

# Moving Upstream for a Better State of Health

EDHI RFP Application Workshop  
February 22, 2010



Blue Cross and Blue Shield of Minnesota

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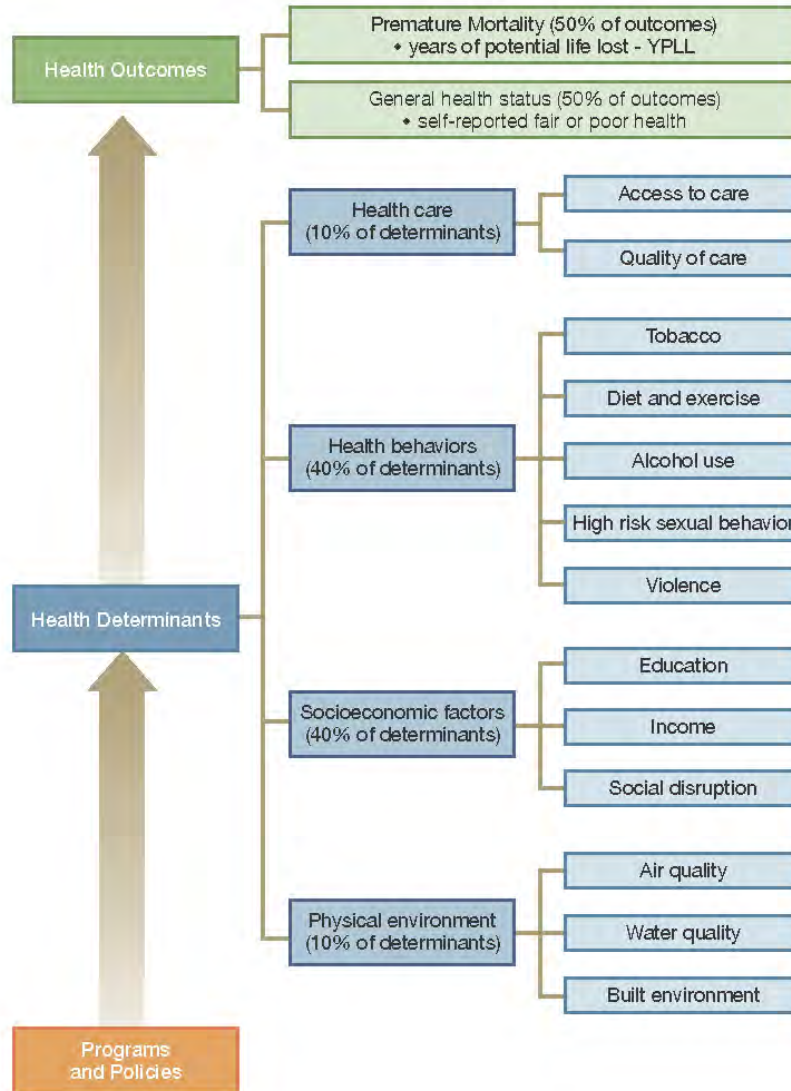
# Overview

- > Social Determinants of Health and the Blue Cross Foundation
- > Growing Up Healthy: Kids and Communities
- > Success Stories
- > Q & A

“Interventions to improve access to medical care and reduce behavioral risk have only limited potential for success if the larger societal and economic context in which people live is not improved.”

