

# 2015 Highmark Foundation Giving Report



**CELEBRATING 15 YEARS**  
OF INVESTING IN COMMUNITY HEALTH

**HIGHMARK<sup>®</sup>**  
FOUNDATION

[www.highmarkfoundation.org](http://www.highmarkfoundation.org)



# Mission

The Highmark Foundation is a 501 (c)(3) private, charitable organization dedicated to improving the health, well-being and quality of life for individuals and communities throughout the areas served by Highmark Inc. and its subsidiaries and affiliates. We fulfill our mission by awarding high-impact grants to charitable organizations that implement evidence-based programs aimed at improving community health. Central to the Foundation's mission is identifying and continuously re-evaluating our region's prevailing health care needs. By doing so, the Foundation remains at the forefront of those needs, well equipped to pinpoint issues that most urgently need support.

For more information, visit [\*\*www.highmarkfoundation.org\*\*](http://www.highmarkfoundation.org).

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The Highmark Foundation was established 15 years ago to improve the health and well-being of people living in the diverse communities served by Highmark Inc. We do this by awarding high-impact grants to charitable organizations, hospitals and schools that develop programs to advance community health.

The Foundation's greatest successes are strong partnerships with regional, national and global organizations with similar missions, working to raise awareness of community health care needs and stimulate positive change. The Foundation is respected for its efforts to create healthier communities.

Central to the Foundation's mission is identifying and understanding our region's new and existing health concerns. By doing so, the Foundation remains at the forefront of the region's health-related issues by providing grants to organizations that serve those most in need.

The initiatives funded by the Foundation fall within our three categories: chronic disease, family health, service delivery systems. These are the areas where we have seen the greatest needs and remain our primary areas of focus.

As we look ahead, the Foundation remains committed to improving the health and well-being of communities throughout the areas served by Highmark Inc. and its subsidiaries and affiliates. We will achieve this through our support of evidence-based programs that impact multiple counties, produce replicable long-term models and improve the health of our communities.

On the following pages, you'll see examples of the positive impact the Foundation had on people and communities in 2015 and during the past 15 years. By engaging people, places and systems to improve outcomes, we truly are changing lives. Thank you so much for your continued interest and support.

**Daniel A. Onorato**  
Chairman of the Board  
Highmark Foundation

**Yvonne Cook**  
President  
Highmark Foundation



Throughout the Highmark Health enterprise we share a joint mission – to deliver high quality, accessible, understandable and affordable experiences, outcomes and solutions for our customers.

Since its inception in 2000, the Highmark Foundation has been an important component in reaching that goal by creating urgency around many public health issues facing the region. It has accomplished this by providing more than \$120 million in funding to support strategic and evidence-based health care initiatives that educate, protect and ultimately improve the overall well-being of the large population it serves.

A major portion of the Foundation's history is its unparalleled dedication to improving children's health throughout the region. The Foundation was a catalyst in the childhood obesity and bullying epidemics facing our region and ultimately our nation.

For example, in 2006, the Foundation introduced Highmark Healthy High 5, a five-year children's health promotion initiative that supported lifelong good health for children and adolescents. Two major focus areas from that initiative—bullying prevention and childhood obesity—remain an integral part of the Foundation's work today.

The Foundation also funds innovative health care programs for the diverse population it serves. Whether the population is located in an urban, suburban or rural area, the Foundation supports programs that reach vulnerable or at-risk individuals such as the elderly, the poor, individuals with special needs and minority populations. These programs have included demonstrations, pilot projects, model programs, expansion plans and well-established initiatives.

Expanding on its excellence, in 2011, the Foundation announced that it would begin serving the state of West Virginia using the same thoughtful approach to grant making that it has applied throughout its history.

To commemorate its 15-year anniversary, I'd like to extend my gratitude to the Highmark Foundation for its many efforts, projects and initiatives that have helped make improvements for the health of our communities. On behalf of the entire Highmark Health enterprise, we thank you for your service.

A handwritten signature in dark ink, appearing to read 'D. Holmberg', with a stylized flourish at the end.

**David Holmberg**  
President and CEO  
Highmark Health

## Highmark Foundation Board Members and Officers



**Daniel A. Onorato, Chair**

Executive Vice President, Public Policy,  
Chief Government Relations and Community  
Affairs Officer, Highmark Health



**James B. Bramson, DDS**

Chief Dental Officer, United Concordia  
Companies, Inc.



**Doris Carson Williams, Vice Chair**

President & CEO, African American Chamber  
of Commerce



**Patricia J. Darnley**

President and Chief Executive Officer,  
Gateway Health



**Janine K. Colinear**

Senior Vice President, Finance Corporate  
Services, Allegheny Health Network



**Evan S. Frazier**

Senior Vice President of Community Affairs,  
Highmark Health



**Yvonne Cook**

President, Highmark Foundation



**Judy W. Sjostedt**

Executive Director, Parkersburg Area  
Community Foundation

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## Highmark Foundation Staff Members



**Christina Wilds**

Senior Program Officer



**Jane Brooks**

Program Analyst



**Tracey Pollard**

Executive Assistant  
to the President



— INTRODUCTION TO THE

# Highmark Foundation —

# About the Highmark Foundation's Grantmaking

The Highmark Foundation awards grants that impact health within the communities served by Highmark Inc., its subsidiaries and its affiliates. We use data and other sources of information to identify areas of need where Foundation support can make a meaningful impact by, funding innovative models that demonstrate new and sustainable ways to solve health problems that reach at risk populations that include the underserved, uninsured, Medicare and Medicaid.

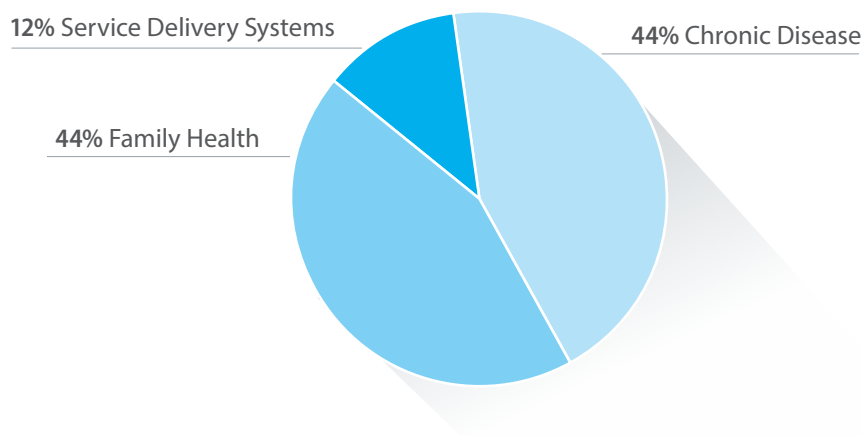
**In 2015, the Highmark Foundation awarded 25 grants in three funding priority areas:**

- **Chronic Disease** – Programs that focus on interventions, nutrition guidance, physical activity and weight management to fight heart disease, diabetes and other diseases

- **Family Health** – Initiatives to improve health, prevent disease and promote wellness among families in the areas of maternal, adolescent, senior and mental health, as well as family-centric nutrition and physical activity
- **Service Delivery Systems** – Support to organizations, hospitals and safety net providers that offer greater access to prevention and intervention programs, this includes coordination of services and the elimination of barriers to quality health care.

