



OBICI HEALTHCARE FOUNDATION

Spring Announcement &
Health Forum
April 8, 2014

**OBICI HEALTHCARE
FOUNDATION**



GINA PITRONE

Executive Director

Obici Healthcare
Foundation

Continuing the Legacy of Caring

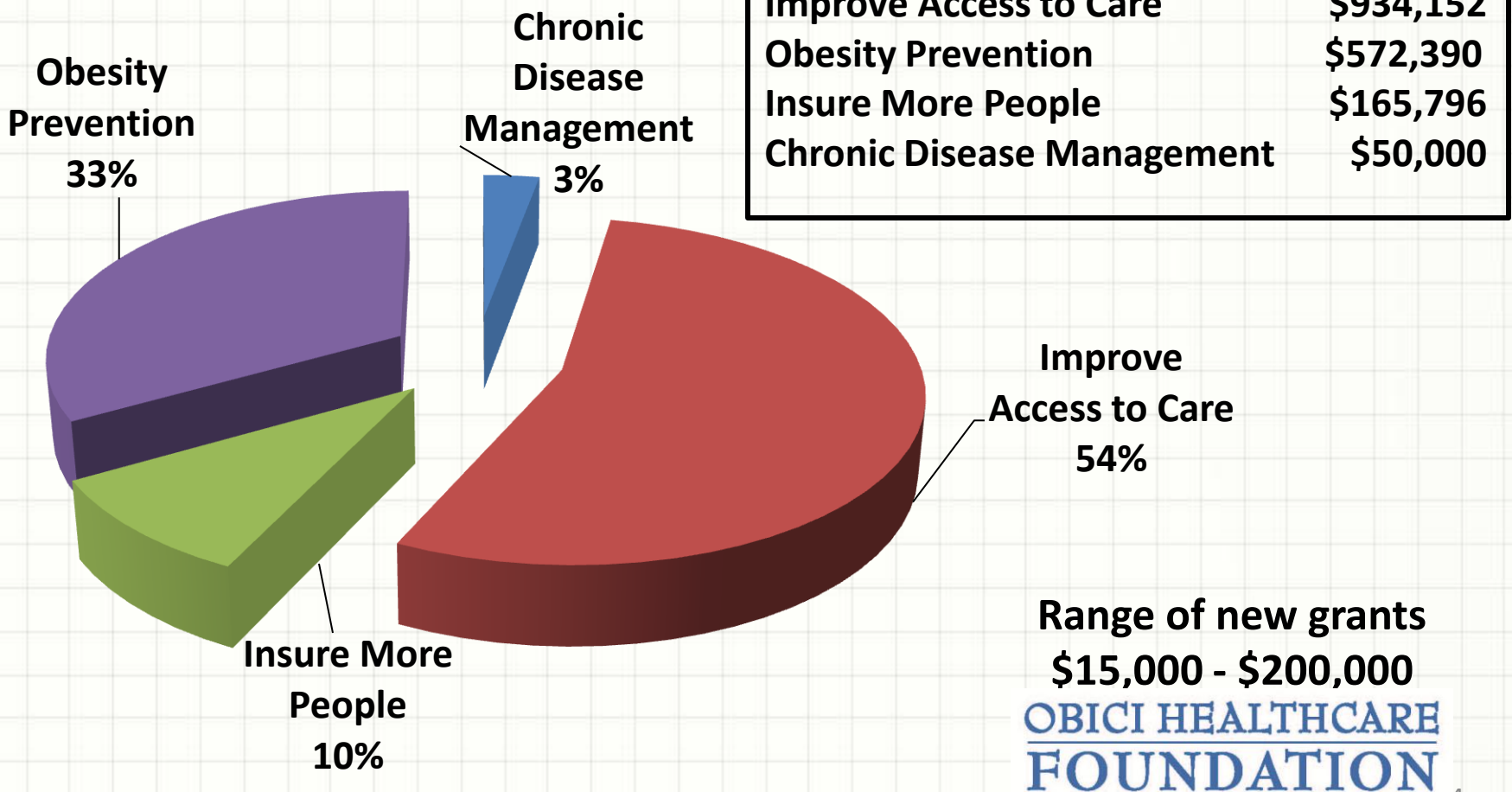


**OBICI HEALTHCARE
FOUNDATION**

Total Awards Round 14

Approved April 2, 2014

27 Grants totaling \$ 1,722,338



Range of new grants
\$15,000 - \$200,000
**OBICI HEALTHCARE
FOUNDATION**



**CONGRATULATIONS
GRANTEES ROUND 14**

RENEWAL GRANTS - \$1,106,328

EASTERN VIRGINIA MEDICAL SCHOOL

ISLE OF WIGHT DEPARTMENT OF SOCIAL SERVICES

SENIOR SERVICES OF SOUTHEASTERN VIRGINIA

SOUTHEASTERN VIRGINIA HEALTH SYSTEM

SUFFOLK PARTNERSHIP FOR A HEALTHY COMMUNITY



**CONGRATULATIONS
GRANTEES ROUND 14**

RENEWAL GRANTS - \$ 1,106,328

SUFFOLK PUBLIC SCHOOLS

THE PLANNING COUNCIL

THE RENSSELAERVILLE INSTITUTE

VOICES FOR KIDS CASA PROGRAM

WESTERN TIDEWATER COMMUNITY SERVICES BOARD

WESTERN TIDEWATER HEALTH DISTRICT

SUFFOLK SALVATION ARMY CORPS



**CONGRATULATIONS
GRANTEES ROUND 14
NEW GRANTS \$616,010**

ACCESS PARTNERSHIP

COVER 3 FOUNDATION

GIRLS ON THE RUN OF SOUTH HAMPTON ROADS

ISLE OF WIGHT CHRISTIAN OUTREACH PROGRAM

PAUL D. CAMP COMMUNITY COLLEGE FOUNDATION

SENTARA OBICI HOSPITAL

SOUTHAMPTON COUNTY PUBLIC SCHOOLS