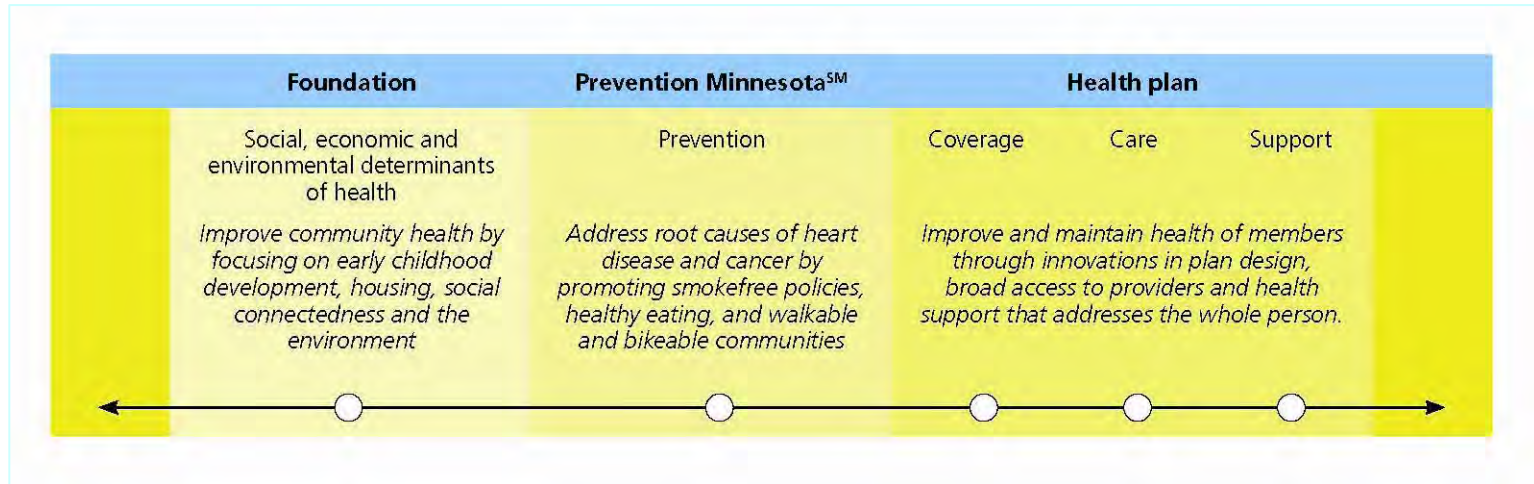
*Institute of Medicine*

# Health Determinants



Source: University of Wisconsin Population Health Institute

# Our Nonprofit Health Company "Family":



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# Who We Are

- > Philanthropic arm of Blue Cross, created in 1986
- > Statewide private health foundation governed by 10-member board, including community members
- > \$48 million endowment
- > Strategic focus on partnering to build healthier communities by addressing key social determinants of health

# Our Focus: Key Social and Environmental Determinants of Health

- > Social connectedness
- > Early childhood development
- > Housing
- > Environment



