

planning for the future

HIGHMARK<sup>®</sup>  
FOUNDATION



2018 GIVING REPORT



The focus of the 2018 Highmark Foundation Giving Report is Planning for the Future. On the following pages you will read about the Highmark Foundation's efforts to improve population health today and in the future through its grant making. These public health programs demonstrate the Foundation's impact on health, including maternal and child health, reducing obesity through evidence-based approaches, addressing the opioid crisis, ensuring seniors have access to healthy meals and case management, using virtual reality to train the next generation of physicians, providing access to integrated behavioral health services, innovative ways to treat patients infected with Hepatitis C, initiatives to enhance services for female veterans, and expanding bullying prevention — with the goal of ensuring that communities have access to effective early education and prevention programs created to meet long-term health goals.

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## 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 who reside in the communities 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 [highmarkfoundation.org](https://highmarkfoundation.org).



## WELCOME TO THE 2018 HIGHMARK FOUNDATION ANNUAL REPORT

For nearly twenty years, the Highmark Foundation has been dedicated to improving the health, well-being, and quality of life for individuals in Pennsylvania and West Virginia. We accomplish our mission by awarding high-impact grants to organizations that implement evidence-based programs aimed at improving community health.

In 2018, we gave more than \$2.6 million through 123 grants to support charitable organizations, hospitals, and schools that develop programs to combat chronic disease, support our veterans, reduce barriers, and increase access to care in sustainable, innovative and replicable ways.

Central to the Highmark Foundation's mission is identifying and continuously evaluating our region's most urgent health care needs. Across our region we are seeing an increasing strain on the capacity of organizations that provide vital community services and in response, we supported programs and organizations that are planning for the future with a focus on expanding their service delivery systems and building capacity. This included health-related organizations that provide availability and greater access through events like community-based opioid educational sessions, grants to support our female veterans, and virtual reality training for physicians.

Within this report, we highlight our grants and giving from 2018. As we look to 2019 and beyond, we look forward to building sustainable programs that increase capacity and expand the impact on community health. The Highmark Foundation will continue to lead the way in community health and partnerships, reducing health care disparities, increasing access to care, and improving the quality of health care for all.

We thank our community partners who have joined us in our mission to create a remarkable health care experience, and we look forward to continuing to share our success with you.

Daniel Onorato  
Chairman of the Board, Highmark Foundation

Yvonne Cook  
President, Highmark Foundation



## WE SHARE IN A MISSION

Throughout the Highmark Health enterprise, we share in a mission to create a remarkable health experience, freeing people to be their best. We also have a shared vision of a world where everyone embraces health.

A key component of achieving our vision is the work of the Highmark Foundation. Since it was established in 2000, the Foundation has identified and is continuously re-evaluating the prevailing health care needs of the communities we serve. Today, the Foundation is agile and impactful as it supports strategic and evidence-based health care initiatives that educate, protect, and ultimately improve the overall well-being of the populations it serves.

In 2018, the Highmark Foundation focused on some of the most critical questions we face today. How do we build capacity to expand vital community services, increase partnerships, and meet the growing health care needs of our communities?

A good example of building sustainable capacity is the Highmark Foundation's work with Meals on Wheels, a program that operates in thousands of communities across America to address senior hunger and isolation by delivering nutritious, hot meals to homebound seniors. A few years ago, the Highmark Foundation supported Meals on Wheels Pittsburgh and their "More than a Meal" program, which pairs a health care professional with a Meals on Wheels volunteer. After the program showed the successful results of coupling food delivery with health care, Meals on Wheels asked us to help with a planning grant to expand the program across Pennsylvania. Now, in coordination with Meals on Wheels America, "More than a Meal" will become an implementation model across other states supporting their senior neighbors to live healthier and more nourished lives in their own homes.

Another example of the strategic support that the Foundation provides to communities is a grant supporting the Centre Volunteers in Medicine Clinic (CVIM) in Centre County, Pennsylvania. CVIM staff is noticing a large number of patients presenting with comorbid mental illness while at the same time grappling with the negative impacts of a decreasing number of practicing psychiatrists. With the support of the Highmark Foundation, CVIM is planning for a new model of integrated behavioral health services within their clinic that includes increased accessibility through telemedicine. The global, holistic approach to behavioral health care will be the first of its kind in Centre County.

We are proud of the reputation the Highmark Foundation has built over its 19-year history — a reputation as trusted partner and resource, with experience and deep roots in the communities we serve.

On behalf of the entire Highmark Health enterprise, we thank the Highmark Foundation for its commitment and dedication to our communities as they build for the future.

David Holmberg  
President and Chief Executive Officer, Highmark Health

# Highmark Foundation Board Members, Officers, and Staff Members

## Highmark Foundation Board Members and Officers



**Daniel A. Onorato, Chair**  
Executive Vice President, Corporate Affairs,  
Highmark Health



**R. Quinn Dufurrena, DDS, JD**  
Chief Dental Officer, United Concordia



**Doris Carson Williams, Vice Chair**  
President & CEO, African American  
Chamber of Commerce



**Evan S. Frazier**  
Senior Vice President, Community Affairs,  
Highmark Health



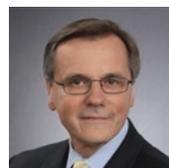
**Janine Colinear**  
Senior Vice President, Finance,  
Highmark Health



**Judy W. Sjostedt**  
Executive Director, Parkersburg Area  
Community Foundation



**Yvonne Cook**  
President, Highmark Foundation



**Steven Szebenyi, MD**  
Chief Medical Officer,  
Gateway Health Plan

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## Highmark Foundation Staff Members



**Christina Wilds**  
Senior Program Officer



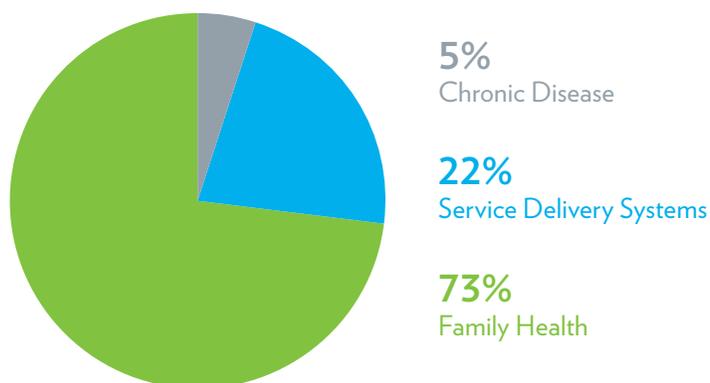
**Tracey Pollard**  
Executive Assistant  
to the President



