

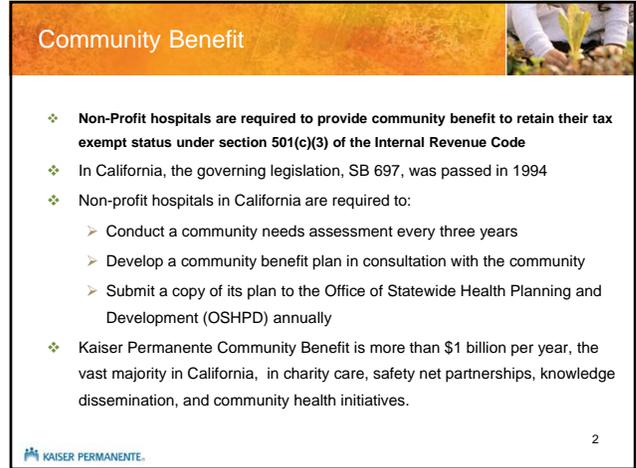


**Kaiser Permanente  
Community Benefit  
Healthy Eating Active Living**

*Reduce Obesity and Improve Health by  
Transforming Communities and Empowering Individuals*

Northern California Community Benefit Programs  
May 2010

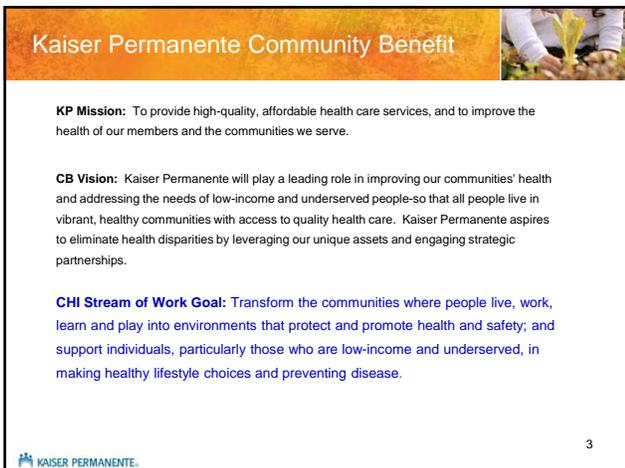
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## Community Benefit

- ❖ **Non-Profit hospitals are required to provide community benefit to retain their tax exempt status under section 501(c)(3) of the Internal Revenue Code**
- ❖ In California, the governing legislation, SB 697, was passed in 1994
- ❖ Non-profit hospitals in California are required to:
  - Conduct a community needs assessment every three years
  - Develop a community benefit plan in consultation with the community
  - Submit a copy of its plan to the Office of Statewide Health Planning and Development (OSHPD) annually
- ❖ Kaiser Permanente Community Benefit is more than \$1 billion per year, the vast majority in California, in charity care, safety net partnerships, knowledge dissemination, and community health initiatives.

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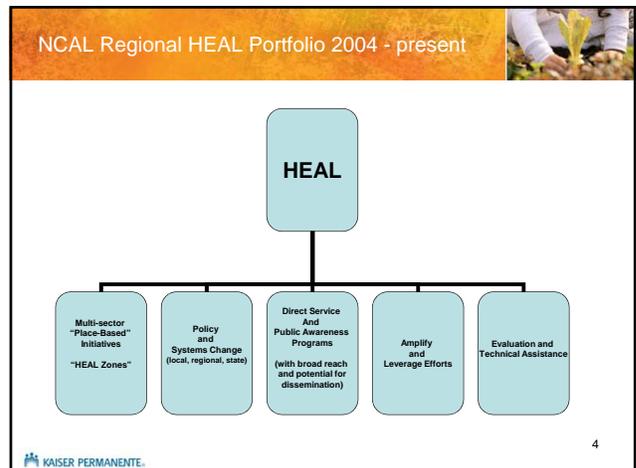
## Kaiser Permanente Community Benefit

**KP Mission:** To provide high-quality, affordable health care services, and to improve the health of our members and the communities we serve.