**CONGRATULATIONS
GRANTEES ROUND 14
NEW GRANTS \$616,010**

THE CHILDREN'S CENTER

THE HEALING PLACE OF HAMPTON ROADS

THE UP CENTER

TOWN OF WINDSOR

**VIRGINIA BUSINESS COALITION ON HEALTH (*HAMPTON
ROADS COALITION*)**

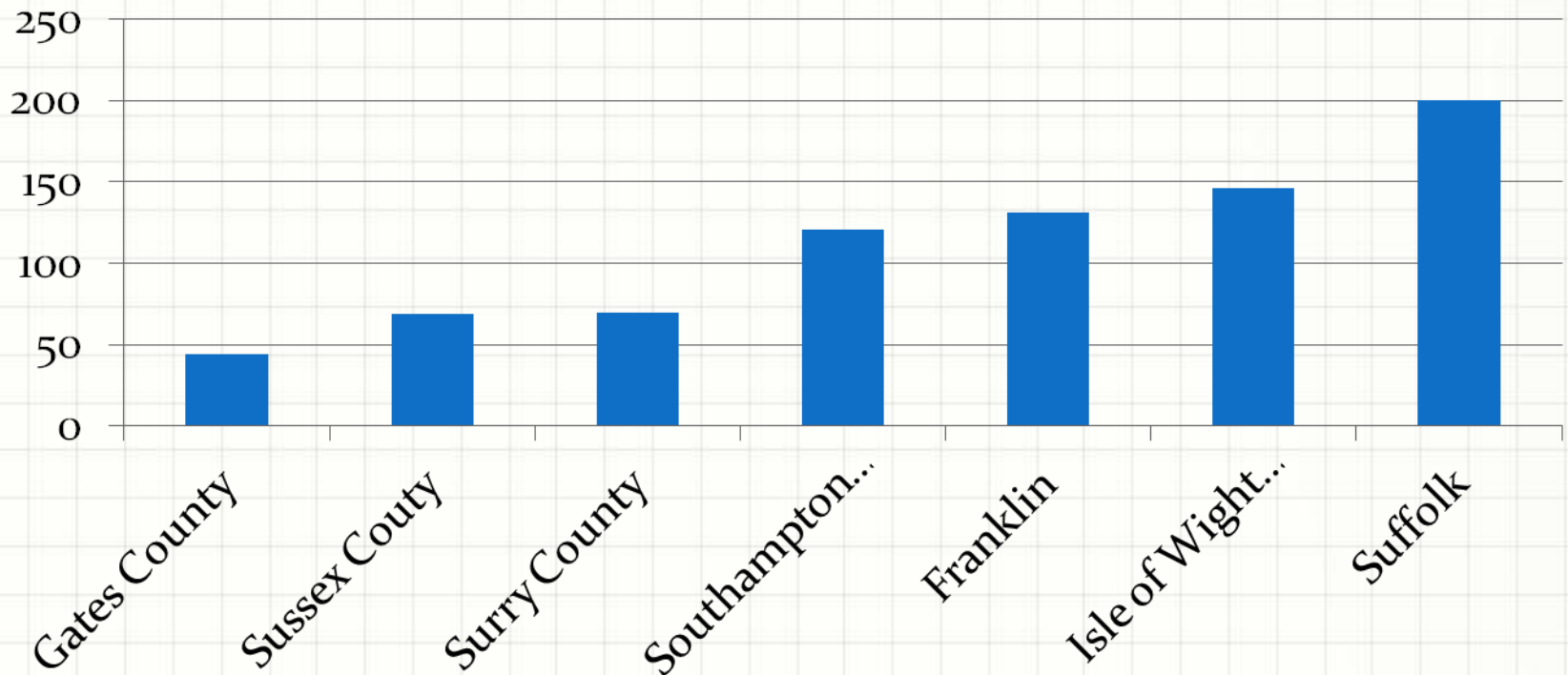
WESTERN TIDEWATER COMMUNITY SERVICES BOARD

**OBICI HEALTHCARE
FOUNDATION**

Summary of Grant Impact

- Over \$29 million awarded to date
- Awarded 398 grants

Grants Awarded Since Inception of Foundation



Grants awarded may serve more than one community

Discretionary Grants 2013-14

Awarded \$118,369 to 44 Organizations

Largest Grant of \$20,000 to Virginia Dental Association

• Capacity	7	\$12,200
• Community Citizenship	5	\$12,000
• Economic Growth	2	\$7,500
• Health Education & Access	17	\$68,869
• Philanthropy	13	\$17,800

MOM Dental Project March 2014

- Over 400 volunteer dentists, students and community members
- Helped 464 adults and children
- The value of this care topped \$475,000
 - 494 fillings and over 1,300 extractions



• Many thanks to lead dentist Dr. Ralph Howell, the City of Suffolk, its public schools, police department, Obici Healthcare Foundation, Virginia Health Care Foundation, the Suffolk Rotary Club, the VCU Schools of Dentistry, Nursing and Pharmacy, Western Tidewater Free Clinic and Senior Services.



ROUND 15 TIME LINE

- ✓ Concept due May 1, 2014
- ✓ Proposal due July 15, 2014
- ✓ Grantees notified September 2014
- ✓ Project begins October 2014

QUESTIONS – WEB SITE

Home Contact Directions Site Map

OBICI Healthcare Foundation

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About Us

The Obici Healthcare Foundation is a new, private, independent entity unrelated to any other health organization. Established in 2006 when the former Louise Obici Memorial Hospital was merged into Sentara Healthcare, assets of the first Obici Foundation were transferred to the new Foundation and more than tripled due to the merger agreement.

The Foundation is governed by an independent board composed of citizens living in Suffolk and in surrounding communities in the previous service area of the Louise Obici Memorial Hospital. It is the Foundation's goal to continue on the philanthropic journey started by Amedeo Obici when he built a hospital to honor his wife's memory and to serve the healthcare needs of the surrounding community. The Foundation's mission today reflects this same desire as we strive to address the unmet needs of the medically indigent and uninsured and to support programs which prevent illness and disease.