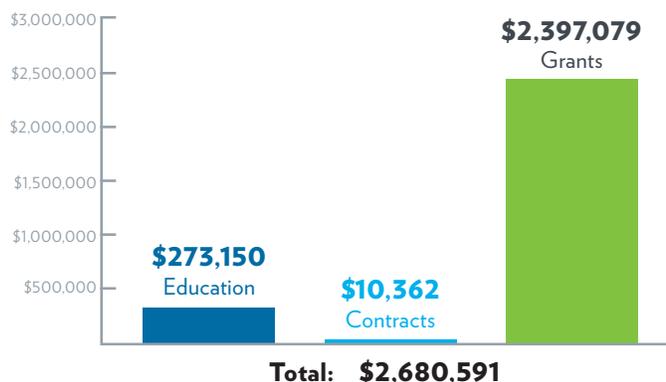
**Jane Brooks**  
Program Analyst

# Highmark Foundation's Grantmaking

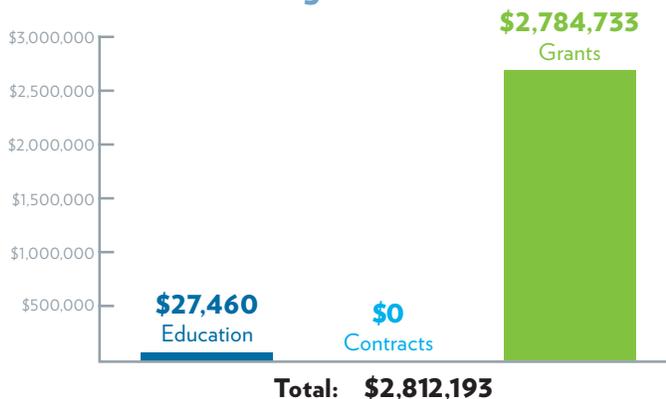
## Foundation Funding Priority Areas 2018



## Foundation Giving 2018



## Foundation Giving 2017



In 2018, the Highmark Foundation awarded 119 grants in three funding priority areas:



### Chronic Disease

Programs that focus on interventions to improve quality of life, such as weight management, antibiotic prescribing practices, HPV education campaign, integrated HIV model of care, cancer education, and community health navigation.



### Family Health

Initiatives that address innovative models, including maternal and child health, bullying prevention approaches, grants to support blood donation awareness, support family-based obesity programs, reduce environmental threats to minority populations, school health, and strategies to improve adolescent health.



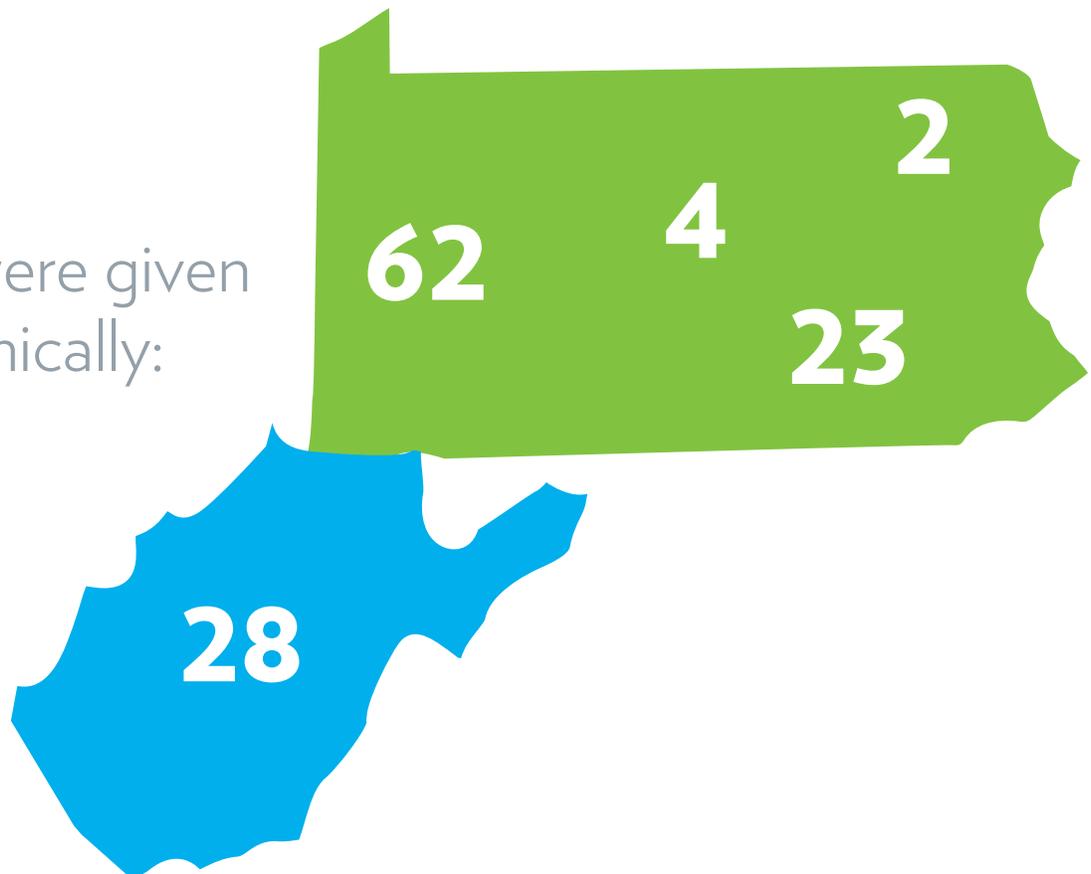
### Service Delivery Systems

Support to health-related organizations that provide availability and greater access, such as community-based opioid educational events, grants to support female veterans, virtual reality training for physicians, and planning to implement a new statewide meal service delivery model for seniors integrated with case management.

Highmark Foundation provided grants to

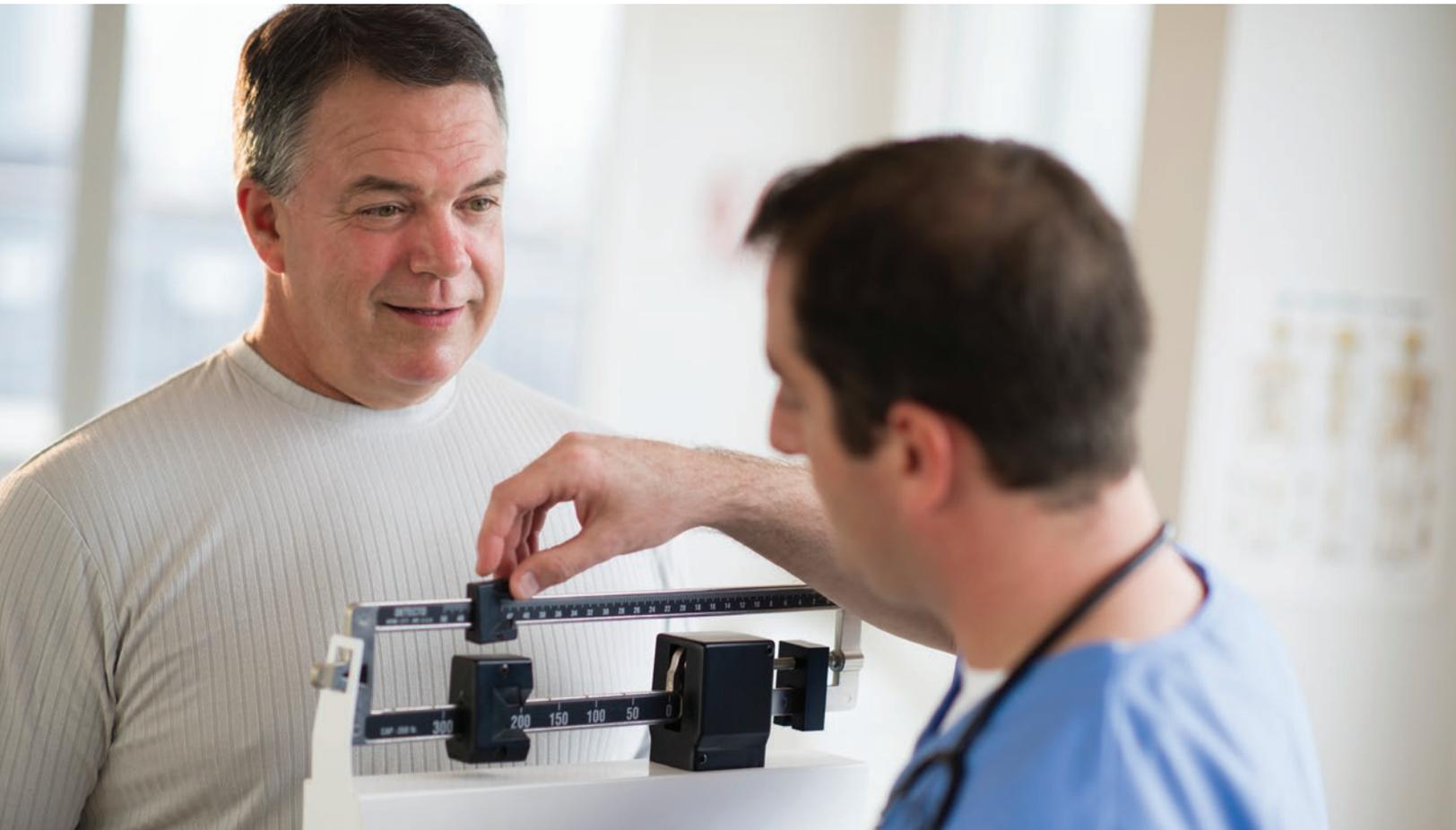
- 78** schools
- 15** health-related organizations
- 2** foundations
- 2** disease-related organizations
- 3** educational institutions
- 9** community-based organization, and
- 10** other related entities

