Charitable Contributions Workshop
Kaiser Permanente Kern County
Kristin Weber, Senior Community Benefit Specialist
# Agenda

<table>
<thead>
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<th>Why Kaiser Permanente Invests in our Community</th>
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<td>How Kaiser Permanente Invests in our Community</td>
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<td>2016 Community Health Needs Assessment – Key Findings</td>
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<td>2017 Community Benefit Strategies</td>
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Why Kaiser Permanente Invests in our Community

- Improve the health of our community
- To build organizational pride amongst our employees
- To share and gain knowledge with our community partners
- To support our designation as a non profit organization
- As a core tenet of our social mission and responsibility as a leading healthcare organization
How Kaiser Permanente Invests in our Community

- Research
- Employee Engagement
- In Kind support to local community based organizations
- Event Sponsorships
- Regional Grants
- Local Grants
Research

Mobility & Safe Patient Handling

- KP has a successful mobility & safe patient handling evidence based program
  - Cecilia Crawford, DNP, RN worked with Kern Medical for nearly 2 years to assess and identify needs within the hospital that could benefit both patients and employees.
  - As a result of her work KM implemented the Up Sooner Safer program
  - Due to all of the work to ensure that the program would be successful, KM was awarded a half million dollar regional grant to implement the program hospital wide.
  - The program will decrease risk to both employees & patients and improve in the overall mobility of patients
Employee Engagement

Cultivate

- KP has a long history of community engagement, both through community benefit and through our Bakersfield Events Team which is lead by employees looking to engage in the community.
  - Cultivate is a regional initiative that will drive staff and physicians to look through the lens of community health while engaging in their work each day.
  - Successful endeavors include
    - Local eating menu that all administrative assistants or project manager use to support local, small, women or minority owned restaurants.
    - Significant energy reduction efforts which included a decrease of 139,000 KWH of usage in our local facilities from 2015-2016.
    - Hosting of a farmers market that allows for EBT and WIC participants to have access to high quality locally produce food.
In Kind Support
Lamont School District Kindergarten Catch Up Clinic

- Lamont School District was unable to secure Kindergarten physicals for many students and as a result, was out of compliance
  - A team of physicians, staff and the manager of our Mobile Health Vehicle utilized a half day that the MHV would normally be receiving maintenance in order to catch up the LUSD students.
  - Worked with LUSD school nurses and additional partners from SJCH Immunization Vehicle and the Lamont Family Resource Center.
  - 33 First Graders received a physical and updated their Immunizations.
  - All at no cost to the district, or to the parents
Sponsorships

2017 Sponsorship Overview

- Up to $22,000 per year distributed to local non profit organizations
- Funded from $500 to $10,000 with the average around $1,500
- Funding throughout year, however, usually expend dollars by the end of the third quarter
# Sponsorships

<table>
<thead>
<tr>
<th>What we Fund</th>
<th>What we Don’t Fund</th>
<th>How to Apply</th>
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<tbody>
<tr>
<td>Special events (galas, luncheons, dinners)</td>
<td>Requests from international, social or recreational clubs</td>
<td><a href="http://www.kp.org/kerncounty">www.kp.org/kerncounty</a></td>
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<td>Conferences</td>
<td>Sports teams</td>
<td>Look under the Community/Events Tab</td>
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<td>Symposia</td>
<td>Individuals</td>
<td>Click on Sponsorships</td>
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<td>Health Information Forums</td>
<td>Religious or Partisan activities</td>
<td>Application submissions are online only. Do not send us hard copy through the mail. It will not be considered.</td>
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<td>Endowments</td>
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<td>WALKS OR RUNS</td>
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# Regional Grant & Sponsorship Information

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<th>Grant Making</th>
<th>Event Sponsorship</th>
<th>How to Apply</th>
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<td>The Kaiser Permanente Southern California Region Grants Program provides support to nonprofit organizations, government entities, and academic institutions in Kaiser Permanente service areas throughout Southern California, to improve the health of our communities and eliminate health disparities.</td>
<td>Through partnerships with community organizations and governmental entities, Kaiser Permanente strives to benefit the community by addressing issues and concerns that affect overall community health. Many of these partnerships are created through sponsorships that support community events.</td>
<td><a href="http://community.kp.org/be-informed">http://community.kp.org/be-informed</a></td>
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Local Grantmaking

