

Community Benefit & Nonprofit Partnerships

CAN Forum
May 2016



Priorities



Health is created where we live, learn, work, and play.

People with health coverage achieve better well-being and health than those who do not.



Reframing Health



Dynamic and healthy communities are best supported by healthy organizations and leaders.

Insightful partners taking significant risks to achieve improved understanding of health in Arizona.



Agenda

1. Introduce resources
2. CAN Forum overview
3. Desired results of May CAN Forum
4. Community Benefit
 - What is it?
 - Why does it matter?
5. Innovative partnership ideas
6. Evaluation

Opportunities to make a difference that matters!

URL available on Vitalyst Health Foundation
website <http://vitalysthealth.org/tap-talks/>

The Arizona Healthy Communities Opportunities Index

Determining at-need zip codes through analysis of
public health, transportation, housing, and
socioeconomic indicators.



ARIZONA PARTNERSHIP FOR
HEALTHY COMMUNITIES

5/20/2016

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Why CAN Forums?

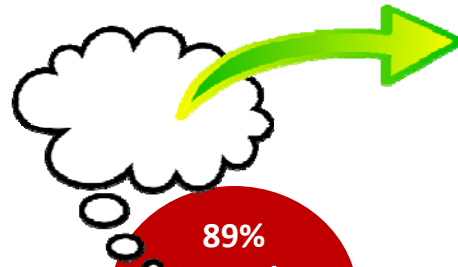


quote

-- Source



General CAN Forum Desired Results



89%
Strongly
Agree or
Agree



You are
not alone –
one of many

78%
Strongly
Agree or
Agree

Build
relationships
in the
network



89%
Strongly
Agree or
Agree

Use
the skills,
information,
and/or
insights

92%
Strongly
Agree or
Agree

Value
and practice
continual
learning



CAN Forum

Continual
Learning
-
Self
Motivation

Specific Desired Results

- Understand how the community benefits provision of the ACA can serve as an opportunity for nonprofits to connect with and benefit from the healthcare system;
- Learn about local community benefit initiatives;
- Identify creative ideas on how to partner with the healthcare system; and,
- Develop next steps to capitalize on the community benefits opportunity.

Community Benefit Requirement



Who knows what the Community Benefit requirement is?

How many of your organization's have a Community benefits Agreement with a local non-profit hospital?

Imagine a Healthy Community



The Basics ...

- Nonprofit hospitals
- Regulated by the IRS
- Underlying assumption:
 - Tax benefit \leftrightarrow Public benefit (or community benefit)
- What constitutes a *community benefit*?
 - Charity care
 - Training/Education for Staff
 - Other activities that ultimately benefit the entire community

Categories of Community Benefit

- Transportation;
- Food access or food policy coalition work;
- Donated food;
- Medical respite facilities that serve the homeless;
- Housing costs;
- Non-medical equipment or supplies;
- Donated office or meeting space;
- Donated fitness equipment;
- Advocacy;
- Child care;
- Free assistance with tax preparation, such as Volunteer Income Tax Assistance (V.I.T.A); and,
- Costs associated with developing a community needs health assessment (CHNA) or applying for a grant

Identifying the Needs

- Hospitals must conduct a CHNA every three years that:
 - Identifies significant health needs;
 - Includes opinions from medically underserved, low-income, and minority populations, or organizations that represent the interest of such populations;
 - Results in the creation of implementation strategies to address their findings.

General Examples

- Physical improvements and housing
- Economic development
- Community support
- Environmental improvements
- Leadership development and training for community members
- Coalition building
- Community health improvement advocacy

Local & National Examples

Case Study: Linking Healthy Community Design Activities with CHNA

Physical improvements and housing

Example: Desert Mission Neighborhood Renewal

Hospital: John C. Lincoln – North Mountain Hospital

Location: North Phoenix, Arizona – Sunnyslope

CHNA Identified Need: Stable housing

Description: Desert Mission Neighborhood Renewal is a community development corporation dedicated to the development of housing, neighborhoods and businesses in North Phoenix. Core programs and services include: (1) Housing counselling and home-buyer assistance, (2) infill affordable housing and homeowner rehabilitation and (3) commercial development and redevelopment.

Case Study: Linking Healthy Community Design Activities with CHNA

Food security

Example: Supplemental Nutrition Assistance Program (SNAP) Double Dollars Program

Hospital: Inova Health System

Location: Northern Virginia and Washington, DC

CHNA Identified Need: Food insecurity

Description: The SNAP Double Dollars Program is an incentive program designed to encourage SNAP recipients to purchase fresh, local foods at farmers markets. Shoppers at participating markets receive \$10 in matching funds for SNAP purchases of fresh fruits and vegetables.

Case Study: Linking Healthy Community Design Activities with CHNA

Economic development

Example: Evergreen Cooperatives

Hospital: Greater University Circle Initiative – Cleveland Clinic Health System, University Hospitals System

Location: Cleveland, Ohio

CHNA Identified Need: Economic opportunity

Description: Cleveland, Ohio has suffered from high unemployment rates since the Great Recession. The Greater University Circle Initiative is a collaborative effort dedicated to leveraging the economic strength of the urban anchor institutions. The Evergreen Cooperative Initiative was developed to create living wage jobs for the low-income neighborhoods within the Greater University Circle. The Cooperatives include three separate businesses: (1) Evergreen Cooperative Laundry, (2) Evergreen Energy Solutions and (3) Green City Growers Cooperative. The employee-owned businesses are tapping into the supply chain of Cleveland's anchor institutions to provide products and services.

Reimagine

The
power
of
partnerships



Innovation





YOUR IDEAS

Going Forward

- Talk their talk.
- Do your homework – know what they are interested in.
- Be open about the type of investment
- Leadership commitment is essential – think strategy.
- Don't expect them to reach out to you.
- Reach out to nonprofit hospitals and the Maricopa County Department of Public Health.
- Look for cross-sector leverage.
- Do not expect immediate results – keep chipping away.

Final Thoughts

Connecting the dots in the intricate healthy community portrait is not a quick and simple endeavor. But there is opportunity to form partnerships with healthy community leaders to create and sustain a fact-based, consensus-driven, comprehensive community health solutions.

CAN Forum Evaluation





A CATALYST FOR COMMUNITY HEALTH

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5/20/2016