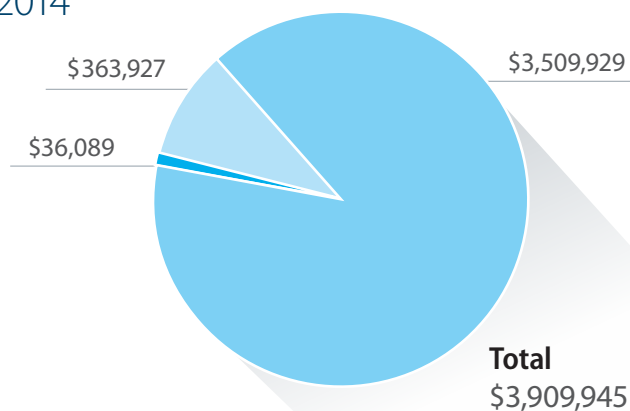
The Foundation leads efforts to promote health and wellness, including programs that address school, family and community health, throughout its service areas.

## Foundation Funding Priority Areas – 2015

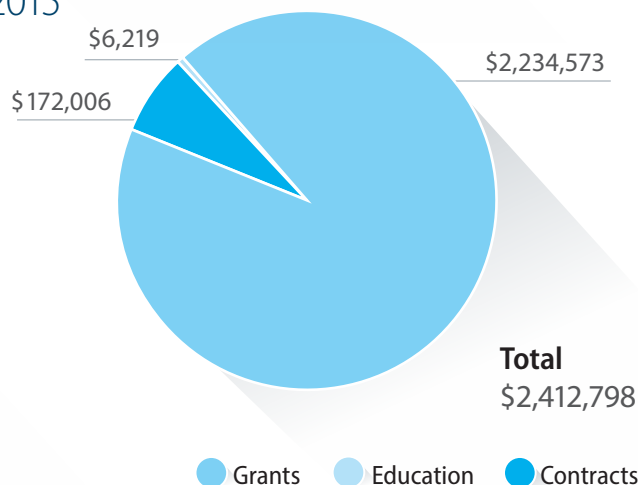


## Foundation Giving

2014



2015





— HIGHMARK FOUNDATION

# Stories from 2015

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# Stories from 2015

These stories highlight successful results from Highmark Foundation grants. Through our grants, these organizations provided access to programs and services that improve health outcomes of our communities.



## Reducing barriers to physical activity for adjudicated youth

A dedicated personal trainer heads into George Junior Republic, one of western Pennsylvania's oldest residential treatment facilities for youth. The trainer takes the young men through their paces: lifting weights, running, jumping rope. But he's also a mentor, encouraging the young men to eat better and to make healthy lifestyle choices.

The trainer's workout structure and mentorship is now a part of the coordinated care offered to young men adjudicated to George Junior. Adjudicated youth are young people under the age of 17 who commit crimes and are incarcerated in youth facilities. This incarceration is costly to the state, the nation, and to the young men – often denying them the opportunity for full participation in society and negatively impacting their physical and mental health outcomes.

Highmark Foundation responded to this health challenge.

With grants of more than \$300,000, two innovative physical health and nutrition programs were funded to reach overweight and/or obese young men at George Junior, believing that when the health of a child is improved the health of families and communities are also improved.

PATH, Pointing Adolescents Toward Health, is a 40-week program designed to integrate exercise, health and nutrition and other aspects of a healthy lifestyle into their daily routine. The Healthy Lifestyle Leadership Program, HLLP, specifically targets overweight young men and includes a structured mentoring component that engages peer leadership.

Early results show each program has promise: Overall, the program helped 187 adjudicated youth to collectively lose 831.1 pounds and reduce risk factors for overweight, obesity, high blood pressure and high cholesterol. More importantly, these young men are being empowered to make better decisions and achieve healthier lifestyles.

## Working to reduce low birth weight

The expectant mother from a low-income urban neighborhood in Pittsburgh, Pa. wished for a healthy baby. That's how she met her doula, a woman experienced in childbirth who knows how to support the physical, emotional, and informational needs of mothers during and after pregnancy. The doula program within the human services agency Every Child Inc. provides transportation to physician appointments, a parenting curriculum, lessons in understanding medications and more.

The mission: to reduce low-birth weight babies and give children and families the healthiest start in life.

It is the same mission at Butler Memorial Hospital in rural Butler, Pa., located approximately one hour outside of Pittsburgh. There the Maternal Services Program provides prenatal care, educates on breast-feeding and smoking cessation, and directs mothers toward nutritional and other social supports to lessen the likelihood of premature births and low-birth weight babies.

Any child born less than 5 lbs and 8 ounces is considered to be low birth weight. In Pennsylvania, the percentage of babies born with low birth weight is 8.3 percent, which is higher than the national average. The social, medical, and emotional costs of caring for these infants burden families and health systems. And the increased rate of low-birth weight babies is considered a public health issue. In Allegheny County, the rate of low birth weight among Black babies is double that of white babies.

The Foundation provided more than \$500,000 in grants to Every Child Inc. and Butler Memorial Hospital to strengthen their trailblazing efforts to reach women most at risk. The results were remarkable. Thanks to the work of doulas, for two years every client at Every Child Inc. had a full-term birth, 95 percent of the births were healthy weight, and every mother kept her well-child follow-up appointments. In Butler, the Maternal Services Program reduced the rate of low birth weights by 16 percent and more mothers showed up for their postpartum visits.

Highmark Foundation shared these results in a community forum, setting the stage for improved collaborations, partnerships, and data collection to create opportunities and share lessons on how to reduce low birth rate, improve care outcomes for mothers, and better coordinate health care resources.

## Mothers' milk bank

A mother's milk matters. All babies benefit from human milk. But for medically vulnerable premature infants, breast milk can be life-saving.

In Pennsylvania and West Virginia, each year 160,000 babies are born; 3.4 percent of those babies come into the world prematurely and low-weight newborns are especially fragile. To survive, these babies will need the services of the Neonatal Intensive Care Unit. More than 70 percent of NICU babies – the majority of whom are born to teens and low-income minority mothers – can benefit from having donor human milk when milk from their own mothers is not available.