*Photo: Laurel Cazin, Family Housing Fund Home Sweet Home*

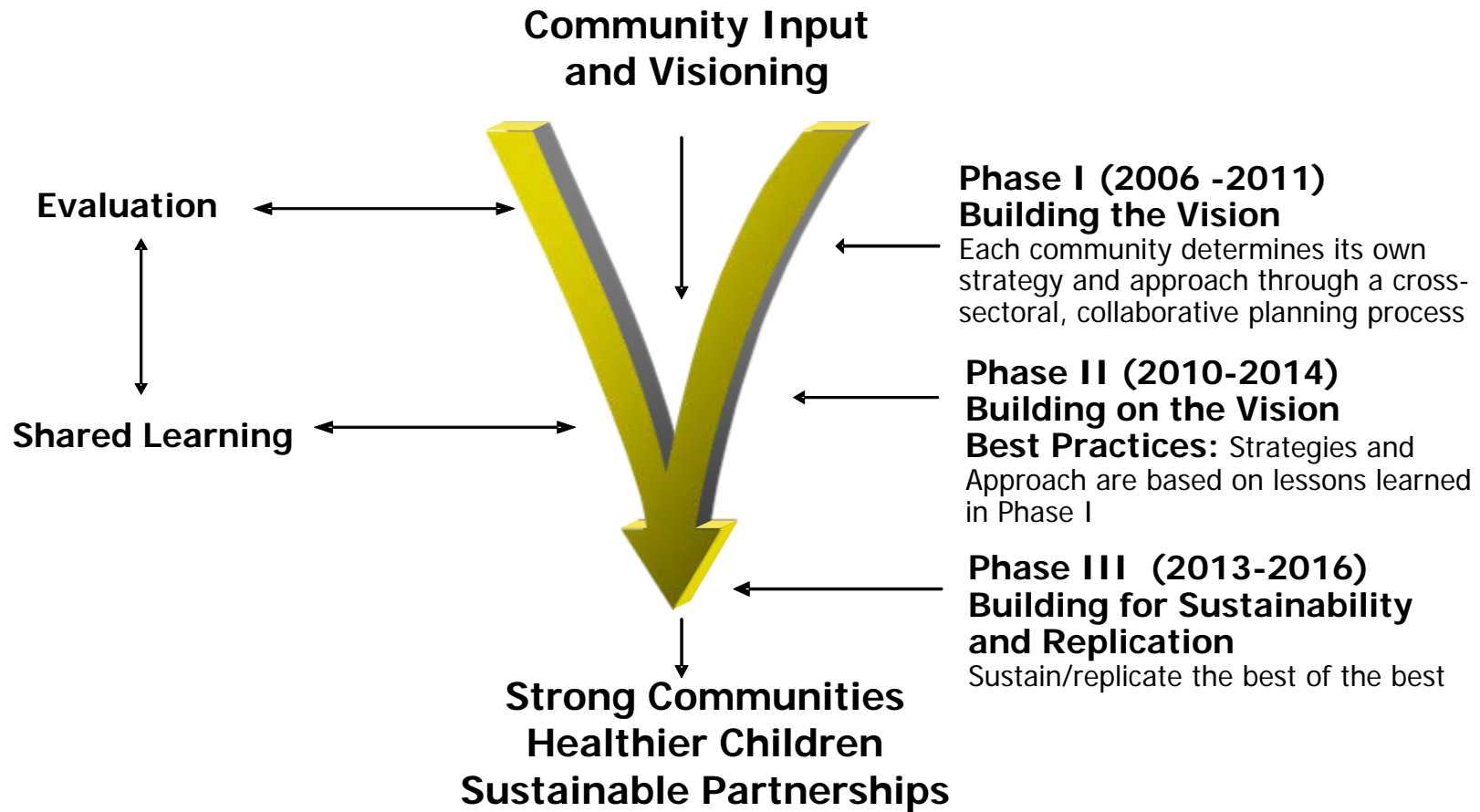
# Moving Upstream:



- > Strategic grantmaking
- > Awareness building & policy support
- > Leadership recognition & development



