



ANNUAL REPORT



Blue
Cross of Idaho

Foundation
for Health, Inc.

Friends and colleagues...

The Blue Cross of Idaho Foundation for Health has been dedicated to addressing the root causes to some of Idaho's most pressing health issues for nearly 20 years. We expanded this focus in 2020 to quickly respond to the immediate needs of many Idahoans brought about by the global pandemic.

Our quick response to COVID-19 included being an initial donor to the COVID-19 Fund for Idaho and partnering with many organizations across the state to help vulnerable Idahoans through these difficult times. Addressing the impacts from COVID-19 will continue in 2021 and the future.

While the way we worked looked very different in 2020 — Zoom calls replaced in-person meetings and we missed visiting your communities — our mission and focus to catalyze change that addresses root causes to health issues never wavered.

Our commitment to Idaho included a commissioned study that took a deeper look at social and economic factors in Idaho that influence health (social determinants of health). The report, titled "Building a Healthy Idaho," validates much of the work we are already doing. It also creates a call to action for cross-sector collaborative work that can significantly improve the health of our state. We will be working with partners across Idaho to achieve this potential.

We hope you enjoy the enclosed report that highlights our continued impact on building a healthy Idaho, and we look forward to making an even greater impact in the future.

In good health,



Ralph Woodard

President & Chair,

Blue Cross of Idaho Foundation for Health



Kendra Witt-Doyle, PhD, MPH

Executive Director,

Blue Cross of Idaho Foundation for Health





OUR MISSION

The Foundation is dedicated to addressing the root causes to some of Idaho's most pressing health issues.

“Building A Healthy Idaho” Report

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“Now is a unique moment to better understand the building blocks for a healthy Idaho. I am inspired by the many Idahoans who are working to create a vibrant future for their state by improving the conditions in which people live, learn, work and play.”

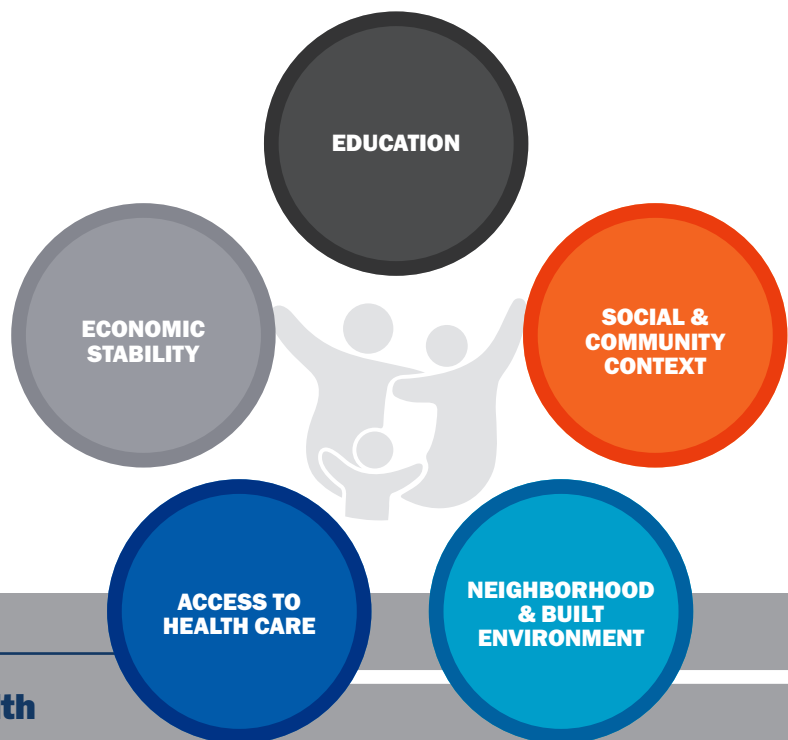
– ABIGAIL RIDGWAY
DIRECTOR,
CONSULTING TEAM, FSG