**CB Vision:** Kaiser Permanente will play a leading role in improving our communities' health and addressing the needs of low-income and underserved people-so that all people live in vibrant, healthy communities with access to quality health care. Kaiser Permanente aspires to eliminate health disparities by leveraging our unique assets and engaging strategic partnerships.

**CHI Stream of Work Goal:** Transform the communities where people live, work, learn and play into environments that protect and promote health and safety; and support individuals, particularly those who are low-income and underserved, in making healthy lifestyle choices and preventing disease.

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## NCAL Regional HEAL Portfolio 2004 - present

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    graph TD
      HEAL[HEAL] --- A["Multi-sector 'Place-Based' Initiatives 'HEAL Zones'"]
      HEAL --- B["Policy and Systems Change (local, regional, state)"]
      HEAL --- C["Direct Service And Public Awareness Programs (with broad reach and potential for dissemination)"]
      HEAL --- D["Amplify and Leverage Efforts"]
      HEAL --- E["Evaluation and Technical Assistance"]
  
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- ## HEAL Zones
- ❖ Up to \$1 million dollars over 3 years
  - ❖ Geographically defined community with distinct boundaries
  - ❖ Small population: approximately 10,000 to 20,000 residents
  - ❖ Working on all four HEAL goals
  - ❖ Strategies are evidence-informed and address multiple levels: community infrastructure/policy, individual skills and knowledge, and social and cultural changes to improve physical activity and nutrition
  - ❖ Maximize reach and intensity of strategies within geography
  - ❖ Overlap strategies as much as possible to saturate communities
- In three years, well functioning HEAL Zones will have visible opportunities for residents to engage in healthy behaviors; HEAL Zone residents will have knowledge and skills to make healthy choices; and the culture and social norms in the HEAL Zone will support residents to eat better and move more as part of daily life.*
- KAISER PERMANENTE. 6

- ## HEAL Zone Characteristics
- ❖ Located within a Kaiser Permanente service area
  - ❖ High rates of overweight and obesity - above the state average of 30.5% for children and 57.7% for adults.
  - ❖ Population is low income/underserved - based on rates of people living below 200% of the Federal Poverty Level.
  - ❖ Well qualified HEAL Zones will build on existing collaborative efforts and are already engaged in efforts to improve nutrition and physical activity in the community
- KAISER PERMANENTE. 7

- ## Coordinating Agencies and Community Partners
- ❖ Coordinating agency serves as convener – project management, fiscal management, collaborative governance
  - ❖ Partner agencies should represent multiple sectors that impact the selected community:
    - local public agencies
    - schools and school districts
    - community based organizations
    - employers
    - local businesses
    - faith based organizations
    - health care providers, including Kaiser Permanente
  - ❖ Collaborative partners should collectively demonstrate experience and understanding of evidence informed HEAL strategies that will lead to achieving the initiative goals
  - ❖ Has the ability to engage residents in achieving the goals of the initiative
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## Community Transformation Grants



- ❖ <http://www.cdc.gov/communitytransformation/>
- ❖ Affordable Care Act Community Transformation Grants and National Dissemination and Support for Community Transformation Grant
- ❖ One piece of the Obama Administration's priority on prevention
- ❖ Trust for America's Health concluded that investing \$10 per person per year in proven community-based programs that increase physical activity, improve nutrition, and prevent smoking and other tobacco use could save the country more than \$16 billion annually within 5 years.
- ❖ Award Specifics
  - \$900,000,000 in awards
  - Up to 75 communities over five years
  - At least 20% rural and frontier
  - Capacity Building and Implementation Awards
  - LOI due June 6

## Contact Information



[www.kp.org/communitybenefit/ncal](http://www.kp.org/communitybenefit/ncal)

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