# Growing Up Healthy: Kids and Communities 10 Year Plan

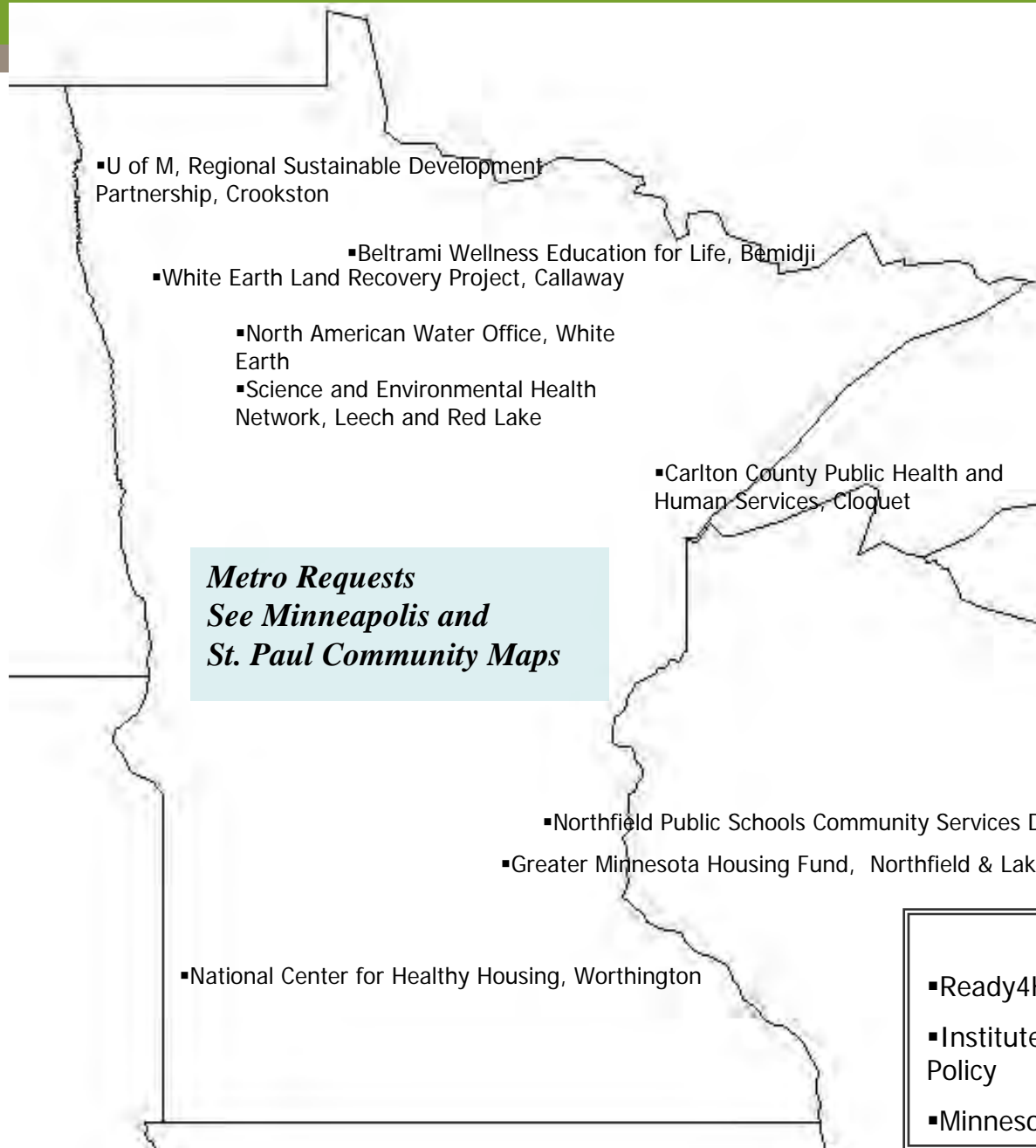