Grants were given geographically:



# West Virginia Health Right

For the second year in a row, West Virginia's adult obesity rate leads the nation according to data from the Robert Wood Johnson Foundation. A concern facing West Virginians is the lack of access to care and financial resources to afford proper treatment to address obesity and its co-morbid conditions, which is a common issue in rural areas specifically among the uninsured. The obesity epidemic among the underserved of Kanawha County, West Virginia, significantly impacts the uninsured and underinsured. Many of these individuals work, but represent the working poor.



West Virginia Health Right (WV Health Right) is a free and charitable clinic serving those individuals with comprehensive medical, dental, integrated behavioral health, vision, and health education services. The clinic is working to strengthen its obesity efforts to reach those most at risk and continue to provide ongoing services with a weight loss program that addresses the many psychosocial, environmental, and nutritional barriers faced by its disadvantaged patients. With a \$75,000 grant from the Highmark Foundation, WV Health

Right, through the Sustainable Change and Lifestyle Enrichment (SCALE) Weight Loss Program, is targeting excess weight, obesity, and co-morbid conditions in 100 adult patients who are uninsured or underinsured. With help from every member of the multidisciplinary team and ongoing commitment from patients, the clinic has seen the value of small, practical steps that can lead to long-lasting, healthy weight loss and improvement in associated chronic conditions.



## Women's Health Care Center of West Virginia

High-risk, low-income, Medicaid-eligible pregnant women are more likely to have adverse pregnancy outcomes and less likely to have access to quality health and wellness, parenting, and supportive programs to ensure successful outcomes during pregnancy and beyond. This population, including teens, is well represented among women who experience unplanned pregnancies — the total costing West Virginia about \$145 million in 2010. The public cost to the state of teen childbearing in 2015 was \$14 million. Through a one-year \$40,000 grant, the Highmark Foundation provided funding to meet the needs of the Parent Program Right from the Start (RFTS) of the Women's Health Center of West Virginia. RFTS works to improve the health status of high-risk, Medicaid-insured pregnant women and infants. Through individualized home-based education and supportive services, approximately 60 at-risk women—low-income, single parents, pregnant women, and teenaged mothers, specifically 18 and 19 year olds are served in Charleston, West Virginia.

The number of program participants is kept low to facilitate the effective and efficient provision of customized services tailored to woman's needs. The latter includes in-home education covering a sweep of subjects, such as smoking cessation, breastfeeding, baby and mom oral care, family planning, and domestic violence among others. RFTS also assists participants in accessing WIC and Department of Health and Human Resources appointments and transportation. The three goals of RFTS are to improve health status of participants; improve birth outcomes and reduce low newborn birth weights; and increase health care access.



## West Virginia University at Parkersburg Foundation

Federal estimates place the cost of the American opioid-drug epidemic between \$500 million and \$3 billion. At the rate of 52 per 1,000, West Virginia tops the list of drug overdose fatalities in the United States. In support of the West Virginia University at Parkersburg Foundation’s progressive agenda to combat the crisis, the Highmark Foundation was Presenting Sponsor — with a \$5,000 grant to support three sessions focused on the opioid epidemic.

The sessions focused on educating, responding, and treatment, which complemented Highmark Health’s framework for primary intervention, secondary prevention, and tertiary prevention. The WVU at Parkersburg Foundation series, one session held in March and two in April, comprised a Netflix documentary, “Heroin(e),” that describes the heroin epidemic in Huntington, West Virginia; a panel discussion with first responders; a panel discussion with drug counseling and treatment centers’ representatives and an update on the state’s efforts by U.S. Senator Joe Manchin. Highmark Foundation’s support was supplemented by other sources in WVU Foundation’s high-visibility efforts to educate the West Virginia community — and beyond — about the opioid drug epidemic and how to overcome the destruction.

**EDUCATING**  
 Join us for a screening of the Oscar-nominated documentary “Heroin(e)” followed by a panel discussion with the three women featured in the film.  
 THURSDAY  
 MARCH 29 • 6 PM  
 WVU PARKERSBURG  
 COLLEGE ACTIVITIES CENTER

**RESPONDING**  
 Join us for a panel featuring first responders and an emergency room physician who will discuss what happens when responding to a drug overdose.  
 THURSDAY  
 APRIL 5 • 6 PM  
 WVU PARKERSBURG  
 COLLEGE THEATER

**TREATING**  
 Join us for a final panel focusing on treatment for opioid addiction with representatives from local WV treatment centers.  
 THURSDAY  
 APRIL 12 • 6 PM  
 WVU PARKERSBURG  
 COLLEGE THEATER

**THIS THREE-EVENT SERIES IS A FREE PROGRAM TO EDUCATE THE PUBLIC ON THE OPIOID EPIDEMIC.**

# Planning for the future

When the Highmark Foundation thinks of what's next regarding health, it looks toward the current environment and what can be done to meet the challenges and changes for people to live better, healthier lives. The future is filled with uncertainty, which provides exciting opportunities for transformation, innovation, and disruption in health care, leading to behavior change, stronger engagement, and better decision-making. Using new generation technology and advanced data modeling and analytics enables better trained health care professionals to make informed decisions and develop unique evidence-based programs tailored to each individual with the goal of earlier identification and resolution of critical health problems.

## **ALLEGHENY HEALTH NETWORK (AHN) OFFICE OF PHYSICIAN DEVELOPMENT**

To improve the total health care experiences of patients and meet the challenges of educating and synthesizing its diverse medical system, Allegheny Health Network (AHN) received a Highmark Foundation \$25,000 six-month planning grant to develop virtual reality (VR) training for physicians. The grant enables AHN's Office of Physician Development to explore the use of VR technology to create training experiences in a simulated 3D environment. AHN is developing VR content to enhance training structures in the areas of patient experience, quality and safety, and physician leadership development. Utilizing a VR training platform enables AHN to take advantage of effective and efficient trends in learning using modern modalities, provide access to new learning and best practices, engage professionals in a way that fosters a growth mindset, and translate those skills into measurable results.

