



Investing in the health & vitality of Jefferson Hospital communities

Priority Brief for Strengthening Vulnerable Populations and Communities

Jefferson Regional Foundation Grants Committee

June 3, 2015



Introduction and Purpose

In September 2014, the Board of Directors for the Jefferson Regional Foundation adopted strategic priorities to guide the grantmaking activities of the Foundation. These priorities were designed based on information from the 2012 Jefferson Hospital Community Health Needs Assessment (CHNA), additional community data, interviews and focus groups, the intensive work of the Board in its strategic planning and the deliberations of the Grants Committee in its early meetings. The priorities guide the grantmaking program, including the Foundation's mission-based commitment to outreach and education opportunities such as networking, trainings, and technical assistance to providers serving the Jefferson area. This summer, the Foundation will host the Jefferson Forum: Collaborating for a Changing Community; a full-day learning and networking event for community leaders from the South Hills and lower Mon Valley. The Foundation strengthens Jefferson Hospital's reach into the communities where their patients live, work, and play.

The current priorities of the Foundation are: increasing health access and prevention, improving child and family outcomes, and strengthening vulnerable populations and communities. The purpose of this priority brief is for Grants Committee members to develop a deeper understanding of the Foundation's "Strengthening Vulnerable Populations and Communities" priority. This brief will include a description of the priority, key providers operating in this area, how the Foundation has invested to date, and future opportunities.

The Landscape

The Jefferson Regional Foundation's target communities span from very healthy communities to distressed communities. The range of need of individual Jefferson communities is often not captured through zip code data. For example, Clairton and Jefferson Hills carry the same zip code, 15025, but have very different needs. The poverty rate for Clairton is 26.5% in comparison to the poverty rate for Jefferson Hills at 1.4%. The Jefferson Hills community also has easier access to public transportation via Route 51, while the Clairton community has increasingly faced public transportation cuts due to its location and small population making it an isolated community.

Because of the variance among communities, the residents of the Jefferson area will also have very different experiences and needs. A person's health and chances of becoming sick and dying are greatly influenced by powerful social factors such as education, income, nutrition, housing and neighborhoods. These are known as the social determinants of health and show that **a person's zip code can be more important than their genetic code.** All people do not have the same opportunities to make healthy choices. Service providers throughout the Jefferson area must have the expertise, experience, capacity, and flexibility to serve the diverse needs of residents and communities across the Foundation's geography.

Jefferson Regional Foundation's priority of "Strengthening Vulnerable Populations and Communities" has six focus areas supporting vulnerable populations and community capacity and leadership. Each of these is described with detail below.

1) Focus on low-income residents or households across the Jefferson region

A growing body of research nationwide indicates that suburban poverty is on the rise. Since 2000, poverty rates in the suburbs of major cities climbed by 25 percent, almost five times faster than in urban areas. Poverty can lead to malnutrition, a variety of health problems, crime, lack of education from having to enter the workforce at an early age or becoming a caretaker for family members, and lack of career opportunities at a family sustaining wage.

In August of 2014, The Allegheny County Department of Human Services (DHS) placed a spotlight on suburban poverty with the report, [“Suburban Poverty: Accessing Community Need Outside the Central City”](#). This report went beyond basic poverty statistics of communities and analyzed trends through census tracts to categorize communities with low need, moderate need, high need, very high need or distressed. Findings included several areas with moderate to very high needs that have not historically shown up on maps examining poverty (e.g. Baldwin, Forward Township, parts of the lower Mon Valley). The Jefferson area has the following communities that contain Census tracts with moderate to very high needs for social services: Baldwin, Brentwood, Clairton, Duquesne, Glassport, Homestead, McKeesport, Mount Oliver, Munhall, West Mifflin, West Elizabeth, and West Homestead. The Jefferson area also has a strong base of healthy or stable communities offering service providers opportunities to recruit and utilize volunteers as a base for collaborative effort. Communities identified with emerging needs within the Jefferson are include Baldwin and Brentwood.