OBICI HEALTHCARE FOUNDATION

- About Us
- Service Area
- **Online Application & Funding**
- Reporting Forms
- Grant Recipients
- Healthy People/Healthy Suffolk
- Affordable Care Act
- Health Indicators
- Training
- News & Events
- Resources

Questions – Web Site



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About Us

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OBICI Healthcare Foundation is a new, private, independent entity unrelated to any other entity established in 2006 when the former Louise Obici Memorial Hospital was rebranded. Assets of the first Obici Foundation were transferred to the new OBICI Healthcare Foundation.

OBICI Healthcare Foundation serves citizens living in Suffolk and in the previous service area of the Louise Obici Memorial Hospital. It continues the previous service area of the Louise Obici Memorial Hospital. It is a continuation of the philanthropic journey started by Amedeo Obici when he established the Louise Obici Memorial Hospital in 1954. His life's memory and to serve the healthcare needs of the surrounding community. OBICI Healthcare Foundation's mission today reflects this same desire as we strive to address the healthcare needs of the indigent and uninsured and to support programs which prevent

Click Here

**OBICI HEALTHCARE
FOUNDATION**

Please Sign In

- If you have an account, please log in using your E-mail Address and Password.
- To create a new account, please click the "New Applicant" link found below.
- This Online Application system will generate emails from mail@grantapplication.com. If you do not receive these messages, please be sure to whitelist this address.