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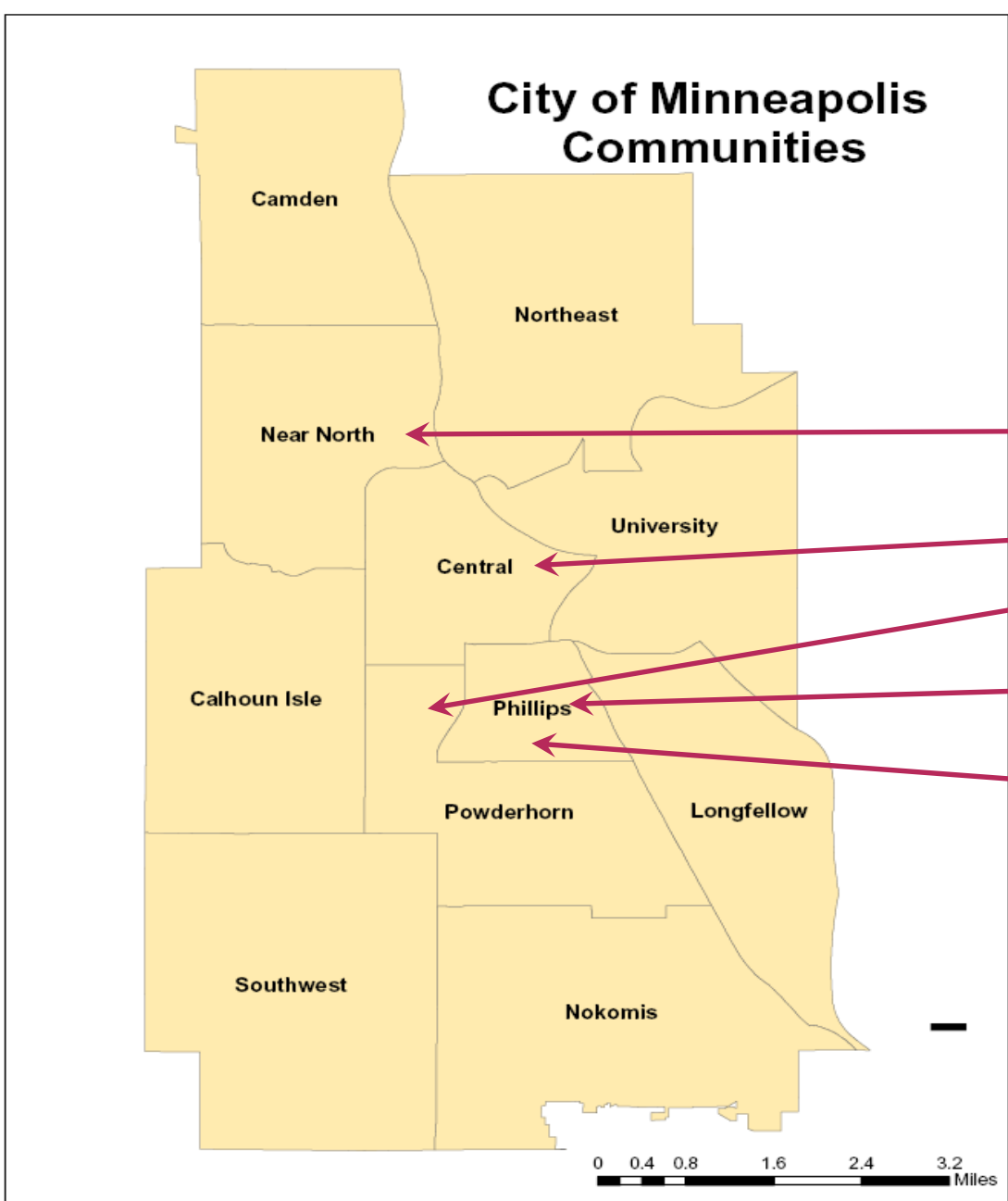