People living in poverty and in suburban areas, such as the Jefferson area, away from the urban core often lack access to resources that can promote the path out of poverty. According to the Community Health Needs Assessment, 41% of the population has incomes below \$35,000 and 14% don't own a vehicle. The DHS report also highlighted the high need, very high need, and distressed communities that had limited and moderate bus coverage. Brentwood, Clairton, Glassport, Lincoln, McKeesport, West Elizabeth and West Homestead were all included from the Jefferson area.

In addition to limited public transportation, there are few providers in the Jefferson area that focus on basic needs such as food and clothing. Organizations that serve this need in our area include South Hills Interfaith Ministries (SHIM), the Greater Pittsburgh Food Bank, and smaller food pantries. It is vital that the Foundation continues to partner and address building capacity for these types of organizations as the need in the Jefferson area continues to grow.

Population and poverty rates for Jefferson communities are listed below. Four communities have more individuals living below the poverty line than the Allegheny County rate of 13%: Duquesne, Clairton, McKeesport and West Elizabeth. Brentwood, Versailles, West Mifflin, and Baldwin Borough have 10-11% of their residents living below the poverty line.

Community	Population	Below Poverty Line
<i>Allegheny County</i>	<i>1,223,348</i>	<i>13%</i>
Duquesne	5,565	36%
Clairton	6,796	27%
McKeesport	19,731	23%
West Elizabeth	518	15%

Brentwood	9,643	11%
Versailles	1,515	11%
West Mifflin	20,313	11%
Baldwin Borough	19,767	10%
Elizabeth Borough	1,493	9%
Glassport	4,483	8%
South Park	13,416	8%
Dravosburg	1,792	6%
Pleasant Hills	8,268	6%
Port Vue	3,798	5%
Whitehall	13,944	5%
Elizabeth Township	13,271	4%
Forward	3,376	4%
Liberty	2,551	3%
Lincoln	1,072	3%
Jefferson Hills	10,619	1%

Growing Poverty Evident in Schools

There is also clear evidence of growing suburban poverty in Jefferson area school districts. From 2005 to 2013 in the Jefferson area, school districts with increases of 10 percentage points or more in the number of students qualifying for free and reduced-price lunches include: Brentwood, East Allegheny, Elizabeth Forward, Keystone Oaks, South Allegheny, Steel Valley, and West Mifflin Area.

The work of many local nonprofit organizations and foundations, whether it is related to behavioral health, criminal justice, and/or afterschool programs, is often related to work to address and eliminate the devastating effects of poverty.

2) Increase opportunities for refugee, immigrant, and international populations

Allegheny County is home to 70,000 foreign-born residents, 6% of its population, an increase of 48% since 2000. The Asian, Latino and African population throughout Allegheny County has seen a 50% increase in the same time period. The increase continues to build; through the growing number of people resettled by the U.S. Refugee Resettlement Program and through secondary migration of people coming to live with friends and family. Secondary migration accounts for much of the growth in the Bhutanese community, recently estimated to be around 5,000 people.

The South Hills has the largest group of refugees and immigrants in the area (40%)—with the Prospect Park community, Beechview, Brentwood and other areas hosting new residents from Latin America, Asia, Africa and Europe. The largest portion of refugees is from Bhutan and many spent prior years in refugee camps in Nepal. Many people from the Bhutanese community are staying in the Jefferson area and buying homes. Entrepreneurship is high with many Bhutanese starting businesses at a higher rate than their American counterparts.

Some immigrants and refugees arrive in Allegheny County highly educated and were often professionals, academics and entrepreneurs in their home country and others arrive with high needs. The need to quickly locate work while still learning English forces refugees into low-income jobs. Having newly arrived to the United States, this population is often unsure how to navigate social, economic and workforce systems, may not speak English well or at all, and are left with relatively low resources and behavioral health issues that are untreated (trauma, stress, etc.)

Perhaps the most significant challenge that many foreign-born residents face is the barrier of language.