Planning is centered around connecting with leading industry experts in simulation and VR technology; exploring the way in which VR training could support current initiatives, and expand physician participation capacity, as well as influence the quality of future programming. AHN also analyzed opportunities for content and focus areas by working with external distributors. Through the Highmark Foundation's planning grant, AHN expects to achieve the ultimate goal of defining the anticipated scope and impact of improvements in patient care and safety with a VR training model. The success of the planning grant will position AHN to transition to implementation.



## MEALS ON WHEELS

Highmark Foundation provided a one-year \$48,000 planning grant to Meals on Wheels Pennsylvania (MWPA) to support the More Than a Meal program. This project presents a new service delivery model to improve the effectiveness of Meals on Wheels to help mostly homebound seniors in Pennsylvania. Working with Meals on Wheels America, the new delivery system will become an implementation model for other states. This effort builds on the success of the Meals on Wheels Pittsburgh project grant from the Highmark Foundation in 2015 to the Northern Area Multi Service Center. That intervention model demonstrated the efficacy of coupling nutrition delivery with the provision of care. Now MWPA is positioned to plan a statewide model to systematize, coordinate, document, and evaluate both the delivery of nutritious food and the change-of-condition status procedures for vulnerable adults. The resulting network that builds from this initial planning will enable more high-risk older recipients — many living in isolation and with chronic health conditions — to remain in their homes. The Highmark Foundation grant supports planning to initially cover the Commonwealth of Pennsylvania with a view toward eventually networking the nation.



## CENTRE COUNTY VOLUNTEERS IN MEDICINE (CVIM)

An alarming number of patients of the Centre Volunteers in Medicine Clinic (CVIM) in rural Centre County, Pennsylvania, are presenting with symptoms and conditions consistent with comorbid psychiatric illness. The vast majority of this population also suffers from schizophrenia and other mental illnesses. Treatment for these conditions in Centre County and the United States is negatively impacted by the decreasing and aging number of practicing psychiatrists; three out of five psychiatrists currently in practice are at least 55 years old.

Tasked with treating poor and increasingly psychologically distressed patients, with a limited number of psychiatrists and other mental health professionals to provide care, CVIM received a six-month \$25,000 planning grant from the Highmark Foundation.

The grant supports development of a model for integrated behavioral health services within the clinic's medical home. The aim is to embody within the plan that effective treatment for CVIM's underserved patients requires a global, holistic approach in screening, treatment planning, interim services, and post-discharge care. Upon completion of the plan for the on-site integrated behavioral services model — or the telemedicine alternative — assessment and evaluation will move forward toward implementation.



A photograph of James Fawcett, President of Highmark West Virginia, speaking at a podium. He is wearing a dark suit, a light blue checkered shirt, and a yellow and blue striped tie. He has glasses and is smiling while gesturing with his right hand raised. A microphone is in front of him, and a name tag is pinned to his lapel.

*James Fawcett,  
President, Highmark West Virginia*

## Charleston Area Medical Center (CAMC) Health and Research Institute

West Virginia experiences the highest adult obesity rate in the nation. The state's adult obesity rate is currently 38.1 percent, an increase from 23.9 percent in 2000 and from 13.7 percent in 1990. Moreover, the southern states have not demonstrated a decrease in obesity rates nationally. Poverty, lack of access to quality and healthy foods, and lack of safe play and exercise spaces contribute to this disturbing trend. If these trends in obesity rates continue, the southern states could face significant increases in the already high costs of treating diabetes, heart disease, and other illnesses related to extra weight.

With a \$50,000 grant from the Highmark Foundation, funding complemented the Foundation's obesity prevention strategies to encourage the adoption of best practices in communities where populations are most at risk. CAMC and the Texas Health Institute brought 300–500 public health, health care, and non-profit decision-makers together to present best practices that support evidence-based approaches to obesity. The outcome of the conference was to produce action planning and a comprehensive obesity strategy prevention plan for West Virginia. James Fawcett, President, Highmark West Virginia, presented the opening remarks.

## FEMALE VETERANS INITIATIVES

A Request for Proposals was issued to veteran-serving organizations, particularly those that provide preventive health programs and supportive services to meet the needs of female veterans. There are numerous programs that focus on veterans in general, however, few provide gender-specific programs and services for female veterans. Female veterans have similar concerns (homelessness, poverty, mental illness, chronic conditions, etc.), however, at the same time, they are different.

The Foundation awarded grants to assist organizations with meeting the health needs of this population by initiating or enhancing quality programs and services that addressed the

unique health needs of women who have served their country in the United States armed forces. Organizations were invited to submit a proposal for funding to foster capacity building in organizations to provide or expand existing programs and services for female veterans. A total of 14 proposals from organizations in West Virginia, central Pennsylvania, and western Pennsylvania were received and eight programs in central and western Pennsylvania were funded. As a result of the quality of applications, three organizations received enhanced support of \$50,000. A total of \$275,000 was awarded to organizations to increase services to female veterans.





## NORTH SIDE CHRISTIAN HEALTH CENTER (NSCHC)

People become infected with the Hepatitis C (Hep C) virus as a result of sharing needles or other equipment used to prepare or inject drugs or they engage in risky behavior. Incidence rates remain high among young people. New outbreaks of Hep C among young adults in predominantly suburban and rural areas have emerged and may be fueling an increase. Each person with Hep C that injects drugs can infect about 20 others within three years of initial infection. Treatment can be costly.

With a \$25,000 planning grant, North Side Christian Health Center's (NSCHC) effort is to keep patients with Hep C or (HCV) at its facility. Currently, existing patients are screened and subsequently diagnosed at North Side, but then are referred to AHN's Positive Health clinic for

treatment and follow-up because NSCHC physicians are not equipped to manage treatment for Hep C patients. The planning grant will lay the foundation for building an integrated system of care within the Federally Qualified Health Center that improves screening, diagnosis, and treatment of patients with Hep C. The result of the planning grant will be the inclusion of a pharmacist that will develop tailored interventions and education for each patient, develop best practices for medication management, and train providers in Hep C best practices. The pharmacist will become a part of the care team and will provide ongoing in-service training and consultation support to successfully manage patient needs.



## Health in Schools

In 2018, Highmark Foundation supported 78 schools in Pennsylvania (central, western, and northeastern) and West Virginia with \$417,567 in grants and awards in three programs that improve the health outcomes for children in our communities: Highmark Foundation School Grant program, Advancing Excellence in School Nursing, and Supportive Services health grants. These grants assisted schools with making students safer through evidence-based bullying prevention strategies and provided economically disadvantaged school districts and high needs schools with supplementary assistance to meet basic student health needs.

### CENTER FOR HEALTH PROMOTION & DISEASE PREVENTION

A 2016 National Academy of Sciences synthesis report announced that bullying is “a major public health problem that demands the concerted and coordinated time and attention of parents, educators, school administrators, care providers, policy makers, families, and others concerned with the care of children.” The vast majority of youth witness bullying incidents, and one-third of children are bullied or perpetrate violence. The harmful societal consequence is that those who are bullied are more likely to experience somatic symptoms, anxiety, and depression than children who are not.

