



# Healthier Communities through Common Areas of Focus

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# Funding Priorities and Strategy Updates

## 75% | Common Areas of Focus (CAOF) and Other Enterprise Strategies

Collectively, our primary focus and majority of outgoing financial contributions\* (75%) will be dedicated to this work, as each has been defined\*\*.

 For these CAOF, strategies and funding priorities have been updated to address emerging and priority community needs resulting from COVID-19, and to align with KP's enterprise-wide COVID-19 response efforts\*\*\*



### Other Enterprise Strategies



## 25% | Key and Unique Local Priorities

Up to 25% of contribution dollars will be dedicated to **key and unique local circumstances**, where these exist, i.e., contributions that:

- Address key, unique, and specific community needs identified through the CHNA or by regional leadership and are not sufficiently supported by our CAOF
- Are critical for meeting regulatory requirements



\*Medicaid, Charity Care spend, GME and research are considered other reportable community benefit expenses and not outgoing financial contributions.

\*\*Including any adoptions that have been agreed on with the CAOF lead.

\*\*\*Medicaid, Charity Care, CityHealth, and Environmental Stewardship strategies have not changed.

\*\*\*\*In 2020, Mental Health will be addressed through various CAOF strategies (including Thriving Schools, Safety Net and Thrive Local), as well as through key and unique regional strategies.

# Charitable Health Coverage

## Community Health Access Program (CHAP)

Provides health coverage for individuals who don't have access to other health coverage.

- Members pay no monthly premiums and have no out-of-pocket costs for most care at KP facilities.
- Currently 500+ members enrolled in Prince William County
- Members must live in the KPMAS market areas, excluding the District of Columbia
- Household income up to 300% of the federal poverty level or self-attestation

## Charitable Care for Kids Program

Provides direct care and services within KP medical centers who are ineligible for health coverage

- 500+ children served in Prince William County
- Live in a KPMAS, market areas (Prince William County, VA; Fairfax County, VA; Prince Georges County, MD; and Montgomery County, MD)
- Household income up to 250-300% of the federal poverty level
- Must be between the ages of 0 – 21 years
- Working closely with Northern Virginia Family Service to enroll children in Woodbridge & Manassas.

Note: Members don't need to be U.S. citizens to qualify.





# Food for Life

Food for Life is a Kaiser Permanente initiative to increase food security on a national scale. Rooted in the belief that nobody should go hungry in America, Kaiser Permanente, as the nation's largest integrated, nonprofit health system, goes beyond traditional care delivery to meet this most basic human need — access to affordable, healthy food.

The Food for Life strategy supports community partners. This work aims to meet the growing needs of our members and communities, with an emphasis on equity.

- to distribute nutritious foods and meals where needed
- help people access increased purchasing power through public benefits such as SNAP and WIC
- and drive food systems policy and research.

Prince William County partners include Action in Community Through Service (ACTS) of Prince William, and SevaTruck.



# Economic Opportunity & Anchor Impact Strategies

## Workforce

- Internships
- Industry-specific Trainings for Quality Jobs
- Funder Collaboration
- Physical, Mental, Social Needs of Workers (Ecosystem)
- Workforce Policy Agenda

## Businesses

- Small and Medium Size Business Capacity Building
- CDFI Network Development and Capacity Building
- Quality Employers with Quality Jobs
- Worker Co-operative
- Business Development Policy Agenda

## Institutions and Systems

- Supplier Diversity Strategies
- Impact Spending
- Collaboration for Collective Impact and Equity
- Anchor Organization Policy Agenda



# Thriving Schools

## Our All-In Initiative

- Supports health and wellness of students, teachers and staff in K-12 schools.
- Coordinated cross-functional teams to promote One KP
  - Three-pronged strategy: Community Health impact, workforce health population wellness and MSBD growth
  - Public School Districts are some of KP's largest accounts.
- Resources to support school wellness at the district and school level
  - Programs, Webinars, Funding, Technical Assistance, Educational Theater

## Focus Areas

- Physical Health: Healthy Eating, Active Living, Hydration, Anti-Vaping
- Mental Health: Resilience in School Environments (RISE), Wellness Strategies
- Social Health: Access to Food, Housing, Medical Care
- Racial Justice: Removing structural barriers to quality education for all

## Educational Theatre

- RISE UP: A 75-minute virtual learning session for educators, school staff and administrators that builds capacity to use trauma informed practices.
- Ghosted: An engaging experience for youth featuring a 30-minute film followed by a guided 45-minute discussion to inspire conversations about mental health.



# Social Health and Safety Net

## Mid-Atlantic Community Network

- Partnership with Unite Us to provide a no-cost technology platform connecting clinical health and social health
- Allows community-based organizations to better serve their clients' needs around housing, food, job training, etc.

## COVID-19 Vaccine Equity

- \$550k grant investment to increase rates of vaccination in communities of color by partnering with Federally Qualified Health Centers (FQHCs)
- Flexible funding allows for FQHCs to build their vaccine administration capacity, and develop innovative solutions

## Virtual Care Innovation Network

- \$275k grant investment in partnership with Program Office, to provide FQHCs and homeless health care providers with an opportunity to improve their telehealth/virtual care capability to serve vulnerable patients
- 10 FQHC/Homeless Health care providers are participating in the Virtual Care Innovation Network – including Greater Prince William Health Center



# Housing for Health

## Production and Preservation of Affordable Housing

- Purple Line Corridor in Montgomery and Prince George's Counties is a priority target for grants, loans, and technical assistance
  - We anticipate a high pressure on rents, home prices and land values when the Purple Line light rail system is in operation.
- Kaiser Permanente has contributed \$5 million to a revolving loan fund for affordable housing in the Purple Line corridor
- We convene bimonthly meetings of non-profit and for-profit housing developers, local government officials, bankers, lenders and CDFIs to accelerate a pipeline of affordable housing projects.

## Working to Eradicate Homelessness

- We participate in the Built for Zero campaign, a national effort led by Community Solutions
- Promulgates evidence-based best practices to assist cities and counties to reduce the prevalence of homelessness.
- Prince William County partners include Northern Virginia Family Service.





# Wellness Park at Harbor Drive

## PWC – Town of Occoquan Wellness Park

- \$75,000 sponsorship provided by KP with a 2-year naming right for a wellness park
- KP also provided a \$25,000 planning grant as well as a \$99,000 construction and programming grant to the county
- Approved park name - **Wellness Park at Harbor Drive** — **In healthy partnership with [Kaiser Permanente logo]**
- Park will have a 1-mile walking trail connecting to the upcoming KP Caton Hill Hub.
- Groundbreaking event took place on November 18th, 2020.
- Park is scheduled to complete in late August 2021.
- A ribbon cutting ceremony scheduled for September 2021.



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Q&A