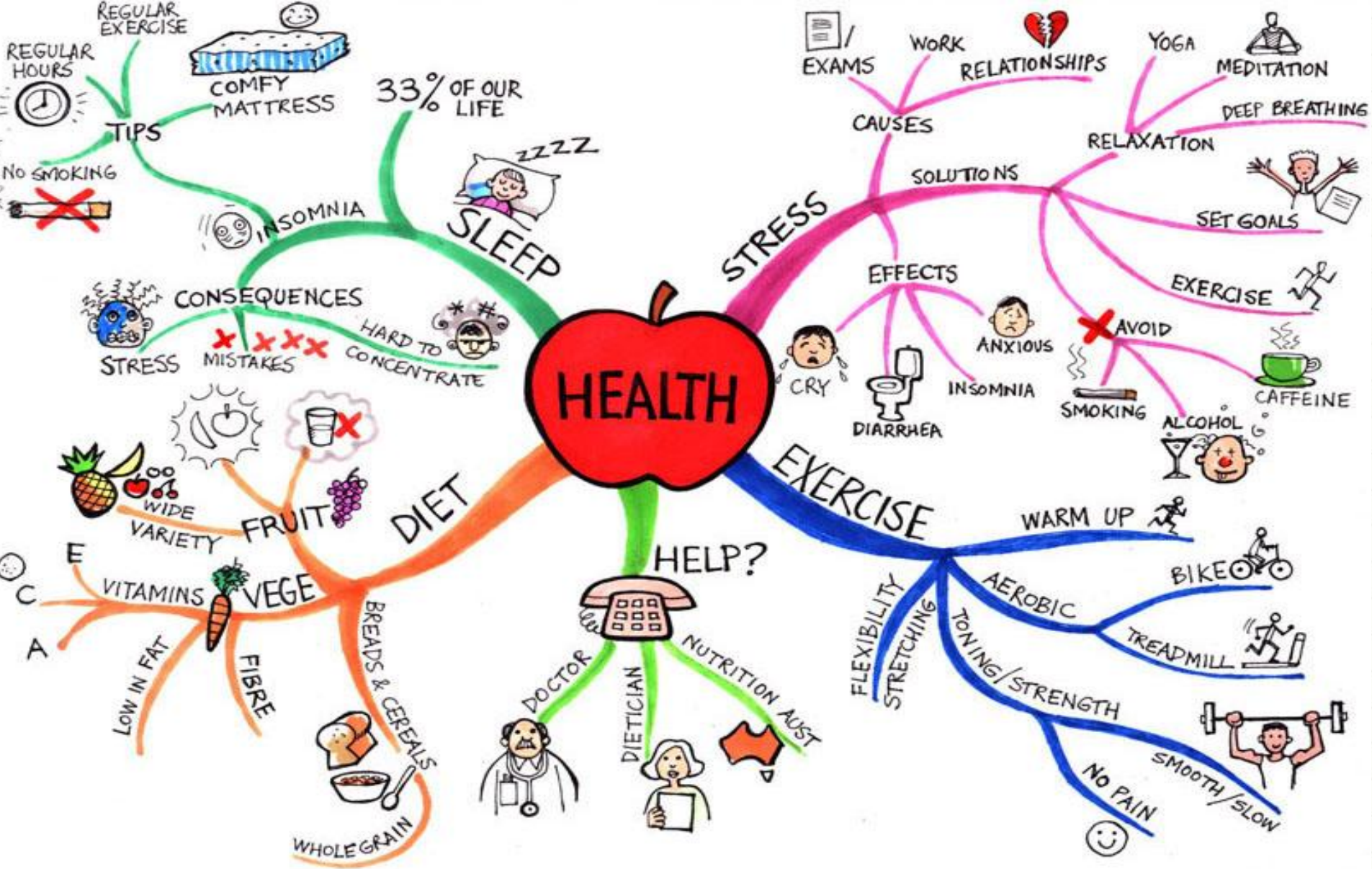
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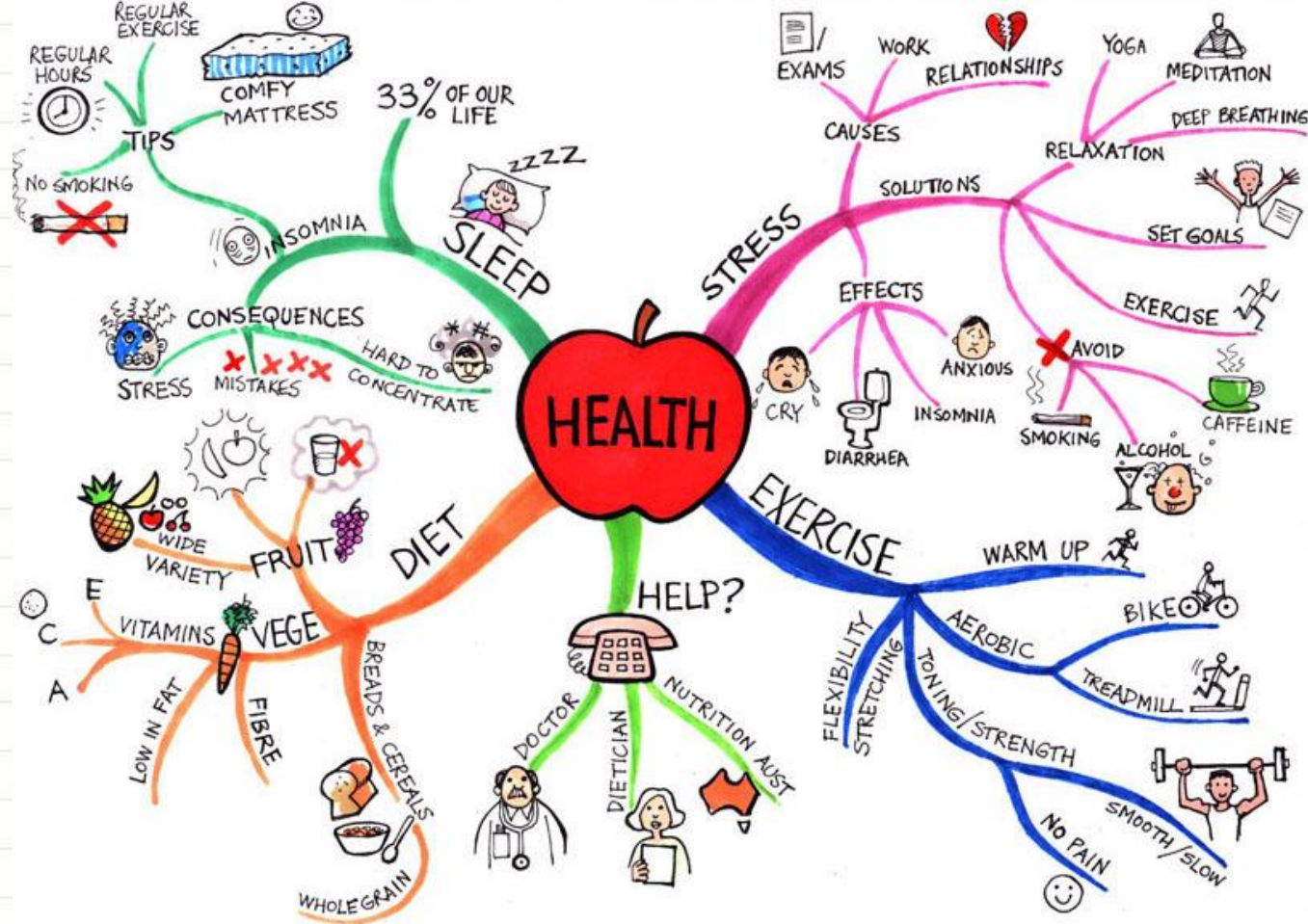
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Targeting our Focus