A \$200,000 Highmark Foundation grant to the Center for Health Promotion & Disease Prevention (CHPDP), an organization of public health practitioners and scholars, was awarded to support programs to reduce the occurrences of bullying. A major focus of CHPDP is to make schools safer through research-based effective bullying prevention

strategies. The Highmark Foundation grant enables CHPDP to expand the parent engagement initiative utilizing the innovative Bark app, an internet monitoring technology, to expand the School Health Spotlights, online continuing education sessions focusing on effective bullying prevention within schools and communities. CHPDP is able to increase stakeholder response and build greater empathy by expanding the Bark app presentation. Grant funds also enabled CHPDP to staff the Bullying Consultation Line, a 24-hour toll-free resource providing strategies to deal with school-based bullying. The expectation that the evidence-based goals of reducing bullying in Pennsylvania’s schools and neighborhoods through productive partnering is realizable by means of outreach and strategic use of online and other modern communications media.



# Collaborative Engagement

Health care challenges are too numerous to be addressed by a single foundation alone. Meeting community health needs requires the efforts of organizations working together. Collaboration provides the Highmark Foundation with opportunities to stimulate the effective use of scarce health resources through cooperative planning and program initiatives and encourages cross-sector collaborations between and among health care institutions, schools, and other organizations.

## ALLEGHENY COUNTY HEALTH DEPARTMENT

Allegheny County Health Department received a two-year \$135,000 grant to support the creation of Live Well Allegheny: Lifting Wellness in African American/Black Populations in Allegheny County (LWA2) Community Health Fund that will provide mini-grants to community-based organizations working to improve health outcomes in African American communities. LWA2 will focus on three strategies: nutrition, physical activity, and clinical-linkage.

The African American community is the focus of the grant for a number of reasons. One being that chronic disease mortality rates are higher among the African American population in Allegheny County compared to local and national rates for diabetes, heart disease, stroke, and cancer. Obesity rates are also double that of whites in Allegheny County communities identified for this initiative: North Side, Hill District, Garfield, Larimer/Homewood/East Hills, Wilkinsburg, and the Mon Valley.

Up to 12 organizations (two per target area) will be selected by use of an application process. The intention is to provide small grants of \$10,000 in two phases over two years to community-based organizations that have extensive relationships with the African American population.

The grants will be awarded for interventions/activities designed to increase collaboration with the community-based organizations to address the three strategies, nutrition, physical activity, and clinical-care linkages for African American residents in the six identified communities.

# What's New?

The Highmark Foundation continually seeks new and sustainable ways to demonstrate and solve health problems. The following describes how the Highmark Foundation is keeping with trends in health and wellness. The impact of these grants is far-reaching and provides greater access to information and best practices. The Highmark Foundation teamed with UpContent to make the Foundation's website a content hub. Users can access current health information from credible sources through articles that can change to reflect current trends in health care. PRO Wellness continues to encourage schools to help students improve their overall health and wellness through the Healthy Champions Schools program.

## UPCONTENT

Knowledge is power, but with the amount of information available online, the ability for funders, service providers, and community members to remain informed on developments in the Highmark Foundation's priority funding areas has never been more difficult — or more critical. To address this ever-growing challenge, the Foundation created an online content hub ("What We're Reading") that provides an up-to-date, curated, set of the most relevant, informative, and stimulating articles around each of our priority funding areas. This effort helps the Foundation's website become a resource to those we partner with and serve. With the use of UpContent, a content curation platform, the Foundation has the ability to present these articles on the website.

All articles are reviewed by the Foundation team prior to being added to the hub and are sourced from thousands of publishers, including local outlets, international media giants, and specialty publications. With the soft-launch of this effort occurring in early October, hundreds of individuals have already engaged with the curated articles. When an article appearing on the site is clicked upon, the original article opens and includes a message from the Foundation, enticing them to learn more about the organization's efforts in the funding area.



## PENN STATE PRO WELLNESS

The Highmark Foundation supports PRO Wellness' Healthy Champion Schools program that aims to encourage schools to achieve "star status" by meeting or exceeding the minimum requirements for reducing obesity, improving nutrition, and increasing physical activity established by the Centers for Disease Control and Prevention and the Institute of Medicine. The Healthy Champion Schools program begins with an online assessment, and a personalized report is provided with tools, suggestions, and goals the schools can use to improve their star status and overall wellness within their schools.



# Supportive Services

The intent of the Equipment and Supplies Challenge Grant through Supportive Services is to match up to \$2,500 for the purchase of necessary items. Schools must show evidence of secured funding from additional sources. The Highmark Foundation recognizes that schools require specialized equipment and supplies that may not be available through limited school budgets. These grants assist with purchasing items that impact the health of students, such as vision screeners, digital scales, blood pressure monitors, glucose meters, and stethoscopes. East Forest School received an Equipment and Supplies Challenge Grant to purchase a washer and dryer.

## EAST FOREST SCHOOL

Recent studies of attendance in schools have discovered the connection between chronic absenteeism of low-income pupils and their lack of access to clean clothing. Programs that provide washers and dryers for laundering clothes in participating schools in two states found that 90 percent of children attended school more often with 89 percent greater class participation. At East Forest School, more than two-thirds of its students — 15 percent of whom are homeless — qualify for free or reduced-fee lunch, and a washer and dryer in the school building needed to be replaced. With a \$2,500 Supportive Services Health Grant that was matched by community support through the Highmark Foundation's Equipment and Supplies Challenge Grant initiative, the school was able to purchase a washer and dryer. As a result, the school is able to provide what is needed for the 155 students to wash their own clothing, and improve school attendance and self-confidence.



# Thought Leadership

The Highmark Foundation remains on the forefront of critical health issues and is well-equipped to identify issues that most urgently need support. In addition of the continued partnership with the Pittsburgh Post-Gazette, the Foundation also sponsored educational forums focused on women's health with Allegheny Health Network and Adagio Health and maternal morbidity and mortality with Healthy Start, Inc.



## Senior Health Forum

In a nation that is aging and in a community rich with health resources, there is increasing emphasis on the new frontiers of health for seniors. The Post-Gazette has assembled a distinguished group of experts to examine how new developments have changed the health outlook for millions of seniors in our region and across the nation.

**Thursday, September 13, 2018 • 6:00 PM.**  
**HEINZ HISTORY CENTER | OPEN TO THE PUBLIC | FREE ADMISSION AND PARKING**  
 Free parking provided in 11th & Smallman Street Lot  
**REGISTRATION REQUIRED: [www.promo.post-gazette.com/healthforum](http://www.promo.post-gazette.com/healthforum) or call 412-263-1541**



**Moderator**  
David Strubman  
Executive Editor,  
Pittsburgh Post-Gazette



**Patrick Keenan, M.D.**  
Senior Med. Officer,  
Government Markets  
Highmark, Inc.



**Teresa Osborne**  
Secretary, Pennsylvania  
Department of Aging



**Justin Beck, M.D.**  
Geriatricist, Allegheny  
Health Network



**Robert B. Sawchik, M.D.**  
Professor, Director  
Professor of Psychiatry,  
Duquesne College

PRESENTED BY **Pittsburgh Post-Gazette** & **HIGHMARK FOUNDATION**



## Health Forum

In a country of great wealth—in a nation with great health institutions and a great tradition of health innovation—there nonetheless are great disparities in the health of our citizens and in access to health resources. To address this perplexing question, and to search for solutions, the Post-Gazette has assembled a distinguished panel of experts. The result is sure to be a productive and provocative evening.