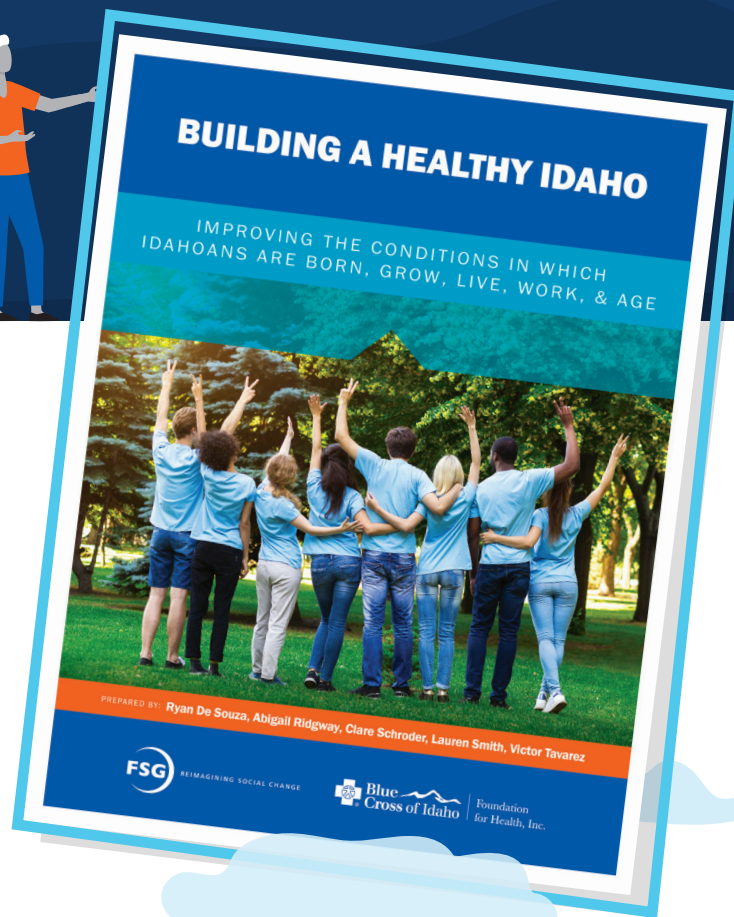
Social and economic factors are root causes that impact health

Health doesn't happen in a doctor's office. It happens where we live, learn, work and play. Social and economic conditions impact individual and community health, and to make an impact, we need to first understand these conditions. The Foundation commissioned a statewide study to understand these conditions, also known as the social determinants of health, to learn about the opportunities to make Idaho a healthier place.

“Building A Healthy Idaho” was researched and prepared by nonprofit consulting firm FSG. This report includes data analysis, interviews and offers strategic opportunities for ways to improve health outcomes in the state.



The social determinants of health refer to the conditions in which people are **born, grow, live, work and age.**



Strategic Opportunities from the “Building A Healthy Idaho” Report

Foster Community Capacity

Connect Health
& Human Services

Align Public Policy
to Promote Health and
Well-Being



Wassmuth Center for Human Rights Donation



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“We find ourselves at a pivotal moment in our nation’s history and are resolute in what the Wassmuth Center stands for: a society where Idahoans take responsibility for promoting and protecting human rights; where everyone is valued and treated with equal dignity and respect; and where everyone’s human rights are a lived reality.”

– CHARLENE MAHER

PRESIDENT & CEO,
BLUE CROSS OF IDAHO

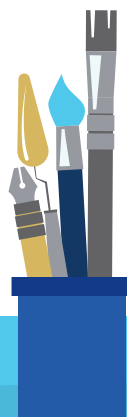


Social factors can limit peoples’ ability to thrive and live healthy, meaningful lives

The Wassmuth Center for Human Rights is a leader in providing human rights education, resources, professional development and support in Idaho and around the world. The Foundation contributed \$100,000 to the Wassmuth Center to support its mission. Blue Cross of Idaho also made a \$150,000 donation to the Boise-based nonprofit, the home of the Idaho Anne Frank Human Rights Memorial.

