

# Leading the Way to Advance Community Health

2017 NORTHERN CALIFORNIA SNAPSHOT

## A Message from Our Leaders

Improving the health of our communities has been core to Kaiser Permanente's mission for more than 70 years, and it's a central aspect of our business today. It isn't just the right thing to do. It's who we are.

We recognize that many factors impact health, beyond the high-quality care we provide to our patients and members. Personal behaviors, genetics, social, economic, and environmental conditions all affect health. Our work in Community Health is focused on where these factors intersect.

In 2017, our work focused on advancing health access, healthy behaviors, and community safety, to help people be physically, socially, and emotionally healthy. To optimize the health of our members and their communities, we also began expanding our focus to include improving economic, social, and environmental conditions in the communities where they live.

This includes addressing wealth creation and economic development – so that children and families are financially stable – as well as supporting educational attainment, so that children and youth thrive in school and are prepared for college and career success. We also see a direct correlation between housing stability and affordability and good health and have made this a major organizational priority.

Kaiser Permanente's approach to improving the health of our communities has continuously evolved. We believe that by leveraging all our expertise and resources – and by focusing on equity and inclusion in achieving health for all individuals and families in our communities – we can systematically address the conditions that contribute to poor health outcomes.

By working together, we will continue to create total health in our communities.



Janet A. Liang  
President, Kaiser Permanente Northern California  
Kaiser Foundation Hospitals and Health Plan