- Baldwin-Whitehall school district reports that 240 students speaking more than 20 different languages (the majority speak Nepali) are currently enrolled in its English as a second language programs.
- More than 2,000 adult county residents are enrolled in English as a second language programs offered by the Greater Pittsburgh Literacy Council (GPLC) and the Allegheny Intermediate Unit.
- 62% of those speaking Indic languages (e.g. Nepali, Hindi, Bengali) speak English less than well and require English as a second language services.
- Title VI of the U.S. Civil Rights Act requires that providers (e.g. hospitals, courts, medical providers, and social service agencies) receiving federal funds such as Medicaid, Medicare, and others accommodate limited-English speakers.

The table below displays the limited English proficiency language groups in Allegheny County.

Language	Speak English Less Than Well	Percent	Total Language Speakers
Spanish or Spanish Creole	5,199	31%	16,892
Chinese	4,853	50%	9,742
Other Indic languages (e.g., Nepali)	3,084	62%	4,961
Italian	2,215	36%	6,234
Other Asian languages (e.g., Karen)	1,746	34%	5,182
Arabic	1,621	42%	3,843
Korean	1,620	52%	3,134
African languages (e.g., Swahili)	1,479	47%	3,136
Russian	1,316	38%	3,447
French (incl. Patois, Cajun)	1,259	31%	4,096
Serbo-Croatian	763	33%	2,343
Greek	750	29%	2,596
Japanese	699	55%	1,279
Hindi	509	17%	2,927

As the number and diversity of immigrants and internationals has grown in Allegheny County, the Allegheny County Department of Human Services (DHS) established the Immigrants and Internationals Advisory Council to advise DHS on issues of concern to immigrant and international communities and on ways to improve the accessibility and cultural competence of services.

DHS in partnership with the Immigrants and Internationals Advisory Council is spearheading a county-wide effort to ensure a coordinated approach to best serve the human service needs of the immigrant and international population. The creation of a clear and visual community blueprint will be built on research developed by the Immigrants and Internationals Advisory Council, represented in two 2013 publications:

- 1) [Immigrants and Refugees in Allegheny County: Scan and Needs Assessment](#)
- 2) [Your Culture is Valued Here – Lessons from the DHS Immigrant and International Advisory Council.](#)

Culture, language, and mental health issues are barriers the nonprofit sector can address with this population to take full advantage of the experience, education, work ethic, and creativity they bring to our communities. Key local agencies that provide services to the refugee, immigrant, and international population include: the Bhutanese Community Association of Pittsburgh, Casa San Jose, the Latino Family Center, South Hills Interfaith Ministries (SHIM), the Squirrel Hill Health Center, and the refugee resettlement agencies. Examples of innovative practices include:

- Immigrant Services and Connections (ISAC)- A six-agency collaborative of immigrant and refugee serving agencies providing information and referrals, as well as service coordination through a centralized phone number. The program also provides training to other service providers beginning to serve the refugee, immigrant, and international population.
- Pittsburgh Language Access Network (PLAN)- a non-profit, independent service through the Center for Hearing and Deaf Services to increase access to healthcare, human services and self-sufficiency for foreign born residents with limited English proficiency through a community-based in-person language interpretation service.

3) Support the transition of recent military veterans

More than 220,700 veterans, approximately 38,000 of whom have served in Iraq or Afghanistan, call southwestern Pennsylvania home making it among the top 17 regions for the number of veterans in the country, including those who have served after 2001. Other interesting facts include:

- PA is the 5th highest state for veterans living in poverty; an estimated 61,799
- The unemployment rate for young veterans is 69%
- Young veterans are more than three times more likely to be homeless than civilians
- In 2013, Allegheny County had an estimated 93,000 veterans.

Data on recent returning veterans is thin; population counts can be imprecise and often underestimated. In 2013, The Heinz Endowments conducted a survey of Iraq and Afghanistan war veterans in southwestern Pennsylvania. Nearly 70% of the 204 veterans who took the survey served in the recent conflicts in Iraq and Afghanistan and show differences from veterans of past wars:

- On average, veterans were deployed 17 months which is at least two deployments.
- Due to a longer deployment, veterans had increased exposure to harm and stress and had their lives, and those of their families, in a holding period.
- 92% of veterans stay in touch with at least one person from their unit; the bond with others that have had a similar experience is very strong.