Three Rivers Mothers' Milk Bank, a Pittsburgh, Pa nonprofit, recognizes the importance of breast milk to optimize the health and well-being of all babies, especially medically vulnerable infants. The milk bank is one of only 16 in the nation. Three Rivers Mothers' Milk Bank safely screens, collects, stores, and delivers donor human milk to seven NICUs across the region. The bank's goal is to distribute an average of 150,000 ounces a year. Every ounce counts. Research shows that using donor milk in the NICU results in higher breastfeeding rates, fewer days in the NICU, and protection against necrotizing enterocolitis, a dangerous colon infection in newborns. Moreover, breast milk gives a child a step toward a healthier future as it aids in and protects against child onset diabetes, childhood obesity, dental problems, and even the risk of developing psychological disorders.

In 2015, the Highmark Foundation awarded the milk bank \$100,000 to support its outreach to recruit donors, foster community visibility, and educate the public and clinicians on the new service. The milk bank is a regional asset, working to lower infant morbidity and mortality and helping to nurture the miracle of life in our state's smallest citizens.





## Improved health for people with HIV/AIDS

A unique program in south central Pennsylvania is helping people living with HIV/AIDS to manage the strict regimen of when to take medications.

HIV treatment regimens offer a Rubik's cube of complications. Most regimens involve taking multiple pills and negotiating which must be taken before or after meals or before or after doses of other medications. And, adherence can be harder if you are dealing with substance abuse/alcoholism, unstable housing, or mental illness, or other issues.

Yet, strict adherence is vital to a person's health. Missed dosages can impact viral loads and drug resistance, which may result in individuals having to take even more medicine.

Today, Alder Health Services in Harrisburg, Pa., in partnership with Coordinated Care Network and Quest Diagnostics, has designed the HIV Treatment Adherence Program, or ATAP, to care for and assist more than 300 people with medication adherence.

Highmark Foundation supported Adler Health Services with a grant of more than \$100,000 to implement ATAP, an innovative strategy that uses a web of support to help keep HIV-positive individuals healthier.

There are more than 32,000 people living with HIV in south central Pennsylvania. And, for the people who are touched by ATAP, in many ways, the program becomes a patient's best friend. The program guides an individual's daily routine by providing text message reminders, phone calls, and person-to-person check ups to monitor treatment adherence.

ATAP puts an emphasis on people-centered case management, allowing HIV patients to undergo more frequent lab tests, better monitor their treatment resistance, and engage more cooperatively with their physicians to determine the proper drug therapies to keep them healthier longer.

## Community health workers and diabetes

The community health worker makes her way down the winding roads of rural West Virginia. She arrives at a small home, where the senior resident lives with the challenges of diabetes, one of the leading causes of death in the nation. The health care worker talks with the resident, checks her blood pressure and pulse, and provides medication counseling to help her stay on track in self-managing her chronic disease.

The community health worker is part of a team providing services in 10 counties in impoverished Appalachian West Virginia, a region known as the Diabetes Belt for its high prevalence of the chronic disease. In alliance with hospitals, care centers, and mental health providers, the workers are now part of an emerging model of care from Minnie Hamilton Health Center and Williamson Health Center, making home visits and aiming to connect to more than 23,000 people struggling with managing their diabetes. The community health workers provide education and personal contact to empower healthier lifestyle changes.

In areas challenged with issues of poverty, people are often underserved and underinsured, making them more at risk for complications of diabetes. The community health workers – their efforts supported by a \$100,000 grant from Highmark Foundation – provide a lifeline to these most vulnerable populations. Their outreach, in helping West Virginia residents fight the disease, makes a difference.

As the community health worker makes the rounds to check on local residents with diabetes, she knows that by working in partnership with community, her intervention is helping to slow one of the chief causes of death in rural areas and creating system change that provides healthier outcomes.





**HIGHMARK FOUNDATION**

# What's Next?

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# What's Next

Making the delivery of health care more effective by making it more considerate and convenient is what's next on the Highmark Foundation agenda.

As we continue to take a three-pronged approach to our grantmaking: public health, systems change and thought leadership, we look for opportunities to improve health outcomes for the community. These approaches continue to help guide our thinking and investment strategies; work to promote a more community wide commitment to health promotion disease prevention; and create new ways to interface between the population and our health systems. In our recent grantmaking, you will hear stories about how the Foundation is working to strengthen public health departments which is critical to the overall health and well-being of the population; is providing families, students, teachers and others with a toll free bullying prevention helpline in collaboration with the Pennsylvania Department of Health; and is working to support the social determinants of health in environments that matter to people. Here are their stories:



## Strengthening local health departments

The Highmark Foundation is looking forward. In 2016, the Foundation is launched even more innovative partnerships and outreach aimed at improving the health, well-being, and quality of life for individuals, families, and communities by outreach to local health departments, which are on the front lines of care. Public health departments provide the continuum of care that makes a difference for mothers and children, environmental health, preparedness of our communities to respond to emergencies and surveillance around critical health issues.

Local health departments (LHDs) are the backbone of the public health system. LHDs drive the national prevention strategy. Therefore, they need sustainable funding. Without sustainable funding, public health departments are too often understaffed and ill-equipped, which threatens their capacity to deliver the broad range of services and programs that improve the health of our communities.

To address these challenges, Highmark Foundation is reaching out across western and central Pennsylvania. It has issued an invitation to six health departments – in Allegheny, Erie, Lehigh, Luzerne, Northampton and York counties – for proposals that improve access to community health programs, treatment and services; support the development and implementation of innovative public health practices, and build capacity/ infrastructure to enable local health departments to improve population health.

The six health departments are asked to develop health strategies across three priority funding areas:

- **quality improvement** – to use data to better design programs, measure results, support training, technical assistance, and more
- **cultural competency** – to be responsive in treatment and services to the health beliefs, practices, and needs of a diverse population
- **building capacity/infrastructure** – to strengthen the systems that enable better planning, and advances human, policy, fiscal and other resources.

The Foundation's overall action plan includes establishing alliances among health departments; assisting with these and other strategies to position them to deliver more effective and efficient public health programs and services.



## Helpline aims to address bullying

More than 160,000 children a day stay away from school because they are afraid of being bullied, according to the U.S. Department of Education. Some kids are bullied to death.

The Highmark Foundation has long recognized bullying is major public health issue. As a leader in the space of bullying prevention, it helped to create the Bullying Prevention Institute and has consistently provided new resources for schools and communities to reduce bullying.