**Social Determinants of Health | Wednesday, December 12, 2018 • 6 PM.**  
**HEINZ FIELD CHAMPIONS CLUB | OPEN TO THE PUBLIC | FREE ADMISSION AND PARKING**  
**REGISTRATION REQUIRED: [promo.post-gazette.com/healthforum](http://promo.post-gazette.com/healthforum) or call 412-263-1541**

**Moderator: David Strubman**, Executive Editor, Pittsburgh Post-Gazette



**Yusef Haywood, MD, JD**  
President, Black Lives Matter  
Institute, Senior Vice President  
and Chief Medical Officer



**Teresa Dubowitz, ScD, SM, MPH**  
Senior Policy Researcher, Health  
Policy (PAH) Graduate School



**Drew Hayes**  
President and CEO, Allegheny  
Health



**Alicia Chavira, Dr. PH, MPH**  
Vice President and Director, PAH  
Social and Behavioral Sciences, West-Being,  
Senior Policy Researcher



**Aurora M. Resnick, MPA, RN**  
Senior Vice President, Director  
Institute on Health, Allegheny  
Health Network

PRESENTED BY **Pittsburgh Post-Gazette** & **HIGHMARK FOUNDATION**



## Health Care Forum

### SEARCH FOR THE OPIOID SOLUTION

After a record 700-plus overdose deaths last year in Allegheny County alone, people throughout the Pittsburgh region, and the state, are striving to turn the corner on the opioid epidemic. As tens of thousands struggle with addiction to ever-more-potent narcotics, we'll bring together the leaders who are marshaling resources, and the problem-solvers who know the city's hardest-hit streets.

**THURSDAY, APRIL 19 | PANEL 1:00-2:30 P.M. | RESOURCE FAIR 2:30-3:30 P.M.**  
**HEINZ FIELD - HYUNDAI CLUB | Open to the public | Free admission**  
**Free parking provided in the Stage AE Lot**  
**REGISTRATION REQUIRED: [www.post-gazette.com/healthforum](http://www.post-gazette.com/healthforum)**

**Moderator: David Strubman**, Executive Editor, Pittsburgh Post-Gazette

**Panel Speakers:**



**Tim Wolf**  
Governor of Pennsylvania



**Dr. Charles DeGruiser**  
Senior Vice President, Chief  
Medical Officer, Highmark, Inc.



**Dr. Karen Hacker**  
Director, Allegheny County  
Health Department



**Rich Lord**  
Journalist, Pittsburgh  
Post-Gazette

**Resource Fair Participants:**

**Alice Bell**  
Overdose Prevention Project  
Coordinator, Prevention Point  
Pittsburgh

**Reverend Ronald Shane**  
Evangelist, Way of New Life  
Ministries and Journey to End  
Fellowship and Ministries, Inc.

**Roy E. Shankshup Jr.**  
Community Outreach Coordinator,  
Knoxville Community Council

**Stacie Ann Brown**  
Certified Recovery Specialist (CRS),  
Onsite Recovery Center

**Gus DiManno**  
Recovery Director, APR,  
Allegheny Recovery House and  
Serenity House Recovery Homes

**Laura Dragnowski**  
Critical Communities Initiatives  
Manager, City of Pittsburgh,  
Office of Mayor William Peduto

**Chant Johnson and  
Janelle Jewett**  
Knoxville Community Council  
Drug and Alcohol Program  
Representatives, Allegheny  
County Department of Human  
Services, Office of Behavioral  
Health

PRESENTED BY **Pittsburgh Post-Gazette** & **HIGHMARK FOUNDATION**

## PITTSBURGH POST-GAZETTE

In 2018, the Highmark Foundation continued its sponsorship of the Pittsburgh Post-Gazette to produce health forums to advance discussions on health challenges facing our communities. The forums included three health care areas of interest to the community, focused on emerging trends in issues impacting the opioid epidemic, senior health, and social determinants of health. The Post-Gazette editor served as the panel moderator and high-profile national and local expert panelists answered a series of questions from the audience and the moderator.

# Grant Listing

## CHRONIC DISEASE

**Allegheny County Health Department** **\$135,000**  
To support Live Well Allegheny: Lifting Wellness in African American/Black Populations in Allegheny County (LWA2).

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**American Cancer Society** **\$50,000**  
To support HPV Cancer Free Campaign.

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**Macedonia Family and Community Enrichment** **\$50,000**  
To support an integrated health HIV model.

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**Metro Family Practice, Inc** **\$90,000**  
To support salaries of a community health navigator and program coordinator for the WEBS community health navigator pilot program.

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**Northeast Regional Cancer Institute Navigation Program** **\$25,000**  
To support the salary of a patient navigation assistant focusing on education and screening related to breast, cervical, and colorectal cancers.

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**West Virginia Health Right, Inc.** **\$75,000**  
To support the SCALE (Sustainable Change and Lifestyle Enrichment) Weight-Loss program: A multidisciplinary model to address obesity and co-morbid conditions in uninsured and underinsured adults.

## FAMILY HEALTH

**Central Susquehanna Intermediate Unit** **\$175,000**  
To support bullying prevention initiatives in Pennsylvania

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**Destiny of Faith, Inc** **\$50,000**  
To build capacity for the Faith-based Health and Wellness Collaborative.

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**Friendship House** **\$25,000**  
To support the expansion of the Early Intensive Behavioral Intervention program in Lycoming County.

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**Healthy Start** **\$100,000**  
To support the establishment of the Center for Urban Breastfeeding (CUB): A comprehensive, supportive breastfeeding education and support for women of color.

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**Penn State ProWellness** **\$80,000**  
To support the Healthy Champions program.

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**Union Project** **\$165,000**  
To support Passport 2 Wellness: A program to reduce obesity in underserved communities.

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**Valley Youth House** **\$68,000**  
To support the salary of a nurse practitioner and full-time therapist for the RICHY (Regional Integrated Collaborative for Healthy Youth) Project.

<b>Women for a Healthy Environment</b> To support Creating Healthy Homes: A series of events designed to educate the public about exposure to and risks of environmental toxins.	<b>\$25,000</b>	<b>Centre Volunteers in Medicine</b> A planning grant to assist with development of integrated behavioral health services in the current medical home model of providing routine and emergency medical and dental care, intensive case management, and medication support.	<b>\$25,000</b>
<b>Women's Health Center of West Virginia, Inc.</b> To support the Parent Program Right from the Start: A program to improve the health status of high-risk, medicaid-insured pregnant women and infants with tailored home-based education and supportive services.	<b>\$40,000</b>	<b>Hamilton Health</b> In honor of James Bramson, DDS.	<b>\$1,500</b>
<b>SERVICE DELIVERY SYSTEMS</b>			
<b>Allegheny Health Network</b> Co-sponsorship of a two-day women's behavioral health conference held October 25 and 26.	<b>\$15,920</b>	<b>Meals on Wheels Association of Pennsylvania</b> Planning grant to support More than a Meal program: A new service delivery model to improve the effectiveness of Meals on Wheels programs in Pennsylvania.	<b>\$48,000</b>
<b>Allegheny Health Network</b> Planning grant to support virtual reality learning solutions.	<b>\$25,000</b>	<b>North Side Christian Health Center</b> A planning grant to support an integrated Hepatitis C Program.	<b>\$25,000</b>
<b>Allegheny Health Network</b> To support Prehospital Care Services department school safety conference and mobile training.	<b>\$80,000</b>	<b>Jewish Healthcare Foundation</b> To support Virtual Senior Academy Tech Buddy Program to combat social isolation and increase digital literacy among low-income seniors.	<b>\$25,000</b>
<b>Blood Science Foundation</b> To support a community education media campaign on the awareness of blood donation.	<b>\$100,000</b>	<b>The Children's Home</b> To support a multidisciplinary approach to improve the health of medically fragile children through parent and staff education.	<b>\$190,000</b>
<b>Center for Health Promotion &amp; Disease Prevention</b> To support continued efforts in bullying prevention.	<b>\$200,000</b>	<b>Travelers Aid Society of Pittsburgh</b> To support the ICU Baby Program.	<b>\$20,000</b>

# Grant Listing (cont.)

## GRANTS TO SUPPORT FEMALE VETERANS

**Adagio Health** **\$50,000**

To support the Women Veterans Health Program – Outreach and Education Campaign.

