Improving Health Outcomes in Under-served Communities

Jefferson University
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“We are committed to helping America...become a healthier, more vital nation.”
Neighborhoods Matter for Health

• Health outcomes—including life expectancy—vary sharply by neighborhood.
• Between 2003 and 2007, life expectancy varied by as much as 33 years between census tracts in Boston.
• The census tract with the lowest life expectancy (in Roxbury, 58.9 years) is shorter than the life expectancy of many third world countries.

Source: Center on Human Needs, Virginia Commonwealth University, September 2012

Census tracts with the longest and shortest life expectancies are in Back Bay and Roxbury respectively.
The Opportunity

- **Good health happens everyday outside of your doctor’s office:**
  - According to the CDC, factors such as physical activity can reduce risks for chronic illnesses, improve bone strength and benefit mental health.

- **Where you live can have a direct impact on your health:**
  - According to Harvard researchers, factors such as proximity to major roadways and supermarkets, exposure to UV light, and walkability can have a long-term positive effect on your health.

- **Cities have the power to become health hubs for a growing population:**
  - According to the United Nations, 54% of the world’s population lives in urban areas. This is expected to increase to 66% by 2050.

- **Walkability Matters:**
  - A 2013 study from the Urban Land Institute shows that new generations of home buyers show a strong market preference for communities with walkability, proximity to parks. 76% of millennials are saying walkability is essential.
Aetna Foundation: Goals and Approach

Our Approach

• **National Grants:** Funding national organizations to impact thought leadership
• **Local Grants:** Funding to local nonprofits to inspire healthier lifestyles across communities
Place Matters

Social Determinants of Health
Zip Code is more predictive of your overall health than genetic code

Health is Local
Small scale local public policy plays a significant role in changing health outcomes and longevity

Our Innovative Approach:
Healthiest Cities & Counties Challenge

Partnership:

Prize challenge will recognize and catalyze cities, counties and tribal communities across the U.S. with ideas and solutions to build healthier communities
# Challenge Design

## Eligibility

<table>
<thead>
<tr>
<th>Tier</th>
<th>Eligibility Range</th>
<th>Approx. Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tier 1 - Small</strong></td>
<td>65,000 - 250,000</td>
<td>$600,000</td>
</tr>
<tr>
<td><strong>Tier 2 - Mid</strong></td>
<td>250,001 - 600,000</td>
<td>$900,000</td>
</tr>
</tbody>
</table>

## Prizes/Awards

Based on Tier

- **Approx. $600,000** for Tier 1 - Small
- **Approx. $900,000** for Tier 2 - Mid
## Impact Areas

<table>
<thead>
<tr>
<th>Healthy Behaviors</th>
<th>FACT: Health foods limited for &gt;40% low income Americans</th>
<th>ACTION: Durham NC, tackling food deserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Safety</td>
<td>FACT: Murder rates rising in U.S. cities</td>
<td>ACTION: East Stroudsburg PA, tackling mental health in penal system reform</td>
</tr>
<tr>
<td>Built Environment</td>
<td>FACT: 1/4 of U.S. communities lack access to safe play spaces</td>
<td>ACTION: Brownsville Texas, building playgrounds</td>
</tr>
<tr>
<td>Social/Economic Factors</td>
<td>FACT: Approx. 15% of Americans live in poverty</td>
<td>ACTION: Toledo OH, making homeownership affordable</td>
</tr>
<tr>
<td>Environmental Exposure</td>
<td>FACT: 35M homes contain at least one health hazard</td>
<td>ACTION: York PA, identifying lead exposure</td>
</tr>
</tbody>
</table>
San Diego County through Live Well San Diego seeks to focus on urban agriculture, bike ability, improving community aesthetics through artwork ultimately increasing community capacity for leadership and civic engagement.

The Health Department is engaging community partners to help address the food desert issue thousands of Tulsa’s most vulnerable residents face.

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The Kansas City Health Department through Aim4Peace aims to reduce the epidemic of crime by providing Kansas City residents most at-risk with health resources, job readiness assistance, conflict resolution tactics, and family counseling.
New this year, building on several years of our experience making community-focused grants to improve healthy eating and active living.

With the CHC program, we broadened the reach of our community-based grantmaking to include projects in a variety of areas:

- **Healthy Behaviors**, including projects that encourage physical activity, healthy eating, and mindfulness
- **Built Environment**, including projects that improve walkability, bikability, and access to green spaces
- **Environmental Exposures**, including projects that address air quality and recycling concerns
- **Community Safety**, including projects that reduce bullying and cyberbullying
- **Social and Economic Factors**, including projects that provide job-training skills relating to food or urban agriculture

Through CHC, we offered grants of $50,000 to $100,000 for projects lasting 18-24 months. Over 1600 organizations from across the country applied, and in the end we selected 23 top applicants to receive funding.

Funding addresses the need to improve opportunities for all Americans—regardless of income, education or ethnic background—to take an active role in living healthier lives.

“**At the Aetna Foundation, we know that where you live has a profound impact on how you live,**” said Garth Graham, MD, MPH, president of the Aetna Foundation. “**These grantees have a track record of positively impacting what happens in schools, child care centers, parks, corner stores and kitchen tables by giving youth and adults the skills and information to make good choices. What’s most exciting is that these grants put the power to stay healthy in the hands of community residents—creating sustainable change that can improve health outcomes nationwide.”**
Our Domains

- Built Environment
  - Food quality
  - Walkability, bike-ability, transit use

- Social/Economic Factors
  - Housing affordability
  - Educational attainment
  - Living wage

- Community Safety
  - Community Violence

- Environmental Exposure
  - Children exposed to second hand smoke in the home
  - Air quality
  - Water quality

- Healthy Behaviors
  - Tobacco use
  - Nutrition
  - Physical Activity

Our Metrics
Moving Forward

- Local Partnerships are Critical
- Different Sectors → Different Roles
- Infrastructure Saves/Extends Lives
“What is health? Health is a more productive individual, who is economically viable, and is satisfied or happy. That should be our outcome. How do we engage people? How do we make it work? We put it in the palm of their hand – we make it relevant – we make it simple.”
– Mark Bertolini, chairman and CEO, Aetna
Questions

Thank you