The Foundation and Blue Cross of Idaho listen **with a focus on learning** to find out where our **mission-driven focus** can help make a difference in making our communities and healthcare more inclusive.

An artist’s rendering of the Wassmuth Center’s planned comprehensive human rights education center in Boise.





University of Idaho Scholarship Endowment

Education and health outcomes are interlinked

People with access to education often enjoy healthier lives. The Foundation has committed \$1.5 million to the University of Idaho to fund the existing Vandal Promise Scholarship fund for undergraduate students and establish the Blue Cross of Idaho Foundation for Health Rural Initiative Scholarships for medical students from Idaho enrolled in the WWAMI program. The Foundation and the U of I are investing in future doctors, teachers, makers and doers who will keep Idaho healthy and strong.



7 of 10 Idaho families are unable to afford one year of college

20 Vandal Promise Scholarships to deserving Idaho students for the next 10 years

10 WWAMI Scholarships over the next five years for medical students from Idaho



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“This generous donation from the Blue Cross of Idaho Foundation for Health is an investment in both Idaho students and our state’s shared livelihood. We’re grateful for the support of both our Idaho WWAMI Medical Education Program and our Vandal Promise Scholarship — contributions that will maintain student accessibility to the University of Idaho that will enable them to attend, persist and graduate ready to serve this great state.”

— **SCOTT GREEN**

PRESIDENT,
UNIVERSITY OF IDAHO



Idaho Hunger Relief Task Force Program Evaluation



Promoting and providing access to healthy foods helps build a healthier Idaho

The Idaho Hunger Relief Task Force created a food prescription program targeting food insecure diabetics and prediabetics, providing them with vouchers for fresh fruits and vegetables to help improve their health. The Foundation funded an evaluation of this Prescription for Fresh Fruits and Vegetables (RxFFV) pilot program that provided evidence the program worked and provided insights for improvement.

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“The results of this evaluation confirm what we have experienced — improved access to fruits and vegetables for struggling households can successfully address both food insecurity and chronic disease. We look forward to continuing and expanding this success.”

— KATHY GARDNER

DIRECTOR, IDAHO HUNGER
RELIEF TASK FORCE



Key findings from RxFFV evaluation:

77% of program participants had a **decrease in HbA1c**

20.8% increase of average daily **cups of fruits and vegetables** by participants

95.8% of participants described their experience with the program as **very good or excellent**





How the RxFFV Program Works:

RxFFV is a four-month program in partnership with local clinics and retailers to assist low-income, food insecure individuals with diabetes and prediabetes in managing their condition by providing access to fresh fruits and vegetables.



Reggie States, the owner of Reggie's Veggies in Boise, helped program participants choose in-season produce to get the most fresh fruits and vegetables each month.



1



Clinics administer food security screener and pre-program HbA1c tests

2



Based on results, RxFFV program is prescribed

3



Participants take pre-program survey assessing fruit & vegetable intake & other key variables

4



Monthly check-ins with vouchers dispersed to be used at participating retailers

5



Participants take post-program survey & post-HbA1c test

Elected Officials Walking Challenges

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“I’ve enjoyed participating and appreciate what the Blue Cross of Idaho Foundation for Health is doing, and tying it to the schools is a great idea.”

– **MARYANNE JORDAN**

FORMER IDAHO
STATE SENATOR



54 Legislators Walked

\$40,250 Awarded to
Idaho Schools

Steps for Schools

The Steps for Schools challenge encourages Idaho legislators to take time each day in February to get active not only for their own personal benefit, but to also earn money for a school or school district of their choice. Legislators had the option to earn additional funds by participating in an educational walking tour with Mark Fenton, a national public health expert. This interactive workshop helped the elected officials learn how they can advocate for communities that are safe for pedestrians, which promotes physical activity and creates healthier cities.

Steps **FOR** Schools



State legislators and other elected officials raised more than \$40,000 for schools by walking at least 10,000 steps a day in February 2020. They were recognized at an awards ceremony at the Capitol.