# Growing Up Healthy: Kids and Community Geographic Distribution



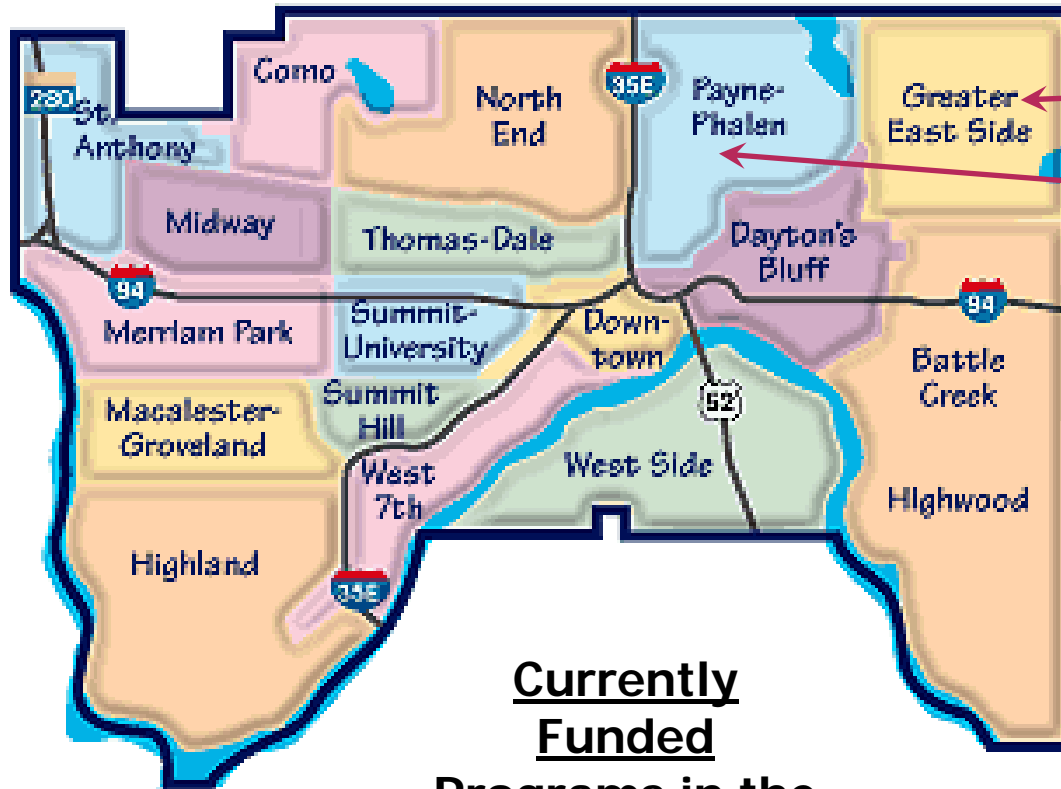
- Other**
- Ready4K
  - Institute for Agriculture and Trade Policy
  - Minnesota Environmental Institute

# Currently Funded Programs in the Minneapolis Area



- University of Minnesota Center for Early Education and Development
- Family Housing Fund
- U of M, Children, Youth and Family Consortium
- Minnesota Indian Women's Resource Center
- Little Earth Residents Association

# Saint Paul, Minnesota



- Women's Environmental Institute
- Eastside Neighborhood Development Company

Currently  
Funded  
Programs in the  
St. Paul Area

# Phase II

| New Funding Guidelines |  |
|------------------------|--|
| Age Focus              | Prenatal-age 5   |
| Social Factors         | Add access to healthy, affordable food and walkable, bikeable communities  |
| Population Outreach    | Low-income families<br>People of color   |
| Format                 | Add leadership development program to planning year  |
| Geography              | County-wide or regional projects in Greater MN;<br>Neighborhoods or municipalities in metro area                                 |
| Approach               | Support formation of cross sector partnerships ,<br>building on existing projects where there is readiness<br>and infrastructure |

# Leadership to Create Healthier Communities

- > Focus on Collaborative Leadership Model
- > Building Understanding and Skills to Address Social Determinants of Health
- > Creating a Community of Practice

# Leadership Program Components

- > Three Residential Workshops
- > Mentoring and Peer Learning
- > Leadership Practice
- > Project Planning
- > Tool Kit
- > Social Media

# Leadership Program Sequence

- > Pre-work: Social Determinants of Health Learning Journey (3Q10)
- > Residential Workshop I (4Q10)
- > Project Planning & Leadership Practice
- > Residential Workshop II (1Q11)
- > Project Planning & Leadership Practice
- > Residential Workshop III (2Q11)
- > Tool Kit

# 2010 Timeline for Phase II Planning Grants:

- > March 1 Guidelines posted @bcbsmnfoundation.org
- > Mid March Teleconference for interested applicants
- > March 26 LOI's due
- > April 6 Proposals invited
- > May 14 Proposals due
- > Early September Funding decisions announced



# Success Stories





# Measuring success long-term

- > Increased affordable housing
- > Improved quality of environment
- > Improved quality of and access to early childhood development
- > Stronger collaborations
- > Increased capacity
- > Policy and system changes that improve health



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# Measuring success in the near-term

- > Numbers of partnerships formed
- > Plans developed by partners
- > Numbers of lives touched
- > \$\$ leveraged by our grants
- > Changes in community conditions and social norms
- > New tools, curricula, guidelines and resources to share
- > “Next” practices and effective approaches to tackle health inequities
- > Greater recognition of social, economic and environmental determinants of health

“Big things happen from small beginnings.”