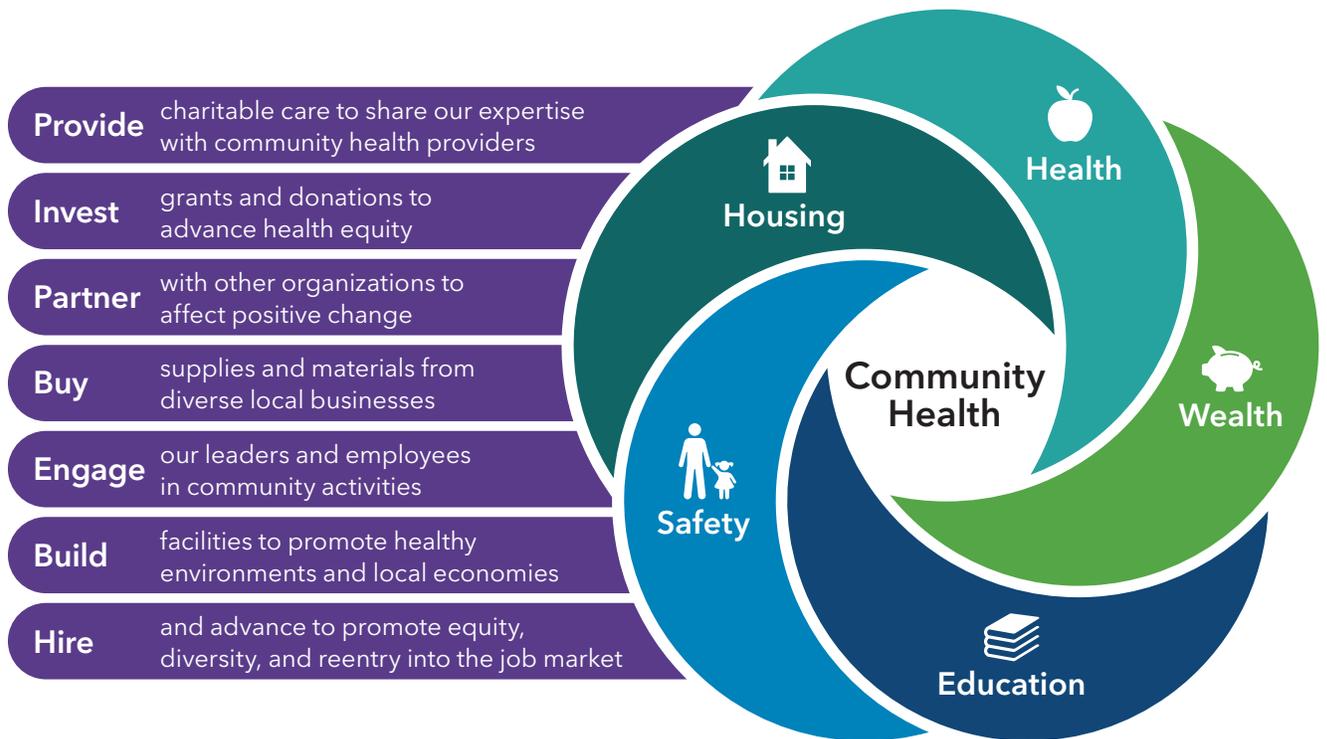


Yvette Radford  
Vice President, External & Community Affairs  
Kaiser Permanente Northern California



# Our Unique Approach

While many businesses and non-profit hospitals make philanthropic donations to support the community, Kaiser Permanente is uniquely able to leverage a full range of assets to improve the conditions that determine health.



We recognize that no single organization can address longstanding, complex issues such as homelessness, economic equity, and mental health stigma. We believe that by partnering with other organizations and leveraging a full range of Kaiser Permanente’s assets, we can make long-term, sustainable change.



## Ensure Access to Health Care and Social Supports

Providing health services to those in need is foundational to our mission. We did this through:

- MediCal and Charitable Health Coverage
- Charitable Health Care (Medical Financial Assistance)
- Support for Community Health Care Organizations

Examples of our partnerships and their impact:

- 20,000 students, teachers, staff, and parents receiving trauma-informed, resilience building support from 18 organizations serving schools.
- 350,000 lbs. of California-grown produce and access to monthly food subsidies programs for people in need through our support to the California Association of Food Banks.
- 218 students were bridged to appropriate school personnel for situations related to depression, anger, eating disorders, and potential violence by our Educational Theatre team.



## Improve Conditions for Health and Equity

Where community needs are greatest, we make direct investments to meet immediate needs and address the root causes of poor health through efforts that support:

- Homelessness and Housing
- Economic opportunity
- Healthy eating and active living
- Community safety and resilience
- Health and wellness programs and policies in schools and cities

Examples of our partnerships and their impact:

- 678,000 students and hospital patients receiving fresh, seasonal produce through our support to the California Alliance of Family Farmers.
- 174,000 youth and adults learning health-related lessons through our Educational Theatre Program.
- 30,000 people having parks and public open spaces within a half mile or less through our support of the Trust for Public Land, which is also engaging 650 community members in the planning, designing, and constructing phases of this work.
- 477 people receiving training in our School of Allied Health Sciences, improving their career potential.
- 140 nurses and nursing students receiving scholarships through our Dolores Jones Nursing Scholarship program and our School of Allied Health Sciences.



## Advance the Future of Community Health

We work in partnership with our communities, using our collective knowledge to identify and implement creative solutions to address complex community health problems.

We are:

- Inspiring young people to pursue careers in health care
- Conducting research to identify and eliminate health disparities
- Advancing innovation to achieve greater and more equitable health outcomes

Examples of our partnerships and their impact:

- 1,600 residents being trained in specialty care/primary care departments and clinics and 107 mental health professionals expanding their expertise in our Mental Health Training Program.
- 200 youth receiving work experience and exposure to non-clinical health careers in addition to being supported by dozens of Kaiser Permanente volunteer mentors and supervisors.
- 100 nurses, care team members, and staff providing 200 youth from across the region a chance to explore health careers with realistic, hands-on simulations through our Youth Career Days events at the Garfield Innovation Center.