Now, the Foundation is partnering with the Pennsylvania Department of Education and the Center for Health Promotion and Disease Prevention to support another innovation to address bullying: a 24-hour help line.

Highmark Foundation has donated \$30,000 to help operate the Bullying Prevention Consultation helpline. The funding will assist Pennsylvania schools in producing posters to inform students, teachers, and staff that the consultation line is available. The line is available to students, parents/guardians, and schools, both public and nonpublic.

With the Foundation's support, the helpline aids by creating a safe space for students to learn and feel secure. The helpline is now one of the tools to create an environment of well-being as all kids deserve a safe school.

The Bullying Prevention Consultation Helpline is 1-866-716-0424. Messages can be left 24 hours a day, seven days a week, and will be returned Monday-Friday during normal business hours.



## Meeting health needs through supportive services

Highmark Foundation recognizes that schools are critical in promoting health and safety and helping kids establish life-long healthy behaviors. It's why the Foundation has invested in making schools healthier through bullying and child injury prevention, excellence in school nursing, healthy eating and physical activity, and creating learning environments that support the physical, emotional and social well-being of students.

When parents can't, schools must. The Foundation understands that in economically disadvantaged districts, the potential of too many of children is threatened because of poverty, lack of teachers, low-academic performance and other factors that define a school as high needs. This year, the Foundation is focusing on a new initiative, Meeting Health Needs through Supportive Services. Schools today are more than just a place to learn. Under the supervision of teachers, administrators, and school nurses, many are responsible for making sure a child is fed, has clean clothing, and social supports. Meeting Health Needs through Supportive Services is a strategy to support high needs schools with supplementary assistance through grants to meet basic student health needs.

PA BULLYING  
PREVENTION  
Consultation Line  
866-716-0424

**HIGHMARK FOUNDATION**

# Grants

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## 2015 Highmark Foundation Grants

Organization	Grant Amount
<b>Alder Health Services, Inc</b> To support the Alder Health Services HIV Treatment Adherence Program (ATAP) to improve the overall health, well-being and chronic disease management of HIV positive individuals enrolled in medical case management.	\$103,526
<b>Allegheny Health Network</b> To support Allegheny Health Network's (AHN) Perinatal Depression program to create a new model of care to include increased awareness of perinatal depression, state of the art screening tools, more timely access to psychiatry resources and models of mother/baby care new to southwestern Pennsylvania.	\$124,747
<b>Allegheny Health Network Prehospital Services</b> To support the Healthy Lifestyle Health and Wellness Program for Emergency Medical Services (EMS) Providers.	\$96,857
<b>Alliance for a Healthier Generation</b> Sponsorship of #Commit2Ten, a program of the Alliance for a Healthier Generation that encourages families, communities, schools to commit to 10 additional minutes of physical activity during each day throughout the month of September, which is Childhood Obesity Month.	\$10,000
<b>American Cancer Society</b> To support the salary of the Project Director responsible for managing the Appalachia Community Empowerment and Equity Partnership.	\$100,000
<b>Bluefield State College Research and Development Corporation</b> To support a planning grant to assist with developing a Community-based Diabetes Awareness and Prevention program for African-Americans and Underserved Populations of Southern West Virginia.	\$24,650
<b>Catholic Charities</b> To support the salary of the Care Manager responsible for managing the Care Management Continuum of Care for Uninsured Individuals.	\$100,000
<b>Center for Health Promotion and Disease Prevention</b> To support targeted strategies designed to engage the community and professionals in the schools with the intent to decrease the rates of bullying.	\$250,000
<b>Central Susquehanna Intermediate Unit</b> To continue the Highmark Foundation's bullying prevention strategies in Pennsylvania and support school and community systems to strengthen bullying prevention efforts through informed and collaborative practice.	\$250,000
<b>Columbia County Volunteers in Medicine Clinic, Inc.</b> To improve health outcomes for diabetic and diabetic/hypertensive clients by implementing the Healthy Living Through Better Choices program.	\$79,052

## 2015 Highmark Foundation Grants (cont'd)

Organization	Grant Amount
<b>Force for Health Foundation</b> To support the costs of preparation and publication of a comprehensive report on childhood obesity trends in Pennsylvania.	\$20,000
<b>Free Medical Clinic of Dubois, Inc.</b> To support managing chronic diseases, a plan to promote healthy life choices for uninsured patients of the Free Medical Clinic of DuBois, Inc.	\$99,550
<b>Greater Scranton Area Family YMCAs</b> To implement the nationally recognized, evidence-based EnhanceFitness senior health and arthritis management program in five regional YMCAs (Greater Carbondale, Greater Pittston, Wayne County and Wilkes-Barre Family) in northeast Pennsylvania.	\$100,000
<b>Highlands Hospital</b> To support IM Well (Integrated Medicine — Women Excelling Living Life), a program to address the social, physical and emotional health needs of girls and women ages 11 and older in Fayette and surrounding counties.	\$100,000
<b>Minnie Hamilton Health System</b> To support care coordination to improve health outcomes for diabetic patients and those at high risk using a community health worker model.	\$50,000
<b>Northern Area Multi Service Center of Allegheny County</b> To provide short term post discharge, nutritional support services and change of condition monitoring to elderly patients to improve 30 day hospital readmission rates at Allegheny General and Jefferson Regional Hospitals.	\$70,000
<b>Pennsylvania District Attorneys Institute</b> To support the Pennsylvania Department of Drug and Alcohol Programs with establishing a naloxone administration program to assist municipal police departments in reducing incidences of opioid overdoses.	\$50,000
<b>Squirrel Hill Health Center</b> To support Squirrel Hill Health Center's satellite site in Brentwood (Allegheny County). Funding will provide translation services, pre-natal and maternal services for low-income and immigrant mothers.	\$150,000
<b>Three Rivers Mothers' Milk Bank</b> To support Three Rivers Mothers' Milk Bank's marketing efforts and public education to raise awareness on the importance of donor milk to decrease morbidity and mortality rates in infants within the NICU (neonatal intensive care unit) setting.	\$100,000

## Organization

## Grant Amount

### University of Pittsburgh Graduate School of Public Health

\$10,000

Gold sponsorship of the 2016 Porter Prize, an award given by the University of Pittsburgh Graduate School of Public Health (Pitt Public Health) to recognize an individual who has made a significant contribution to health and wellness and/or have included public health practices into its business practices.

### West Virginia Healthy Kids and Families Coalition

\$50,000

To support the salary for the Director of Try This West Virginia, a state coalition in partnership with communities to improve community health outcomes.

### Wheeling Health Right

\$90,000

To support Wheeling Health Right's dental and primary care integration program: Dental Health in the primary care Setting. Funding will provide equipment and program staff to provide integrated medical and dental care for low income populations in four northern West Virginia counties.