2017 Overview

- $216,000 is distributed to non profit organizations each year
- Grants made up to $25,000 with an average award of $10,000
- Funding available once per year
- RFP Released in February, Due in March, Funding begins July 1st
# Local Grant Making

## What we Fund
- New Programs
- Existing Programs
- Capital Investments that have an impacts on organizational programs

## What we Don’t Fund
- Requests from international, social or recreational clubs
- Sports teams
- Individuals
- Religious or Partisan activities
- Endowments
- WALKS OR RUNS

## How to Apply
- [www.kp.org/kerncounty](http://www.kp.org/kerncounty)
- Look under the Community/Events Tab
- Click on Grants
- Application submissions are online only. Do not send us hard copy through the mail. It will not be considered.
2016 Community Health Needs Assessment

Key Findings

- Overweight and obesity
- Mental Health
- Access to health care
- Diabetes
- Cardiovascular disease
- Substance abuse
- Asthma
- Maternal and infant health
- Cancer
- STD/HIV/AIDS
- Oral Health
- Environmental Health
2017-2019 Community Benefit Grand Funding Priority Areas

- Access to Health Care
- Obesity, Overweight and/or Diabetes
- Mental & Behavioral Health
- Sexually Transmitted Infections
Access to Health Care

- Increase coverage and access to comprehensive quality health care services for low-income and insured populations
  - Include targeted outreach, enrollment & retention efforts particularly among communities of color and immigrant populations or where disparities in both access and coverage is greatest
  - Include a provision for high quality care, to include preventive and specialty care services

- Improve the capacity of health care systems to provide quality health care services, including the social and non-medical needs of their patients.
  - Include infrastructure improvements that can sustain the integration of clinical care with mental/behavioral health, oral health, vision care and other health services
  - Include the provision of training for medical providers to deliver culturally competent care to diverse populations
Overweight, Obesity and/or Diabetes

- Improve access to healthy food options in the community
  - Provide healthy food options (including accessible drinking water) and adopt healthy food policies including procurement practices

- Improve linkages between health care services and community-level services
  - Include multi-level, multi-component initiatives in community settings to support access to healthy, affordable food and activity-promoting environments

- Improve access to opportunities for physical activity
  - Include development of joint use agreements among local governments, school districts and community-based organizations to allow for or expand usage of playgrounds and city/county recreational facilities
  - Implement or create policies that prioritize underserved neighborhoods for park investments and encourage communities to use parks to their full potential
Mental & Behavioral Health

- Improve the knowledge, capacity and infrastructure of health care organizations and communities to address mental and behavioral health
  - Include prevention efforts to increase community awareness and educate youth and adults about the dangers of prescription drug use
  - Include the integration of health care with community-based mental health services, such as training of providers to identify mental and behavioral health needs, patient navigators, training for teachers and parents, and/or co-location of services between primary care and mental health providers.

- Promote positive mental health by fostering community cohesion and social and emotional support.
  - Include the implementation of policies and programs that address early child development and toxic stress
Sexually Transmitted Infections (STI)

- Improve patient access to STI preventive services including affordable medications and behavioral counseling and support
  - Improve referral of patients to evidence-based health promotion programs that teach self-management and empowerment techniques for STI management and prevention
  - Develop community-based organizations, leaders, and networks to build their capacity to advance equity and reduce stigma surrounding STI.
How to Apply

To begin the process, visit our website at:

www.kp.org/kerncounty and under the Community Events tab you will find the Powerpoint presentation from today, along with the Q&A from all three sessions.

Or you can visit our Community Benefit website at

http://community.kp.org/be-informed/service-area/kern-county

Or you can directly access the online application at:


Additional information:

Please allow until June 15, 2017 to review your grant before following up.

If you have additional questions, contact Kristin Weber at Kristin.N.Weber@kp.org
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