- The Pittsburgh region’s efforts to assist veterans with “employment and jobs” were among the areas given the poorest grades. Transferring military experiences, skills and training to the job market is a major challenge of adjusting to civilian life.

Veterans often have a high level of education and military training leaving them with a valuable skill set. While post-traumatic stress and traumatic brain injuries are common challenges among veterans for the recent conflicts in Iraq and Afghanistan, veterans want to be valued for the skills and expertise they possess. Providing opportunities for recent military veterans to become engaged in the community will strengthen their overall health and well-being.

Allegheny County’s local foundation community has highlighted innovative ways to meet the needs of the growing number of soldiers returning to the region. In addition to the traditional groups offering veterans services (Allegheny County Department of Human Services and Veterans Leadership Program), new programs are emerging, often with a technology focus. Examples include www.thecheckpoint.org, www.servicetooportunity.org, and www.steelcityvets.org.

4) Improve access to information and independence of older adults and their caregivers

There is a growing need for older adult services throughout Allegheny County due to the national trend of people living longer and the large baby boomer generation aging and requiring a higher level of care.

- Almost a quarter (23%) of Allegheny County’s total population is over the age of 60. The percentage of older adults is higher in parts of the Jefferson area:

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

- 8.3% of older adults age 65 and over live in poverty
- 5.4% of Whitehall Borough’s population is over 85 years old

Recent years have shown an increase and a community demand for older adult services moving from institutions toward community based services. Today, traditional home-health agencies aren’t the only alternative to institutionalized care. Older adults and others living with chronic conditions would ideally be served by malleable, tailored, and evolving forms of assistance, but these types of services are limited and lack a system approach. Jefferson Hospital’s Community Care Network (CCN) which trains students to conduct in-home visits with recently discharged chronically ill patients and the Hospital’s registry of home-care providers are two examples of this shift in services.

Demographics show the fastest growing groups consisting of both the baby boomer generation and those 85 years and older. This raises significant concerns about the retirement funds of the baby boomers, many of whom do not have the pensions and other resources which have helped sustain the current generation of older adults. This shift into the community creates more efficient use of limited resources such as Medicaid, but also puts a burden on non-traditional

caregivers such as friends and family. **78% of adults living in the community and needing long term care depend on friends and family as the only source of help.**

This burden of care exists for both younger and older adults, men and women, and it creates significant strain for caregivers in their work life, family life and their personal and financial health. Caregivers experience high levels of stress (43% providing personal care report moderate to severe stress), including depression and poor self-care (55% have skipped their own doctor's appointment).

- In Allegheny County 74,656 individuals serve as caregivers. Among those age 55 and older, 20% are currently caregivers.
- Caregivers in Allegheny County spend on average 36 hours a week on caregiving tasks, well over the national average of 20 hours.
- Caregivers who are age 65+ identify their greatest need as finding trustworthy paid help.
- Younger caregivers cite their largest need in balancing work/family responsibilities.
- 64% of caregivers are employed outside the home and 37% quit their jobs or reduced their work hours.
- 47% of caregivers say increased expenses caused them to use all or most of their savings.

Providing resources to caregivers has become a shared community issue. United Way of Allegheny County has recently pledged to make Allegheny County a model of support for individuals and families who provide care for older family members or friends within three years. Related challenges of the shift from institutions to community based services include:

- Many "caregivers" don't relate that term to the role they are playing.
- Family dynamics play a large role, circumstances vary and sometimes there are multiple caregivers.
- Caregiving is often driven by crisis, without advanced planning.
- Eligibility requirements results in limited options for middle income/working class families.

Older adult services in Allegheny County are broad in range and can include: transportation, employment, personal care, housing and financial assistance, health care and insurance guidance, an elder abuse hotline, a dedicated SeniorLine phone number for older adults to access services, and a volunteer companion program.