### Williamson Health and Wellness Center

\$50,000

To support care coordination to improve health outcomes for high risk patients in Logan and Mingo counties with chronic diseases using a community health worker model.

### Women for a Healthy Environment

\$75,000

To support a Community Health Conference to address healthy homes, schools and workplaces as the Presenting Sponsor.

### 10,000 Tables School Challenge

These grants were awarded to schools to promote health and wellness in schools, families and communities by encouraging healthy eating.

Northern Lebanon Middle School

\$5,100

Pittsburgh Brashear

\$5,100

West Middlesex School District

\$5,100

Waynesburg Central Elementary School

\$2,500

Pittsburgh West Liberty Elementary

\$2,500

West Middlesex Junior/Senior High School

\$2,500

Oakview Elementary School

\$2,500

Luther Low Elementary School

\$2,500

Margaret Bell Miller Elementary

\$1,200

Seneca Valley High School

\$1,200

Pittsburgh Beechwood School

\$1,200

Pittsburgh Conroy

\$1,200

**Total** \$2,185,982

## 2015 Creating a Healthy School Environment Grants

These grants were awarded to schools to support Bullying Prevention, Child Injury Prevention, Environmental Health and Healthy Eating and Physical Health programs.

Organization	Grant Amount
<b>Aliquippa Junior-Senior High Schools</b> Aliquippa Health & Physical Education Department	\$5,000
<b>Blackhawk High School</b> Skate 4 Life/Skate-in-School	\$9,925
<b>Bower Hill Elementary School</b> Bower Hill Health and Wellness	\$2,700
<b>Bridge Street Middle School</b> Adventures in Health and Wellness	\$3,500
<b>Carbon Lehigh Intermediate Unit</b> Healthy Beginnings: An approach for Early Intervention	\$7,500
<b>Carmalt Elementary School</b> Eat in Peace	\$3,250
<b>Catasauqua Area School District</b> Catasauqua Area School District Wellness Fitness Program	\$3,250
<b>Central Greene District</b> Anti-Bullying Olweus Program	\$4,000
<b>Coudersport Elementary School</b> Falcon Foot Running Club	\$5,000
<b>Crafton Elementary School</b> "E.P.I.C. Fitness" (Exercise Park In the Community)	\$5,000
<b>Cedar Grove Middle School</b> Blazer Bullseye	\$4,900



## Organization

## Grant Amount

<b>Center McMechen Elementary School</b> Take 10	<b>\$1,200</b>
<b>Cranberry-Prosperity Elementary School</b> Healthy Fitness Zone	<b>\$3,200</b>
<b>Deer Lakes High School</b> Olweus Bullying Prevention Program	<b>\$8,700</b>
<b>East Forest School District</b> The East Forest Brain Play Program	<b>\$5,000</b>
<b>Elizabeth Forward High School</b> Elizabeth Forward K-12 Health and Physical Education Program	<b>\$7,500</b>
<b>Fairview School District</b> Hydrate for a Healthier You and a Cleaner Planet!	<b>\$10,000</b>
<b>Ferndale Elementary School</b> Interactive Fitness Fun	<b>\$3,800</b>
<b>Forest Hills Elementary School</b> Ranger Crossfit	<b>\$6,000</b>
<b>Fort Cherry Elementary Center and High School</b> Fort Cherry Physical Education Program	<b>\$7,900</b>
<b>Gateway School District</b> Fresh Air & Green, Clean Schools	<b>\$10,000</b>
<b>Greensburg Middle School</b> GSMS Power Up PE!	<b>\$5,000</b>
<b>Holy Trinity School</b> Holy Trinity Marathon	<b>\$5,000</b>

## 2015 Creating a Healthy School Environment Grants (cont'd)

Organization	Grant Amount
<b>Hopewell Elementary School</b> Hopewell Elementary Physical Education Program	\$4,400
<b>Imani Christian Academy</b> Smoothies and STEM: A Fitness and Nutrition Initiative	\$5,000
<b>Keystone High School</b> Individual Fitness	\$4,900
<b>Lincoln Junior-Senior High School</b> Healthy Leaders of Tomorrow	\$6,500
<b>Manchester Academic Charter School</b> Improving MACS' Lunch Program	\$5,000
<b>Maysville Elementary School</b> Walking for 180 - Get Fit Get Smart at MES	\$2,800
<b>McGuffey High/Middle School</b> On the Trail to Fitness	\$6,500
<b>Monessen Elementary Center</b> Eat Better, Feel Better	\$5,000
<b>Moorefield High School</b> T.E.C.H (Teaching Every Child Healthy Habits)	\$5,000
<b>Moundsville Middle School</b> Moving Minds Classroom	\$5,000
<b>Norwin School District</b> "CASTLE" Salad Bar and Healthy Nutrition	\$4,000
<b>Our Lady of Fatima School</b> Falcon Fitness Initiative	\$5,000

## Organization

## Grant Amount

<b>Paxinosa Elementary School</b> Paxinosa Elementary Physical Education Department and After-School Fitness Club	<b>\$5,000</b>
<b>Pittsburgh Public School District Food Service Center</b> Smarter Lunchrooms in Pittsburgh Public Schools	<b>\$10,000</b>
<b>Shikellamy High School</b> Impacting Health through PE Curriculum and Assessment Improvement	<b>\$7,000</b>
<b>Susquehanna Waldorf School</b> Farming Fridays at Heritage Creek Farm Camp	<b>\$5,000</b>
<b>St. Paul School</b> IRISH are Fit 4Life	<b>\$5,000</b>
<b>South Allegheny Middle School</b> How Technology Can Lead to a Healthier Life	<b>\$4,500</b>
<b>St. Edmund's Academy</b> SEA Play Safe	<b>\$5,000</b>
<b>St. Joseph School, Lucinda</b> St. Joseph Physical Education Equipment	<b>\$5,000</b>
<b>St. Sebastian School</b> STREAM, SPARKle and Soar	<b>\$5,000</b>
<b>The Neighborhood Academy</b> Nutrition Program	<b>\$5,000</b>

## 2015 Creating a Healthy School Environment Grants (cont'd)

Organization	Grant Amount
<b>The Vista School</b> Overcoming Specific Challenges to Healthy Eating in Children with Autism Spectrum Disorder	<b>\$2,250</b>
<b>Tidioute Community Charter School</b> Cardio and Weight Training Program	<b>\$4,000</b>
<b>Tussey Mountain Jr./Sr. High School</b> TM "Titan Fitness"	<b>\$5,000</b>
<b>Vida Charter School</b> Responsive Classroom	<b>\$5,000</b>
<b>Tyrone Area Middle School</b> Middle Level Fitness Program	<b>\$5,000</b>
<b>Washington Elementary School</b> SDoL's Health and Fitness First!	<b>\$10,000</b>
<b>Woodland Hills Intermediate School</b> Aquatics for Life	<b>\$5,000</b>

**Total** \$279,175

**Grant Discount Amortization and Cancelled Grants** -\$230,584

**Total Grants** \$2,234,573

## 2015 Educational Support

Organization	Grant Amount
School Nurse Awardees	\$4,500
Other	\$1,719
Total Educational Support	\$6,219

## 2015 Contracts

Organization	Amount
<b>One on One Personal Training &amp; Fitness</b>	\$172,006
To support physical activity and nutrition in three underserved communities	
Total Contracts	\$172,006

**Total 2015 Foundation Funding** \$2,412,798

The word cloud represents 15 years of community investment by the Highmark Foundation.