*Linda Kingery*

*NW Regional Sustainable Development Partnership*

Success Area #1  
Housing and health



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## > About the partnership

- 32 partners

- > Fond du Lac band of Chippewa

- > 8 school districts

- > Public health and human services (county and tribal)

- > Regional mental health (county and tribal)

- > Regional law enforcement and corrections

- > Community Action Council

- > Head Start



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# Carlton County at a glance

- > 1/3 families w/kids at or below poverty level
- > 1/2 renters can't afford 2-bedroom apartment
- > Concern about finding ANY housing
- > "New" definition of homeless
- > Homeless profile: 27-year old mom w/kids



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# Project goals

- > Increase access to safe housing
- > Promote clean physical environments
- > Improve early childhood education opportunities



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# Results

- > Quantified and identified homeless population
- > Developed 10-year plan to end homelessness
- > Leveraged additional \$1.375 million in grants
- > Developed unified school readiness brochure



“The impact of the Blue Cross Foundation grant far exceeds the original vision, and in some cases is difficult to describe fully. The focus and energy given to this effort have resulted in partnership and programming that was not foreseen at the time of application and for which other avenues of funding have been secured.”

*David Lee, Carlton County Public Health*



# National Center for Healthy Housing

- > Our \$150,000 grant supported the **first-of-its-kind** study nationally on the health impacts of green renovation of affordable housing