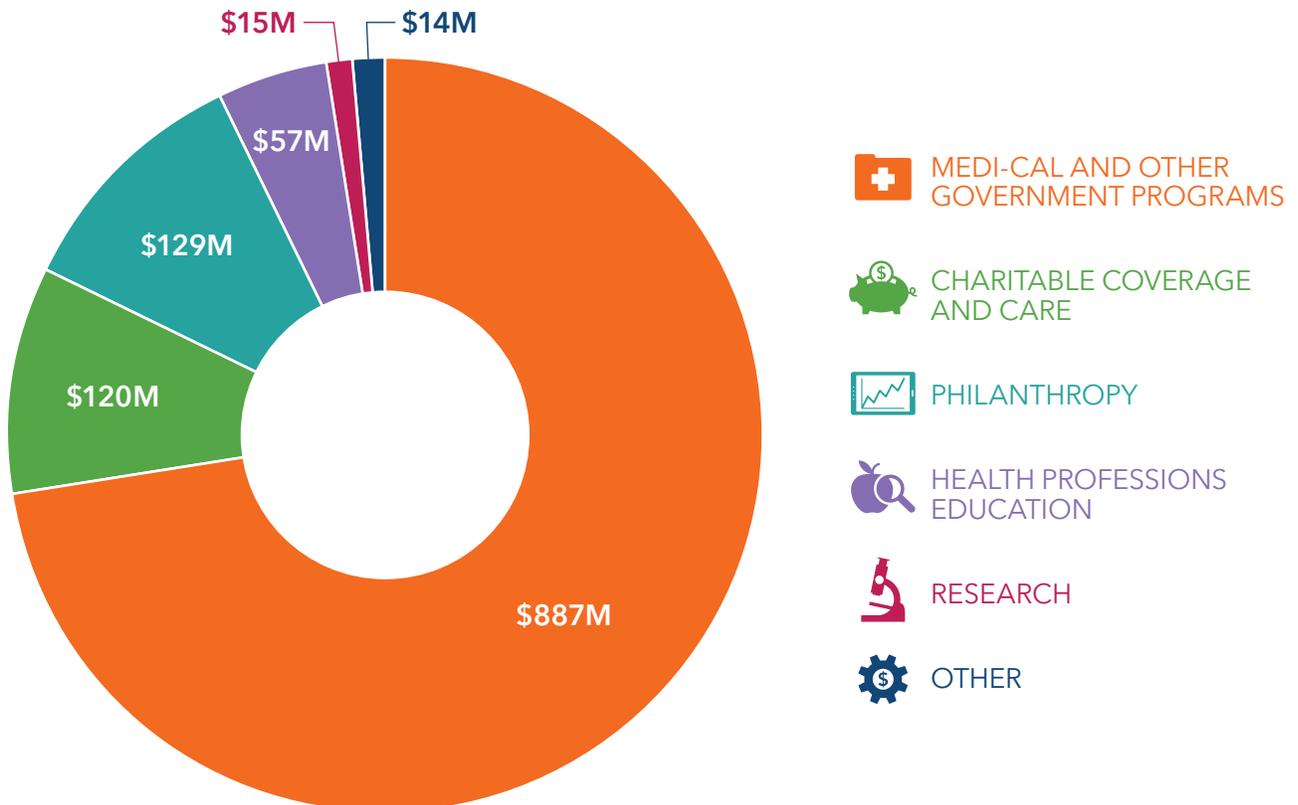


# 2017 Community Benefit Investment

**\$1.2 billion**  
Total Community Investment  
by Kaiser Permanente

**\$630 million\***  
Kaiser Permanente  
Hospitals

**\$590 million**  
Kaiser Permanente  
Health Plan



\*As reported in SB967, a State-required report for all non-profit hospitals.



# Our Partnerships In Action

## Advancing Housing as Medicine

In 2017, Kaiser Permanente launched a new focus on addressing growing rates of homelessness in Northern California. We began by investing nearly \$1.5 million to expand the work of several non-profit organizations that were successful in meeting the short-term needs of people living on the streets and encampments. We also started conversations with homeless service providers, affordable housing organizations, researchers, homeless advocates, and city and county officials to explore ways of working together to build a more robust and coordinated homeless response system.

Our homelessness efforts in 2017 provided a solid foundation for expanding our focus this year with \$2 million that advances a multifaceted initiative to address short-, medium-, and long-term approaches:

- **Crisis response:** Client-centered, trauma-informed services and supports to address immediate health and social needs
- **Flexible, stabilizing resources:** Innovative and robust wraparound services such as peer support specialists, housing navigation and legal services, and financial assistance such as rental subsidies
- **Homelessness prevention:** Emergency and short-term rental assistance, landlord mediation and financial literacy services, addiction-recovery support services, and job training and placement

Ultimately, we recognize that the root cause of homelessness is the lack of affordable housing. The work in Northern California is part of Kaiser Permanente's larger effort to leverage a full range of its resources to address the issue of homelessness, including the \$200 million [Thriving Communities Fund](#) that our national headquarters established to address housing stability and homelessness, among other community needs. [Read more](#) about our investments in addressing homelessness.