- The Allegheny Dept. of Human Services served over 45,000 older adults in 2014 with a budget of \$46.1million and 88 contract providers.
- The Jefferson area has 7 senior centers funded by Allegheny County Dept. of Human Services and operated by LifeSpan, Inc. located in the communities of Baldwin, Bethel Park, Clairton, Homestead, McKeesport, Munhall and West Mifflin.

5) Build capacity of community organizations for local impact; AND

6) Strengthen and develop community leadership across the Jefferson region

The importance of passionate, intelligent, innovative community based nonprofit organizations and leaders is essential in today's rapidly changing environment. As new needs are identified in the Jefferson area, the local nonprofit sector is continually challenged to increase and strengthen its capabilities to be effective, impactful and financially viable.

Interesting facts about the regions nonprofit sector include:

- Most nonprofits are small with 67% operating with budgets under \$1 million
- Nonprofits experience high turnover rates often due to low salary ranges
- The Executive Director often works on development and sometimes delivers direct services as well
- 62% of revenue for local nonprofits is from government funds. The second source of income is from contributions.
- Nonprofits receive limited reimbursement for overhead costs (government limit is often 10% while actual cost is often between 25-35%)

A 2014 study conducted by Grantmakers for Effective Organizations echoed some of the above and identified the following significant challenges nonprofit leaders face:

- Nonprofits continue to struggle to achieve sustainable business models as well as build up reserves to protect themselves during uncertain times.
- Nonprofit organizations have difficulty embedding a culture of fundraising across their institutions.
- Nonprofits that rely extensively on government grants deal with delays, cuts in government funding and, in some cases, a dropping indirect cost coverage rate.
- Nearly half of nonprofits rely on loans — the top two reasons: gaps in revenue and waiting for grants to come in.
- Grantmakers rarely cover the full cost of funded work, including planning, evaluating, reporting and adequate coverage of indirect costs.
- Funders increasingly expect nonprofits to measure and show impact with already stretched resources.

Building capacity and community leadership is extremely important for the Jefferson area given that most services are clustered in the City of Pittsburgh while the needs extend increasingly to the suburbs and broader areas. The Forbes Funds Executive in Residence program has already assisted 14 organizations in the Jefferson area, with assistance to current grantees as well as other groups.

Jefferson Regional Foundation Accomplishments: Grants and Beyond



In 2014-2015, the Foundation awarded seven grants totaling \$464,000 in the “Strengthening Vulnerable Populations and Communities” priority.

In addition to grant making, Foundation staff has built a collaborative group of partners in the Clairton community including elected officials, community and economic development, and human and social service organizations. The group will be working with Economic Development South to plan and hopefully secure state dollars dedicated to economic and community development for the Clairton area over five years. The Jefferson Regional

Foundation will also host a conference titled, “The Jefferson Forum: Collaborating for a Changing Community on Thursday, June 11th. The conference will provide 200 community leaders in the South Hills and lower Mon Valley with information about emerging opportunities, networking activities with other local organizations, and participation in designing a vision and plan for moving the broader community forward.

Please find below the 2014-2015 Foundation grant awards for each focus area of the “Strengthening Vulnerable Populations and Communities” priority:

