%
- Physical Environment: 20%
- Clinical Care: 10%

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Place Matters

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

Communities of Opportunity
- Parks
- Sidewalks
- Grocery Stores
- Financial Institutions
- Better Performing Schools
- Good Public Transportation

Good Health Status

Low-Income Communities
- Fast Food Restaurants
- Liquor Stores
- Unsafe/Limited Parks
- Poor Performing Schools
- Increased Pollution and Toxic Waste Sites
- Limited Public Transportation

Poor Health Status contributes to health disparities:
- Obesity
- Diabetes
- Asthma
- Infant mortality

Reference: PolicyLink
Low Income Residents or Households

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

<table>
<thead>
<tr>
<th>School District</th>
<th>Percent Free and Reduced 2005</th>
<th>Percent Free and Reduced 2013</th>
<th>Change in Percentage Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baldwin-Whitehall</td>
<td>26%</td>
<td>31%</td>
<td>5</td>
</tr>
<tr>
<td>Bethel Park</td>
<td>6%</td>
<td>12%</td>
<td>6</td>
</tr>
<tr>
<td>Brentwood Borough</td>
<td>29%</td>
<td>46%</td>
<td>17</td>
</tr>
<tr>
<td>Clairton City</td>
<td>85%</td>
<td>91%</td>
<td>6</td>
</tr>
<tr>
<td>Duquesne City</td>
<td>85%</td>
<td>95%</td>
<td>10</td>
</tr>
<tr>
<td>East Allegheny</td>
<td>42%</td>
<td>63%</td>
<td>21</td>
</tr>
<tr>
<td>Elizabeth Forward</td>
<td>24%</td>
<td>35%</td>
<td>11</td>
</tr>
<tr>
<td>Keystone Oaks</td>
<td>24%</td>
<td>34%</td>
<td>10</td>
</tr>
<tr>
<td>McKeesport Area</td>
<td>65%</td>
<td>74%</td>
<td>9</td>
</tr>
<tr>
<td>South Allegheny</td>
<td>42%</td>
<td>54%</td>
<td>12</td>
</tr>
<tr>
<td>South Park</td>
<td>14%</td>
<td>22%</td>
<td>8</td>
</tr>
<tr>
<td>Steel Valley</td>
<td>51%</td>
<td>65%</td>
<td>14</td>
</tr>
<tr>
<td>West Jefferson</td>
<td>11%</td>
<td>16%</td>
<td>5</td>
</tr>
<tr>
<td>West Mifflin Area</td>
<td>30%</td>
<td>51%</td>
<td>21</td>
</tr>
</tbody>
</table>
• 23% of Allegheny County’s population is 60+
• Four Jefferson area communities have higher rates:

<table>
<thead>
<tr>
<th>Community</th>
<th>Percent of Population over 60</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baldwin</td>
<td>26%</td>
</tr>
<tr>
<td>Clairton</td>
<td>25%</td>
</tr>
<tr>
<td>Pleasant Hills</td>
<td>29%</td>
</tr>
<tr>
<td>West Mifflin</td>
<td>26%</td>
</tr>
</tbody>
</table>

• 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 hope.
• 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
  o 500-700 people from 30 countries
  o largest origin group is Bhutanese -5000+ with significant growth from secondary migration
  o Baldwin-Whitehall Schools have 240 ESL students, Brentwood District doubling to 50
Grantmaking Priorities

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

6/17/2015

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Grant Eligibility

• Eligible community organizations are nonprofits with tax-exempt status (501 (c)3)
  o or have a tax-exempt fiscal agent
  o 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
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 if online.

<table>
<thead>
<tr>
<th>Season</th>
<th>Board Meeting</th>
<th>Proposals due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>March Board Meeting</td>
<td>early January</td>
</tr>
<tr>
<td>Summer</td>
<td>June Board Meeting</td>
<td>mid-March</td>
</tr>
<tr>
<td>Winter</td>
<td>December Board Meeting</td>
<td>mid-September</td>
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</tbody>
</table>
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