HIGHMARK FOUNDATION

# Publications

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through the Years

# Telling the Story of Our Impact through the Years

The Foundation understands how vital it is to report back to the community on several of its major initiatives which have far reaching impact and that can be applied by other foundations across the country. Our dedicated staff has not merely overseen the implementation of successful grant programs; they have developed comprehensive publications to report on their overall impact.



## Reducing Barriers to Physical Activity for Adjudicated Youth: Implementing Promising Solutions to Improve Health Outcomes

This white paper is the result of the Highmark Foundation's funding of one residential placement facility located in western Pennsylvania, to successfully build capacity to improve nutrition and physical activity opportunities for adjudicated youth with two evidence-based programs. The programs were created to address childhood obesity. The positive outcomes of these programs provide evidence that including a certified fitness trainer yields promising and replicable results for adjudicated youth.



## Stories of Success in Bullying Prevention

The Highmark Foundation has invested more than \$10 million in bullying prevention. Its bullying prevention strategy was developed and implemented in partnership with the Center for Safe Schools and the Center for Health Promotion and Disease Prevention at the Windber Research Institute. This report highlights valuable lessons learned about bullying prevention from Pennsylvania schools involved in Highmark Foundation initiatives.



## Working with the Super-Utilizer Population: The Experience and Recommendations of Five Pennsylvania Programs

This white paper is the result of the Highmark Foundation's funding of Wellspan Health to support a Learning Collaborative for Super-Utilizer projects among five health systems. A learning community was created to share ideas, best practices, patient data and cost savings to transform the delivery of health care in the Central Pennsylvania region. The positive outcomes of these programs have provided solid evidence that super-utilizer programs create value for systems and patients.



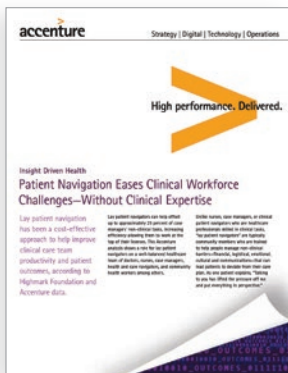
## Two Organizations Working to Reduce Low Birth Weight: Different Methods, Comparable Results

This white paper is the result of the Highmark Foundation's funding of two western Pennsylvania organizations' efforts to reduce low birth weight. It focuses on the impact that doulas and other supportive services have on improving maternal and child health outcomes. The programs were designed to reduce barriers to accessing care and demonstrate a new way to solve health problems. The positive outcomes of these programs have provided solid evidence that using doulas with supportive services yields promising results.



## Changing Lives: Engaging People, Places and Systems to Improve Health Outcomes, 2014 Highmark Foundation Giving Report

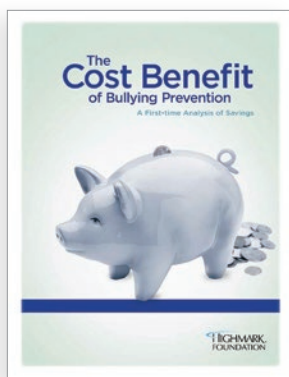
This report demonstrates the positive impact the Foundation has had on people and communities through initiatives funded in 2014.



## Patient Navigation Eases Clinical Workforce Challenges — Without Clinical Expertise

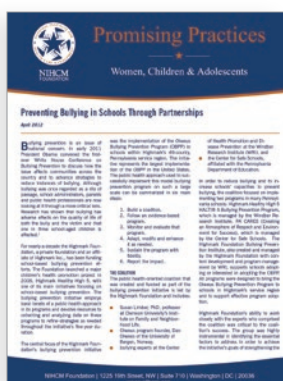
This report is the result of the Highmark Foundation's patient navigation pilot program in collaboration with Accenture. It focuses on the impact that lay patient navigation has on improving health outcomes in three western Pennsylvania hospitals targeting priority areas and health needs of the communities served. The program itself is meant to reduce barriers to accessing care, promote workforce development and demonstrate a new way to solve health problems. The positive outcomes of the pilot have provided solid evidence that patient navigation yields positive results.

# Highmark Foundation Publications (cont'd)



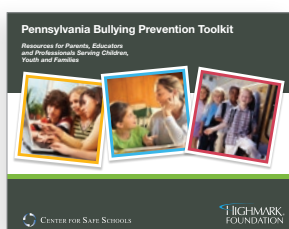
## The Cost Benefit of Bullying Prevention: A First-Time Look at Savings

Prepared by the Center for Health Promotion and Disease Prevention at the Windber Research Institute, The Cost Benefit of Bullying is an outgrowth of the Foundation's ongoing bullying prevention initiative. It looks at the financial impact that could be anticipated based on the expansion of the Foundation-funded implementation of the evidence-based OBPP over a three-year period and in the 49 Pennsylvania counties it serves.



## Preventing Bullying in Schools Through Partnerships

This report focuses on the Highmark Foundation's continued efforts to prevent bullying in schools and its implementation of the Olweus Bullying Prevention Program (OBPP). The Highmark Foundation's goal was to expose as many schools as possible in its service region to the OBPP. The program itself is meant to reduce bullying and to increase schools' capacities to prevent bullying. The positive outcomes of the coalition have provided solid evidence that bullying prevention investments yield positive results.



## Pennsylvania Bullying Prevention Toolkit

The Pennsylvania Bullying Prevention Toolkit helps to educate and bridge current gaps in the system and ensures that parents and various agencies have a fast track to assessing and meeting needs when a bullying situation causes distress in families. By supporting the development of this toolkit, the Highmark Foundation seeks to provide a lasting and valued resource to address difficult bullying incidents.