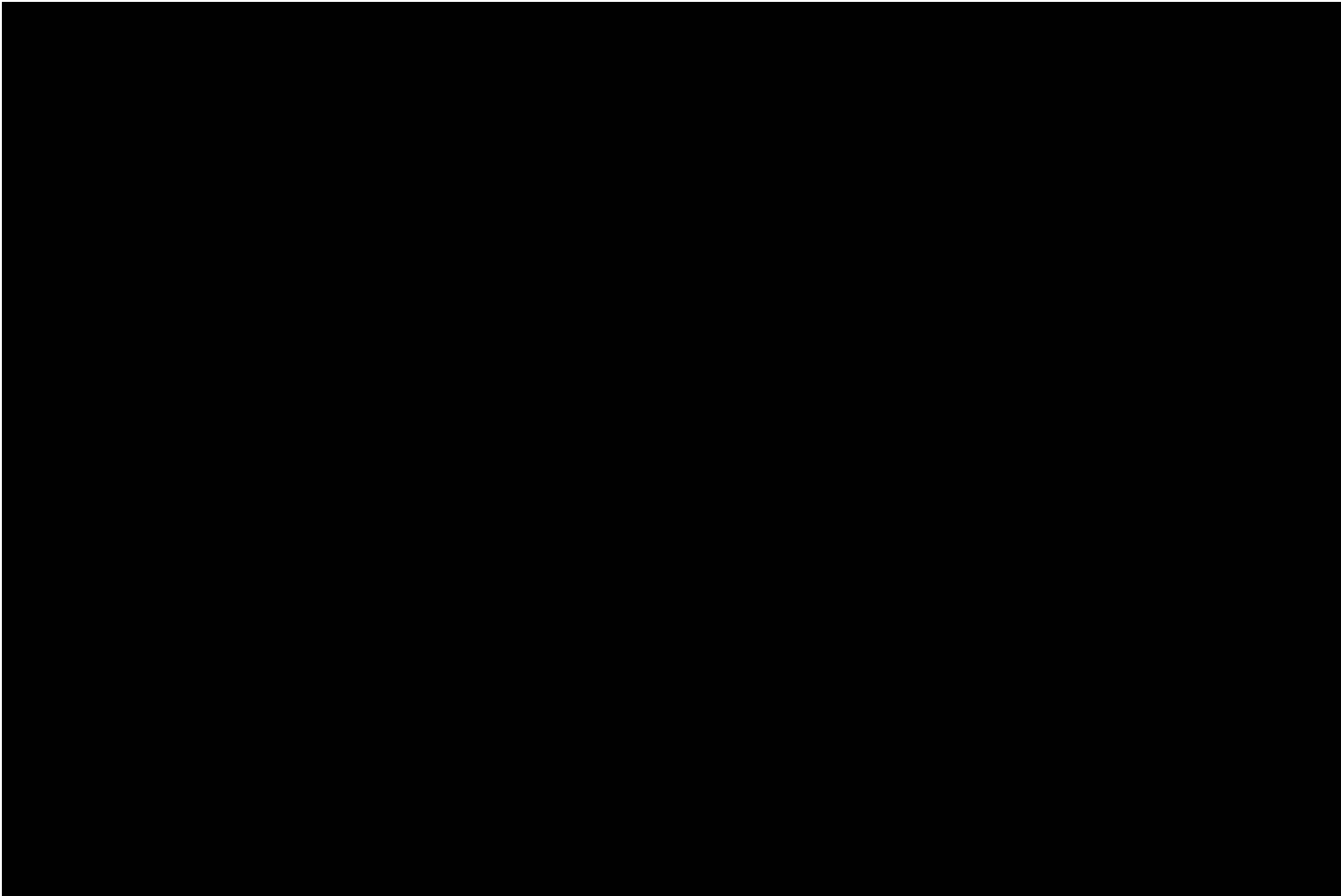
# Results

- > Adult and child health improved significantly
- > Decreases in:
  - Dampness/mildew
  - Pests/pesticide use
  - Radon
  - Indoor smoking



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Success Area #2  
Early childhood development, environment and health





# Little Earth at a glance

- > Located in the Phillips Neighborhood, Mpls.
- > Only urban American Indian housing complex nationwide
- > Home to more than 900 people
  - 99% very low income (average household income is \$8,685)
  - 80% households headed by women
  - 22% residents under age 5



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# Little Earth Project Goals

- > Facilitate women's wellness group for caregivers
- > Provide comprehensive preschool program



# Results

- > Policy changes in housing complex
  - Voluntary smoke free policy adopted
  - Use of non-toxic cleaning supplies in apartments and child care center
  
- > Policy changes in child care center
  - Nutrition and food policy developed and implemented
  
- > 30 women participated in Women's Wellness Group or Women's 12-step Wellbriety Groups



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# Children of Little Earth



# Success Area #3

## Social connectedness and health





# Rice County at a glance

- > Per capita income about \$20,000
- > 1/3 of children receive free/reduced price meals
- > Numbers of minority families have increased six-fold since 1990
- > 2/3 entering kindergarten had **no** pre-k
- > 10% of children are living in poverty
- > The number of abused children in the county is nearly twice the state rate



# Rice County Growing Up Healthy Goal

- > Increase the community connectedness among immigrant families with children under age 5 in Rice County



# Results

- > Conducted focus groups with 160 residents
- > Recruited and retained 12 neighborhood leaders
- > Improved the homes and neighborhoods of 3 communities in Rice County
- > Built awareness of social determinants
- > Identified and are addressing policy and systems changes



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# In Conclusion

- > Health inequities are costly, preventable and fundamentally unfair
- > Tackling social conditions involves new thinking, approaches and partnerships
- > Policy, environmental and systems changes are needed
- > Working together we can improve the chances and choices for all Minnesotans to lead longer, healthier lives



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*Thank You!*

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