Strategic Planning for 2014-16



Mission

IMPROVE HEALTH AND PREVENT DISEASE

Our Trail to Success

- Stay true to our **Mission**
- Work in **Partnership** with
Community
- Strive for **Results** that have
Impact

Four Priority Areas

- Obesity Prevention
- Access to Basic Healthcare
- Insure More People
- Chronic Disease Management

We can't do it alone



COMMUNITY ENGAGEMENT AND COLLABORATION

- Obici Healthcare Foundation & Suffolk Partnership for a Healthy Community
- Community engaged to develop comprehensive plan to address and prevent obesity in Suffolk
- Workgroups meeting to develop community programs consistent with plan
- Projects funded by Obici Foundation and other funders in the region



Expected Results

- Increase the number of Suffolk residents who have a healthy weight
- Decrease the risk of obesity-related chronic illnesses that are preventable by supporting a healthy weight
- Create local and regional policies and systems that support healthy and accessible choices for residents





healthy
people healthy suffolk
moves the community

A COMMUNITY ROAD MAP
FOR HEALTH IMPROVEMENT
SUFFOLK, VIRGINIA
2013 - 2021

- Get involved in a work group
- Businesses engaged
- Lead by example-Healthy Workplace Meals
- Get active – walk at work
- www.healthypeoplehealthysuffolk.org

Expected Outcomes and Focus For all Round 15 Grants

Awareness and Connection

Expected Outcomes: Community members have an increased awareness and understanding of issues and connect to services

Focus: Top part of result trails

Short Term Change

Expected Outcomes: Community Members commit to change and begin positive behavior change