## Bullying Prevention: Parent Guide

This Parent Guide, produced by the Center for Safe Schools through a Highmark Foundation grant, was guided by input from parents and organizations that serve youth. It represents Highmark Foundation's commitment to improve children's health and well-being.



## Bullying Prevention: School Administrator Guide

The Administrator Guide to Bullying Prevention, produced by the Center for Safe Schools through funding provided by the Highmark Foundation, was created with input from school administrators and bullying prevention trainers. It represents the Highmark Foundation's commitment to improve children's health and well-being.



## Bullying Prevention: Out-of-School and Afterschool Guide

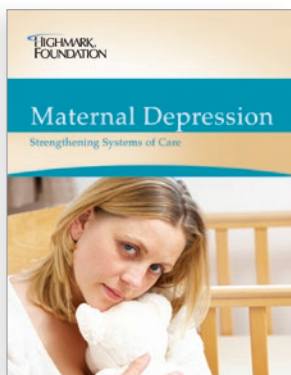
This Guide, produced by the Center for Safe Schools and Pennsylvania Statewide Afterschool/Youth Development Network (PSAYDN), was developed with funding provided by the Highmark Foundation. It was informed by research and the perspectives of youth development and bullying prevention practitioners. It represents the Highmark Foundation's commitment to improve children's health and well-being.



## Bullying Prevention: Urban Schools Guide

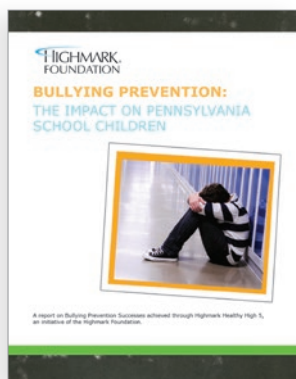
This guide, produced by the Center for Safe Schools and the Center for Health Promotion and Disease Prevention at Windber Research Institute, was developed with funding provided by the Highmark Foundation. It was informed by research and the perspectives of urban educators from around the United States. It represents the Highmark Foundation's commitment to improve children's health and well-being.

## Highmark Foundation Publications (cont'd)



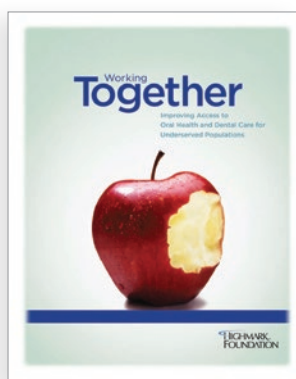
### **Maternal Depression: Strengthening Systems of Care**

This report highlights community and programmatic strategies supported by one national and several local grants to reduce maternal depression. These public health strategies provide greater access to coordinated maternal and child health care through cohesive systems-level approaches. As a result of these proactive approaches, mothers, children and families have access to affordable, quality resources to assist with challenges associated with maternal depression.



### **Bullying Prevention: The Impact on Pennsylvania School Children**

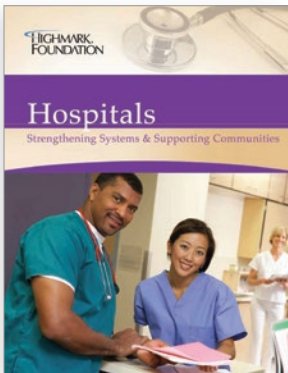
This is the second formal report on the Highmark Foundation's bullying prevention initiative. This initiative continues to be the largest implementation of the Olweus Bullying Prevention Program in the country.



### **Working Together: Improving Access to Oral Care and Dental Care for Underserved Populations**

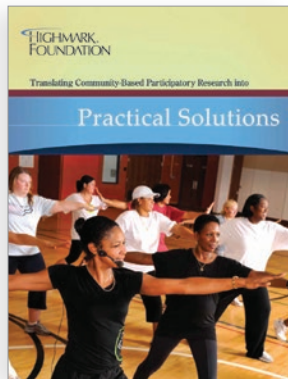
This report, published in 2010, details the successful comprehensive and multilevel strategy that helped improve the quality of oral health and dental care among underserved individuals and individuals with special needs in Pennsylvania. The Highmark Foundation targeted its funding towards safety net providers across the Commonwealth.





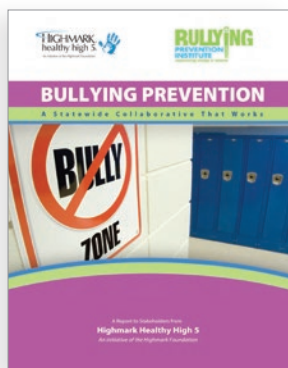
### **Hospitals: Strengthening Systems & Supporting Communities**

This report issued in June 2010 highlights programs and services developed and offered by community hospitals and health systems to assist communities in preventing or reducing illnesses and chronic diseases, and in providing greater access for the uninsured. The grants provided rural and urban hospitals with resources to increase access to care and to build capacity to implement and deliver a wide range of programs and services.



### **Translating Community-Based Participatory Research into Practical Solutions**

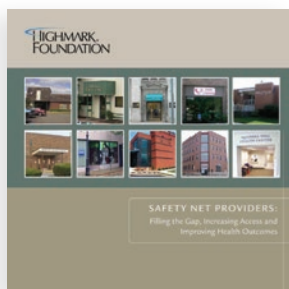
This report, published in November 2009, reviews practical evidence-based solutions and programs created from community-based participatory research (CBPR) designed to reduce the burden of chronic disease in underserved populations.



### **Bullying Prevention: A Statewide Collaborative That Works**

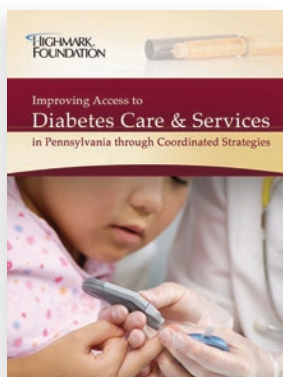
This study, issued in November 2009, features three years of data on the implementation of the HALT! and PA CARES bullying prevention programs in Pennsylvania schools.

## Highmark Foundation Publications (cont'd)



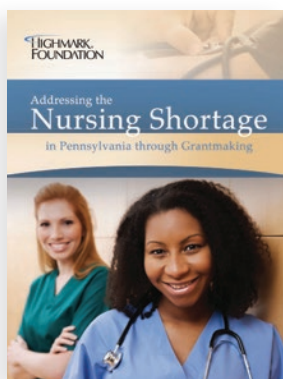
### **Safety Net Providers: Filling the Gap, Increasing Access and Improving Health Outcomes**

This September 2009 report discusses the ability of safety net providers such as Federally Qualified Health Centers (FQHCs), also known as Community Health Centers (CHCs), Federally Qualified Health Center Look-Alikes (FQHC-LAs), Free Clinics, and Rural Health Centers (RHCs) to reduce costs of chronic disease through access to preventive health programs.