## Helping Oakland Thrive

Oakland Thrives is a bold citywide effort to make Oakland the healthiest city in the nation by focusing on the social conditions that directly influence the health of children, youth, and families. With an emphasis on equity, Oakland Thrives brings together public agencies, businesses, philanthropic foundations, higher education institutions, faith communities, and local non-profits to harness community ideas and take action in five areas: health, education, wealth, safety, and housing.

Kaiser Permanente is playing a leading role in Oakland Thrives, providing funding support and lending our expertise as a health care organization and one of Oakland's largest employers. By lifting up and connecting the progress already underway, thanks to the efforts of individuals and community organizations, Oakland Thrives is making short-term gains that build a foundation for long-term, sustainable change.

A tangible example Oakland Thrives' work in wealth equity is the launch of the Inner City Capital Connections' (ICCC) first cohort Oakland. Kaiser Permanente partnered with Cardinal Health, Amerisource Bergen, and Ernst & Young to host executives from 93 businesses representing 11 industries in participating in the ICCC's mini-MBA workshop. Following the workshop, several of the Oakland ICCC's participating executives attended a networking event in New York, where they presented their business plans to investors.

Our goal in working with the ICCC is to help small, diverse businesses grow and succeed—positioning them to provide the meaningful employment opportunities that are essential to the economic wellness of individuals and communities. Since 2005, businesses that participated in the ICCC program have significantly contributed to local economies by creating more than 15,000 new jobs across the nation. We're looking forward to seeing the Oakland ICCC cohort experience that same kind of success, and this year we've expanded the program to Sacramento.

[Watch a video](#) that tells the story of one ICCC alumni.



## Supporting Innovation to End Mental Health Stigma

In the United States, 1 in 5 adults and 20 percent of youth ages 13 to 18 live with a mental health condition, including about 14.8 million adults who live with major depression. Even though depression and other mental health issues are common and touch nearly all of us, the stigma associated with it often keeps people from talking about it or seeking treatment.

Reducing this stigma is a major priority for Kaiser Permanente. Building on the momentum of the [Find Your Words](#) public awareness campaign the organization launched in 2016, Kaiser Permanente in Northern California hosted the organization's first mental health forum in 2017.

The forum convened hundreds of Northern California community leaders, community partners, and mental health and wellness experts in San Francisco. Speakers included former United States Congressman Patrick J. Kennedy, Sacramento Mayor Darrell Steinberg, motivational speaker Gayathri Ramprasad, and actress and singer Keke Palmer – all who had a personal experience with the impact of mental health or addiction stigma.

The event served as catalyst for fresh thinking as attendees participated in break-out sessions to talk about the challenges they face in addressing stigma and make specific recommendations on Kaiser Permanente could best support their work. At the end of the event, Kaiser Permanente announced a \$2 million investment to support innovative approaches in reaching specific populations that typically shy away from seeking mental health treatment. A second mental health forum will take place this year.

[Learn how](#) organizations are using Kaiser Permanente's \$2 million in mental health stigma grants.

# Northern California Regional Community Health

2017 AT-A-GLANCE

**174,000**

youth and adults  
reached through  
Educational Theatre

**\$214 M+**

in grants, donations  
and direct support

**\$2.5 M**

to support North Bay  
fires recovery efforts

**71,200**

Medical Financial  
Assistance awards

**\$1.2 B**

total community  
investment

**10,000**

volunteer KP Cares  
hours supported  
360+ community  
projects

**\$425 K+**

from physicians and  
employees via KP Gives  
workplace giving

**1,700+**

medical residents  
trained in our  
Graduate Medical  
Education program

**477**

people trained  
in our school of  
Allied Health