Focus: Middle part of the result trails

Long Term Change

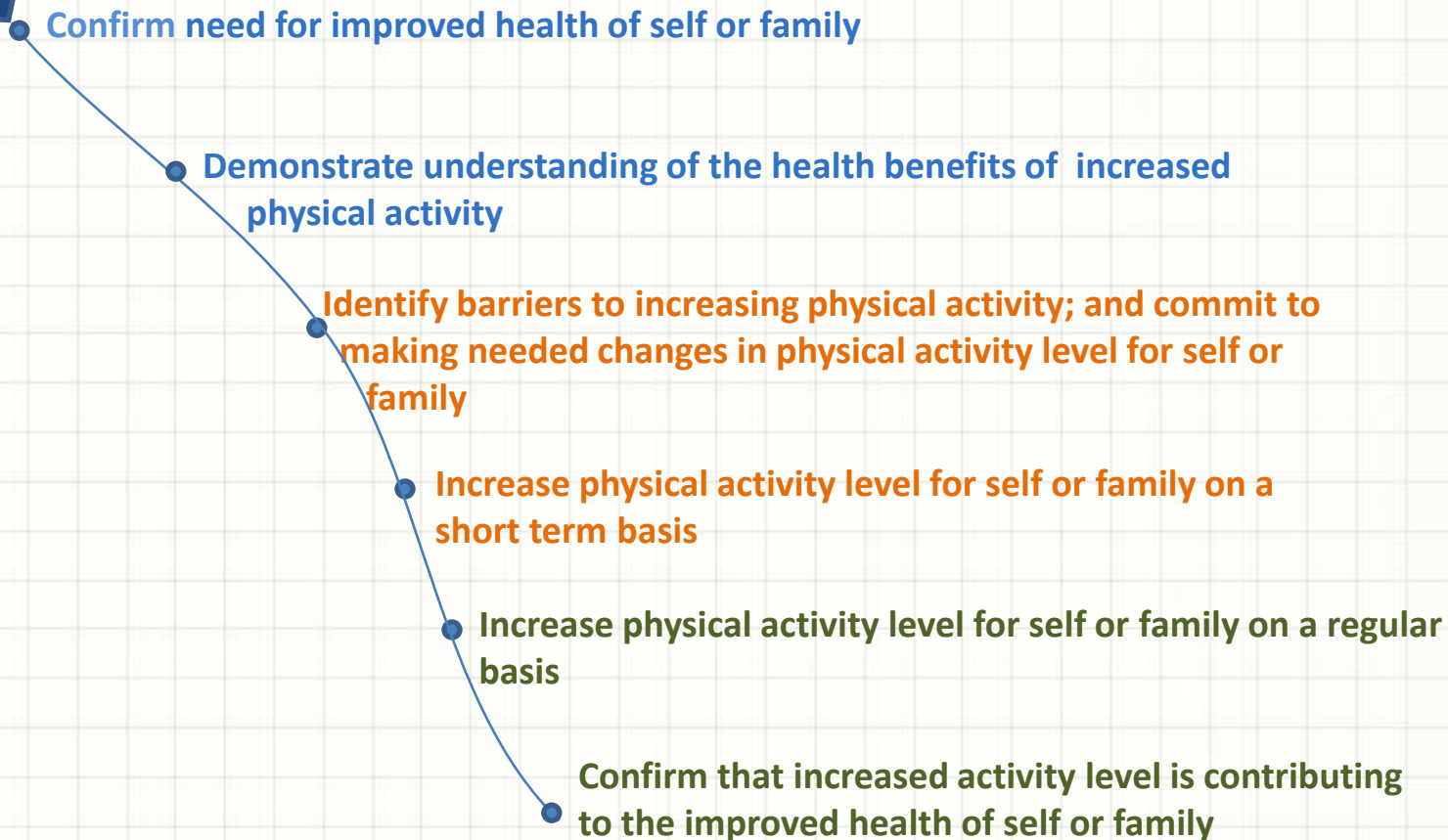
Expected Outcomes: Community members sustain positive behavior change and confirm health benefits

Focus: End part of the result trails

fitness clubs,
sports
programs,
physical
education
programs,
fitness centers,
camps

Obesity Prevention - Active Living

Result Trail for Community members



Obesity Prevention - Healthy Eating

Result Trail for Community Members

nutrition
education, school
cafeteria
programs,
prenatal and
neonatal
programs,
institutional
feeding
programs

- Confirm need for improved health of self or family
- Demonstrate understanding of nutritional eating habits and related health benefits
- Commit to making needed changes in nutritional eating habits for self or family, and introduce them
- Use nutritional eating habits on a short term basis
- Use nutritional eating habits on a regular basis
- Confirm that nutritional eating habits are contributing to the health improvement of themselves or their family

Free Clinics,
Emergency
Rooms,
Community
Health Centers,
Private Practice
MD, Mobil
Medical Centers,
Health
Departments