1. Focus on low-income residents or households across the Jefferson region (Many grants span this category)
2. Increase opportunities for refugee, immigrant, and international populations (\$197,000)
 - Allegheny County Department of Human Services- to develop a strategic blueprint to promote effective, coordinated efforts across our community, leverage new partners and build on the strengths of residents born in other countries.
 - Bhutanese Community Association of Pittsburgh- Capacity-Building Project- to strengthen healthy opportunities and options for members of the local Bhutanese community by building staff and program capacity for youth sports and dance, senior programs, a leadership forum for women and citizenship classes.
 - Center for Hearing and Deaf Services- Pittsburgh Language Access Network (PLAN) increases access to healthcare, human services and self-sufficiency for foreign born residents with limited English proficiency through a community-based in-person language interpretation service which is affordable, professional and designed to become self-sustaining.
 - Junior Achievement- to raise knowledge of refugee and immigrant students attending Baldwin Whitehall school district about the local labor market through participation of job shadows with Pittsburgh employers and increase their awareness of local post-secondary educational opportunities by offering college tours which incorporate lectures, tours, and networking.
3. Support the transition of recent military veterans
4. Improve access to information and independence of older adults and their caregivers (\$62,000)
 - PA Health Law Project- to increase knowledge, awareness, and independence of older adults living in the Jefferson area who qualify for both Medicare and Medicaid benefits by creating and providing tools to navigate the health and insurance systems and offering direct assistance to remove barriers to care.
 - TJ Arts- to increase local older adults’ confidence, social engagement, mental health, and overall quality of life through participation in a choral group.
5. Build capacity of community organizations for local impact (\$180,000)
 - Economic Development South- to increase community capacity and health through increased access to community development assistance and resources for local communities and community-based organizations.

6. Strengthen and develop community leadership across the Jefferson region (\$25,000)
 - Forbes Funds- to build the capacity of local organizations to more effectively serve the community through coaching and training offered by a highly experienced former nonprofit executive based at The Forbes Funds.

In addition, second year funding of \$100,000 has been approved for Jefferson Hospital's Community Care Network (CCN) program to serve chronically ill recently discharged residents who will benefit from improved health outcomes and reduced emergency room and hospital visits through an innovative program of in-home weekly visits from trained college student health coaches supervised by a Jefferson Hospital clinical team.

Future Opportunities and Discussion Points

- 1) Foundation leadership can discuss the merits of depth vs. breadth related to funding activity. The variance of poverty levels among the Jefferson area communities provides Foundation leadership the option to target several low-income neighborhoods in the service area.
- 2) Opportunity exists to leverage the Jefferson area's healthy communities (volunteers, community-wide groups such as EDS, etc.)
- 3) Opportunity exists for the Foundation to fund activities related to the transition of recent military veterans. The Foundation has not funded in this area to date.
- 4) The Foundation should continue to be a leading, proactive resource for the immigrant and refugee community and the organizations providing services to this population.
- 5) Opportunity exists for the Foundation to identify and implement innovative programs related to caregivers of older adults and partner with key groups such as LifeSpan, Area Agency on Aging, United Way, and Jefferson Hospital.
- 6) Opportunity exists to convene and/or support collaborative efforts with economic development, community development, social and human services, and education organizations to begin the process of long-term, systemic change for Jefferson communities.
- 7) How will the Foundation know it has made an impact in the "strengthening vulnerable populations and communities" priority?

Resources

1. <http://jeffersonrf.org/> -Community Resources Reports
2. <http://quickfacts.census.gov/qfd/states/42/42003.html>
3. <http://www.alleghenycounty.us/dhs/seniorcenters.aspx>
4. <http://www.alleghenycounty.us/dhs/aaa.aspx>
5. <http://ucsur.pitt.edu/wp-content/uploads/2014/11/State-of-Aging-in-Allegheny-County.pdf>
6. <https://www.metlife.com/mmi/research/working-caregiver-employer-health-care-costs.html#findings>
7. <http://www.alleghenycounty.us/WorkArea/DownloadAsset.aspx?id=42630>
8. http://www.heinz.org/UserFiles/Library/2013_Issue2_ExitPlan.pdf
9. http://docs.geofunders.org/?filename=geo_2014_field_study.pdf
10. <http://www.achd.net/~communitymeeting/index.html>

11. <http://ucsur.pitt.edu/center-reports/november-2014-state-aging-allegheny-county/>
12. <http://www.caregiving.org/wp-content/uploads/2011/06/mmi-caregiving-costs-working-caregivers.pdf>
13. <https://philanthropy.com/article/Opinion-Foundations-Can-Help/152057/#>
14. United Way of Allegheny County Strategy and Action Plan for Family Caregivers of Seniors (Internal, March 2015)