**Duquesne University of the Holy Spirit** **\$25,000**

To support Toward Mental Health Equity, Empowering Female Veterans: Promoting Mental Health First Aid.

**Highlands Health: Services to Female Veterans** **\$50,000**

To support patient navigation to establish a systematic, patient-centered approach focused on individual female veteran patients.

**Institute for Military Veterans and Families (IVMF) at Syracuse University** **\$50,000**

To support PA Serves-Greater Pittsburgh.

**Lehigh Valley Hospital, Inc.** **\$25,000**

To support Addressing Military Sexual Trauma among Women Veterans in the Lehigh Valley.

**United Way of Southwestern Pennsylvania** **\$25,000**

Planning grant to support development of an integrated platform to connect female veterans with PA 2-1-1.

**Veterans Place of Washington Boulevard: Veterans Place Outreach to Female Veterans** **\$25,000**

To support Veterans Place Outreach to Female Veterans.

**YWCA of Greater Harrisburg** **\$25,000**

To support Illness Management and Recovery (IMR).

**Total** **\$2,183,420**





**40,000+**  
(45,203) uninsured,  
underinsured, and  
low-income individuals  
**benefitted** from  
Highmark Foundation  
funded **programs**  
and **services**.

Highmark Foundation provided **\$417,567**  
in grants to **78 schools** impacting  
**40,000+ students**.

# Healthy School Environment Grant Listing

School grants are awarded to schools in Pennsylvania and West Virginia to implement programs that improve access to quality school-based health and wellness programs in four areas: bullying prevention, child injury prevention, environmental health, and healthy eating and physical activity.

## BULLYING PREVENTION

<b>Beechwood Elementary School PreK-5</b> HealthyCHILD	<b>\$7,500</b>
<b>Canton Area Elementary School</b> Canton Elementary responsible Classrooms	<b>\$7,500</b>
<b>Donald H. Eichhorn Middle School</b> Donald H. Eichhorn Middle School Advisory Program	<b>\$7,500</b>
<b>Fayette County Career &amp; Technical Institute</b> Growth Mindset	<b>\$6,500</b>
<b>Mother of Sorrows School</b> MOSS Olweus Bullying Prevention	<b>\$7,500</b>
<b>North View Elementary School</b> I Can Problem Solve	<b>\$5,000</b>
<b>Keystone Oaks School District</b> Pupil Services — Bullying Prevention	<b>\$7,500</b>
<b>Lakeview Middle/High School</b> Olweus Bully Prevention Implementation	<b>\$5,000</b>
<b>Oakview Elementary School</b> Olweus Bullying Prevention	<b>\$5,000</b>
<b>Mohawk Junior Senior High School</b> Olweus Bullying Prevention Program	<b>\$7,100</b>
<b>Mt. Lebanon School District</b> Enhancing Olweus with SEL	<b>\$12,000</b>

<b>Friendship Elementary School</b> Second Step Social Emotional Learning and Bullying Prevention	<b>\$7,000</b>
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<b>Shrewsbury Elementary School</b> Shrewsbury School Wide Positive Behavior Support Program	<b>\$7,500</b>
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<b>Sto-Rox Elementary Campust</b> Sto-Rox I Can Problem Solve 2.0!	<b>\$3,500</b>
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<b>Susquenita Elementary School</b> I Can Problem Solve curriculum	<b>\$5,000</b>
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<b>Tunkhannock Area Middle School</b> Social Emotional Learning	<b>\$6,800</b>
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## CHILD INJURY PREVENTION

<b>Annvile-Cleona Secondary School</b> Student CPR Certification Training (AHA)	<b>\$7,200</b>
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<b>Avella Junior/Senior High School</b> First Aid and Safety/CPR High School Program	<b>\$3,000</b>
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<b>Altizer Elementary School</b> Altizer Elementary School CPR/First Aid and AED training	<b>\$1,800</b>
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<b>Cabell Midland High School</b> American Heart Association CPR/AED/ First Aid	<b>\$1,500</b>
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<b>Culloden Elementary</b> Culloden Elementary Trauma Program	<b>\$1,500</b>
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<b>Curwensville Jr. Sr. High School</b> CPR Saves Lives at Curwensville Jr. Sr. High School	<b>\$5,000</b>
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<b>Explorer Academy (PK-5)</b> CPR/AED/First Aid	<b>\$1,500</b>	<b>Ona Elementary School</b> Ona Elementary AED Program	<b>\$1,800</b>
<b>Greensburg Salem High School</b> Supporting School Safety with Stop the Bleed	<b>\$3,700</b>	<b>Southside Elementary School</b> CPR/AED/First Aid	<b>\$1,800</b>
<b>Guyandotte Elementary School</b> CPR/First Aid Training	<b>\$1,500</b>	<b>Village of Barboursville Elementary</b> Village of Barboursville Elementary	<b>\$1,800</b>
<b>Harrisburg Catholic Elementary School</b> CPR/First Aid Training	<b>\$4,600</b>	<b>ENVIRONMENTAL HEALTH</b>	
<b>Highlawn Elementary</b> CPR/AED/First Aid	<b>\$1,500</b>	<b>Beaver Area High School</b> HIIT Training – Beaver Area Middle School Physical Education	<b>\$6,900</b>
<b>Huntington East Middle School (HEMS)</b> HEMS CPR/AED/First Aid Training	<b>\$1,800</b>	<b>Elk County Catholic High School</b> ENLIGHTENMENT	<b>\$7,500</b>
<b>Kelly Elementary School – Turner Elementary School</b> SPARK K-2, 3-6	<b>\$6,700</b>	<b>Moorefield High School</b> MHS Agriculture/Agribusiness	<b>\$5,000</b>
<b>Martha Elementary School</b> CPR/AED/First Aid	<b>\$1,800</b>	<b>The Day School at The Children’s Institute</b> School Gardens at The Day School at The Children’s Institute	<b>\$5,000</b>
<b>Meadows Elementary School</b> Heartsmart AED	<b>\$1,800</b>	<b>St. Paul School</b> Healthy Drinking = Healthy Students	<b>\$5,000</b>
<b>Milton Elementary School</b> Milton Elementary School AED Program	<b>\$1,500</b>	<b>Urban Academy of Greater Pittsburgh Charter School</b> How Does Your Garden Grow	<b>\$1,000</b>
<b>Milton Middle School</b> Milton Middle Trauma Program	<b>\$1,800</b>	<b>Young Scholars of Central Pennsylvania Charter School K-8</b> YSCP Indoor Air Quality Program (IAQP)	<b>\$6,000</b>
<b>Nichols Elementary</b> Nichols Elementary School – Love Your Heart Program	<b>\$1,500</b>		