Improve Access to Healthcare

Result Trail for: Uninsured Adults 18-65, 20 'Somethings', African American women

- Become aware of need to address medical, behavioral health, or dental issue
- Seek care for medical condition
- Demonstrate financial need and qualifications
- See medical provider for condition/ Initial visit short term basis
- Commit to Medical Home for self/ enrollment as patient
- Apply for free or reduced cost medication
- Visit medical provider on regular basis and obtain other needed medical services
- Confirm that medical condition is stabilized and health is improving

Health Department, Head Start, Social Service, Public Schools, Daycare centers, Senior Services, Senior Clinics, Community health centers, Legal Aid, hospitals, CSB center, CSB

Insure More People

Result Trail for Uninsured Children, Seniors with Medicare, Disabled, Pregnant Mothers and those Newly eligible for Medicaid

- Become aware of available publically-funded insurance products
- Demonstrate eligibility for one or more programs
- Submit enrollment applications for review
- Receive approval notification of benefits
- Confirm benefits are in place and set appointment for reenrollment.
- Enroll in a medical home and use appropriate medical services

Chronic Disease Management

Result Trail for: People with Chronic Disease and Their Families

Community health centers, free clinics, hospitals, universities, voluntary health organizations, pharmaceutical companies

● Become aware of the need to improve health of self or family

● Demonstrate understanding of chronic disease symptoms, methods of treatment/care and related health benefits

● Commit to making needed changes to manage their chronic disease symptoms (e.g., medication access & management)

● Implement chronic disease management strategies on a short-term basis

● Use chronic disease management strategies on a regular basis

● Confirm that the chronic disease management strategies are contributing to maintaining or improving their health status

Convening,
Advocacy,
Research,
Planning,
Best Practice
Integration

Institutional Policies and Practices

Result Trail for Institutional Leaders (*non profits, schools, day care centers, churches, senior centers, hospitals, local employers, city govt.*)

- Confirm awareness of issues and potential solutions
- Agree to support specific policy or practice solutions
- Integrate new policy or practice into current efforts
- Confirm new practice or policy is having a positive impact on community members
- Confirm more community members have a positive change in health

Grant Concept Application

**You will need to develop
a Result Statement**

Results Will be Essential

WHO will benefit? (Target group)

From **WHAT** services? (program)

HOW MANY _____ will **report** success?
(Data collection)

By **WHEN**?

Grant Proposal Application

You will need to develop
quarterly activities and
milestones



Steps Along the Way Building Quarterly Activities

- Tell us critical steps and activities that will happen toward the change you want.
- Who will you work with and will any new partners contribute to the success and how?
- Tell us activities that will take place each quarter.
- How will actions/activities create change?
- Increase in _____, Improvement in _____, reduction of _____,

Target Populations & Desired Results Guideline

Strategic Priority	Target Population	Desired Results
Obesity Prevention	At risk children 0-5, mothers, youth 13-18, active seniors, 20 'somethings'	Increases in healthy eating, active living and the health benefits associated with them
	Health Care Providers	Integrate obesity prevention into their regular practice
	Institutional & Business Leaders	Implement policies and practices that support obesity prevention
Improve Access to Basic Healthcare	Uninsured adults 18-65, 20 'somethings', African American women and men	Confirm that medical services are being used and health condition is being addressed
Insure More People	Uninsured children, seniors with Medicare, disabled persons, pregnant mothers, newly eligible Medicaid patients	Enrolled in an insurance program and utilizing appropriate medical, behavioral health, or dental services
Chronic Disease Management	Persons with chronic disease and their families	Confirm that management strategies are contributing to improved health

BREAK – 10 MINUTES





Nancy Welch, MD

Interim Director of Suffolk
Western Tidewater Health
District

TELLING YOUR STORY WITH DATA





GINA PITRONE

FINAL COMMENTS

OBICI HEALTHCARE
FOUNDATION



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**Request for Proposal
Breakfast
April 8, 2014**

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