### **Improving Access to Diabetes Care and Services in Pennsylvania through Coordinated Strategies**

Issued in June 2009, this report details community-based programs and services created to reduce the effect of diabetes. These programs aimed to increase access to diabetes care and services for minorities and underserved individuals in western and central Pennsylvania.



### **Addressing the Nursing Shortage in Pennsylvania through Grantmaking**

This report published in March 2009 details the Highmark Foundation's efforts to fund five colleges and universities in Pennsylvania to establish scholarships, enhance simulation centers and develop different teaching modalities to enhance their capacity to recruit and retain students.

— HIGHMARK FOUNDATION

# in the News

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# 2015 Highmark Foundation in the News

## **Pittsburgh hospitals reduce emergency department visits using patient navigators**

Business Wire (January 26)

## **Emergency Room visits decline as navigators steer patients to proper medical care**

Pittsburgh Tribune-Review (January 26)

## **'Patient navigators' reduced readmissions, overuse of ER in pilot program**

Fierce Healthcare (January 27)

## **Program increases exercise in state's least healthy county**

The Charleston Gazette (Charleston, WV) (February 7)

## **Patient navigators reduce emergency department visits in 3 US hospitals**

Enterprise Innovation (February 9)

## **Perspectives: The human connectedness of healthcare**

Accenture.com (February 17)

## **Welsh Mountain receives \$150K grant for Lebanon facility**

Lebanon Daily News (Lebanon, PA) (February 19)

## **Highmark Foundation makes \$775K in grants**

Pittsburgh Business Times (February 23)

## **Schools working to fight obesity**

The Intelligencer/Wheeling News-Register (February 25)

## **West Penn Hospital seeks funding for maternity renovations**

Pittsburgh Business Times (March 2)

## **Study shows ACA expansion successful in low-mod income residents**

The Register-Herald (Beckley, WV) (March 13)

## **Nominate York's best school nurse for Highmark's Excellence in School Nursing Award**

York Dispatch (York, PA) (March 22)

## **5 outstanding women in Pittsburgh philanthropy**

NEXTpittsburgh (March 23)

## **Video contest announced to raise awareness for fragrance-free schools in Pennsylvania**

Houston Chronicle (March 24)

## **The latest school menace: Fragrances**

Lancaster Newspapers (Lancaster, PA) (March 25)

## **Free clinic to get medicine: Organization delivers \$400,000**

The Tribune-Democrat (Johnstown, PA) (April 3)

## **Pennsylvania State Police to carry medication for opioid drug overdoses**

Pittsburgh Post-Gazette (April 7, 2015)

## **Lifesaver: Police are better equipped to fight drug overdose**

Pittsburgh Post-Gazette (April 8)

## **Mahanoy Area middle school student wins logo contest**

The Republican Herald (Pottsville, PA) (April 12)

## **Highmark accepting applications for grant**

Erie Times-News (April 22)

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**Yoga and meditation offered at Shuman Detention Center**  
Pittsburgh Post-Gazette (April 27)

**Allegheny County plans telephone survey to gather health data**  
Pittsburgh Tribune-Review (April 29)

**Newsmaker: Kathleen Macurak**  
Pittsburgh Tribune-Review (May 7)

**Obamacare and the modern ED: 3 ways hospitals can cut down on overuse**  
Healthcare DIVE (May 12)

**Northern Lebanon named a winner in 10,000 Tables pledge**  
The Patriot-News (Harrisburg, PA) (May 15)

**Big Spring nurse receives award**  
The Sentinel (Carlisle, PA) (May 20)

**Survey to gauge health of Allegheny County residents**  
WESA-FM (Pittsburgh, PA) (June 16)

**Highmark Foundation awards more than \$285,000 in “Creating a Healthy School Environment” Grants**  
Blue Cross Blue Shield Association (June 22)

**Highmark Foundation awards more than \$1.1 million in grants to nonprofits in Pennsylvania and West Virginia**  
Blue Cross Blue Shield Association (June 29)

**Anti-bullying program receives \$250K boost**  
The Tribune-Democrat (Johnstown, PA) (July 1)

**Londonderry Elementary receives grant from Highmark**  
Londonderry News (July 1)

**Several businesses in West Virginia receive grants**  
The Herald-Dispatch (Huntington, WV) (July 5)

**Janet Allio receives the 2015 Excellence in School Nursing Award**  
The State Journal (Charleston, WV) (July 8)

**Highmark grants \$1.1M to nonprofits**  
Parkersburg News and Sentinel (Parkersburg, WV) (July 12)

**Highmark grant creates meals-on-wheels pilot**  
Pittsburgh Business Times (September 1)

**Pittsburgh Business Group On Health announces 2015 Excellence Award Winners**  
Pittsburgh Business Times (September 10)

**Fun, fit, fabulous back in Pittsburgh...**  
New Pittsburgh Courier (September 13)

**Health screenings at Duquesne school help ward off learning problems**  
Pittsburgh Tribune-Review (September 16)

**Highmark Foundation assistance aids two Western Pennsylvania organizations in reducing low birth weight babies**  
Blue Cross Blue Shield Association (September 21)

**Schuylkill County to go blue for bullying prevention**  
The Republican Herald (Pottsville, PA) (September 30)

## 2015 Highmark Foundation in the News (cont'd)

### **Paper details \$150K grant**

The Butler Eagle (Butler County, PA) (October 12)

### **Webinar series launched for school nurses**

Central Penn Business Journal (October 20)

### **Peters students turn snack time into showtime**

Pittsburgh Post-Gazette (November 6)

### **New diabetes care project launching in eight WV counties**

WTAP-TV (Parkersburg, WV) (November 19)

### **Local groups receive grants**

Parkersburg News and Sentinel (Parkersburg, WV)  
(November 22)

### **Sisters Health Foundation awards grants**

Marietta Times (Marietta, Ohio) (November 23)

### **Alder Health Services receives \$103,000 grant from Highmark Foundation**

Lancaster Newspapers (Lancaster, PA) (December 2)

### **Grant aims to fill gaps in health care for HIV-positive and LGBTQ communities**

Central Penn Business Journal (December 3)

### **A good fit: WM students use new technology in phys ed program**

The Herald (Sharon, PA) (December 6)

### **Middle school classrooms on the move thanks to grant**

WTRF-TV (Wheeling, WV) (December 9)

### **Moving minds motivates Moundsville middle students**

The Wheeling News-Register (December 10)





[www.highmarkfoundation.org](http://www.highmarkfoundation.org)  
1-866-594-1730