# Healthy School Environment Grant Listing (cont.)

## HEALTHY EATING AND PHYSICAL ACTIVITY

<b>Beaver Area Middle School</b> HIIT Training — Beaver Area Middle School Physical Education	<b>\$6,900</b>	<b>Laurel Elementary &amp; Laurel Middle/ Jr. Sr. High School</b> Adaptive Physical Education Program	<b>\$7,100</b>
<b>Belle Vernon Area High School</b> Drumfit Fitness Drumming: Teaching Kids to Love Cardio for Life	<b>\$3,700</b>	<b>Margaret Bell Miller Middle School</b> Margaret Bell Miller Middle School Physical Education	<b>\$6,900</b>
<b>Buffalo Elementary School</b> More Meaningful Movement!	<b>\$6,800</b>	<b>Moraine Elementary</b> Engaging Children in Play During Recess	<b>\$6,000</b>
<b>Central Elementary</b> Food, Fitness and Fun!	<b>\$5,700</b>	<b>Our Lady of Peace School</b> SPARK for Life-Long Champions	<b>\$5,000</b>
<b>Charter Arts High School</b> Adaptive Physical Education Class	<b>\$3,064</b>	<b>Overbrook Elementary School</b> Rethink Your Drink at School	<b>\$2,500</b>
<b>Donaldson Elementary School</b> Take 10!	<b>\$2,700</b>	<b>Pittsburgh Brashear High School</b> BHS Healthy Eating and Walking Club	<b>\$6,600</b>
<b>Dr. Robert Ketterer Charter School</b> Watch Us Grow! Farm-to-School Garden Program	<b>\$5,000</b>	<b>Pocono Mountain East and West Junior High School</b> East and West Junior High School Physical Education Program	<b>\$7,500</b>
<b>Francis McClure Elementary School</b> Peaceful Playground	<b>\$4,900</b>	<b>Riverview Intermediate Unit 6</b> Community-based Instruction — Gardens and Playgrounds	<b>\$4,000</b>
<b>Freeport Area High School</b> SPARKing Freeport Teen to Brand X	<b>\$6,600</b>	<b>Saint Clair Area Elementary/Middle School</b> SPARK	<b>\$5,200</b>
<b>Freeport Area Middle School</b> SPARKing Freeport Youth to Brand X	<b>\$6,500</b>	<b>St. Joseph The Worker Grade School</b> Joseph The Worker Grade School!	<b>\$2,000</b>
<b>Hanover Street Elementary School</b> Peaceful Playground	<b>\$5,600</b>	<b>St. Vincent de Paul Parish School</b> SVS Courageous Warriors — Charging Towards Good Nutrition	<b>\$2,900</b>
<b>John Adams Middle School</b> Rethink Your Drink at School	<b>\$2,400</b>	<b>Salisbury Middle School</b> Lifetime Fitness Program	<b>\$7,400</b>

<b>Slippery Rock Area Elementary</b> Engaging Children in Play During Recess	<b>\$6,000</b>	<b>Weirton Madonna High School</b> Madonna Gets Fit!	<b>\$3,500</b>
<b>South Buffalo Elementary School</b> Expanding More Meaningful Movement	<b>\$4,027</b>	<b>Wilson Elementary School</b> Take 10 and Take Charge of Our Health!	<b>\$2,700</b>
<b>Susquehannock High School</b> Heart Zones Smart PE	<b>\$5,500</b>	<b>Wyland Elementary School</b> Peaceful Playground	<b>\$4,750</b>
<b>The Neighborhood Academy</b> 2018–2019 Nutrition Program	<b>\$2,000</b>	<b>Total</b>	<b>\$417,567</b>
<b>Urban Pathways Elementary School</b> Urban Pathways Proactive Day Starter	<b>\$5,000</b>	(Total also includes school nurse and supportive services grants.)	
<b>Washington Elementary School</b> Washington’s Brain Breaks	<b>\$3,750</b>	<b>Grant Discount Amortization and Canceled Grants</b>	<b>- \$203,908</b>
<b>Waterford Elementary</b> Walking Classroom	<b>\$3,900</b>	<b>Total Grants</b>	<b>\$2,397,079</b>



# 2018 Educational Support

**Adagio Health** **\$20,000**  
Champion of Women's Health Sponsor  
for the 2nd Annual Transforming  
Women's Health Symposium

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**Allegheny Health Network** **\$10,000**  
Sponsorship of the 2019 Three Rivers  
Antimicrobial Stewardship Program

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**Healthy Start** **\$10,000**  
Platinum-level sponsorship for the  
May 21, 2018 Cheryl Squire Flint Cultural  
Sensitivity Symposium titled:  
This Woman's Work: Exploring Maternal  
Mortality and Morbidity

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**New Sun Rising** **\$48,150**  
Sponsorship of the PGHSpot neighborhood  
conversations and online video series

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**Pittsburgh Post-Gazette** **\$180,000**  
Presenting sponsor of the 2018 Pittsburgh  
Post-Gazette Health Care Forum Series

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**West Virginia University  
at Parkersburg Foundation** **\$5,000**  
Presenting sponsor of three educational  
events held in Parkersburg, WV, focused on  
the opioid epidemic and its impact on  
West Virginia

**Total Educational Support \$273,150**

# 2018 Contracts

FOB Consulting	\$4,973
UpContent	\$4,226
Cosmitto	\$1,163

**Total Contracts** **\$10,362**

**Total 2018  
Foundation  
Funding:  
\$2,680,591**



## Engaging & Empowering Communities by Building Capacity to Address HIV/AIDS and STDs



How 10 organizations addressed HIV/AIDS and STDs

HIGHMARK  
FOUNDATION

# 2018 Publications

## Engaging & Empowering Communities by Building Capacity to Address HIV/AIDS and STDs

This white paper is the result of the Highmark Foundation's funding of 10 organizations to address HIV/AIDS and STDs through mini-grants. The positive outcomes of these programs indicate that although much has been learned, challenges remain.

## In the News

### January

Highmark Foundation Now Accepting Applications for 2018–2019 School Grant and Awards *West Virginia Executive Magazine*

Lehigh Valley Cancer Institute receives \$100,000 Highmark grant: *The Morning Call*

Highmark Foundation seeks grant applications: *Parkersburg News & Sentinel*

### February

Highmark Foundation creates positive change in West Virginia: *West Virginia Executive Magazine*

### March

Upper St. Clair library hosts blood pressure program: *The Almanac (South Hills, Pa.)*

### May

Women's Forum Focuses on Making Health a Priority: *Erie News Now*

## June

School nurse receives Highmark award: *The Cranberry Eagle*

Students renovate school courtyard: *Indiana Gazette*

Healthier Living with Diabetes program hosted at  
The Lutheran Home: *Berks-Mont News*

Highmark Foundation awards more than \$383,000  
to schools across Pennsylvania and West Virginia:  
*West Virginia Executive Magazine*

## July

Charleston to host national obesity prevention conference:  
*Charleston Gazette-Mail*

State health organization gains grant to help West Virginians  
lose weight: *Gazette-Mail (Charleston, W. Va.)*

Charleston to host obesity conference:  
*Herald-Dispatch (Huntington, W. Va.)*

Charleston to host national obesity prevention conference:  
*Daily News (Williamson, W. Va.)*

State health organization gains grant to help West Virginians  
lose weight: *Daily News (Williamson, W. Va.)*

## September

Building a 'championship community': Partnership focuses  
on healthy youth: *Johnstown Tribune-Democrat*

Highmark Foundation Announces Female Veteran's Program:  
*Parkersburg News and Sentinel*

## December

New D'Achille center at West Penn wraps services around new  
moms struggling with depression: *Pittsburgh Post-Gazette*

This report was prepared in part  
by Robert Hill, using a variety of  
reference material.

Photography on pages 13, 17, and 19  
by Mr. Laurie Broadnax.





Visit the Highmark Foundation at  
[highmarkfoundation.org](http://highmarkfoundation.org)  
1-866-594-1730