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“The Mayor’s Walking Challenge is an opportunity to demonstrate to the community — especially the youth — that the City’s leadership is focused on continued healthy activities.”

– **NANCY GREENE**
MAYOR, PECK



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“We have been able to increase opportunities for our entire community to be more physically active.”

– **KEVIN ENGLAND**
MAYOR, CHUBBUCK



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“I’ve come to realize how important community health is, and I believe in leading by doing and setting an example.”

– **RANDY HIBBERD**
MAYOR, WEISER



Mayor’s Walking Challenge

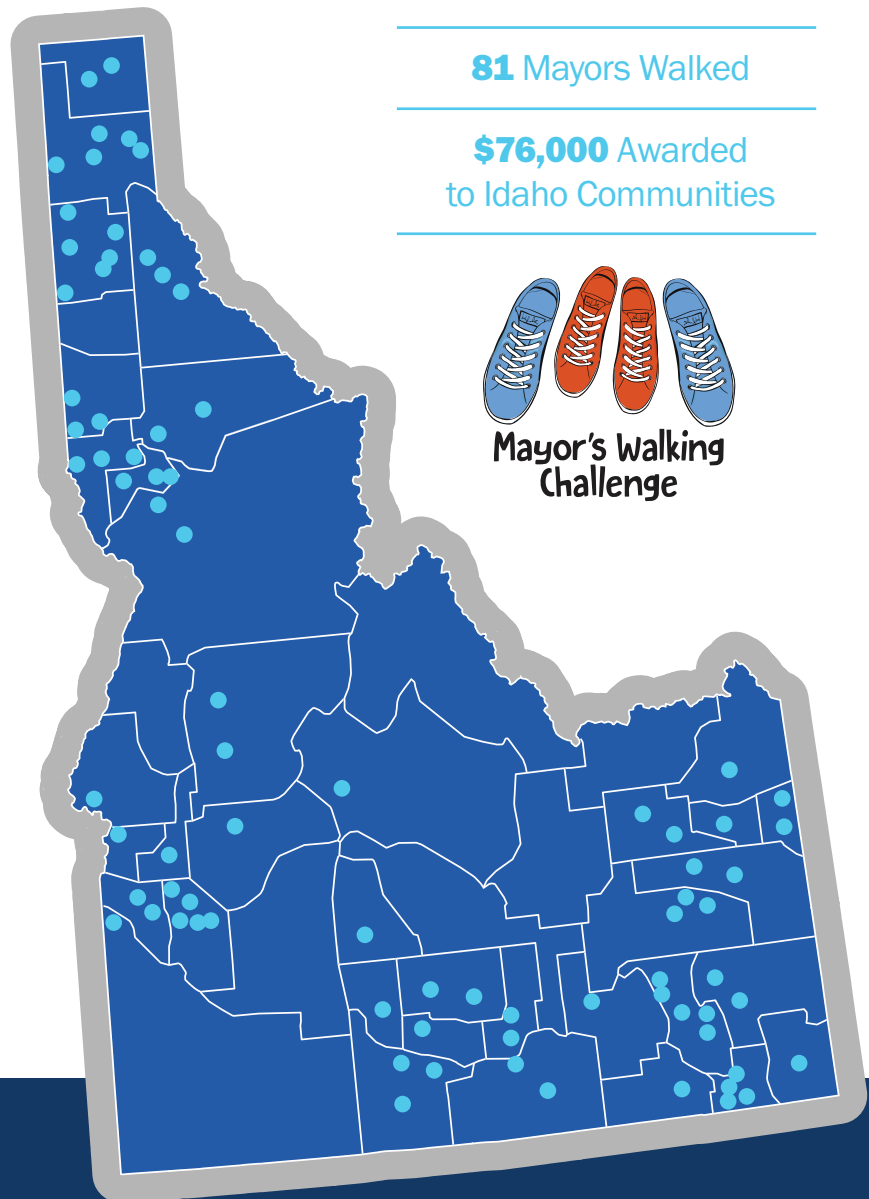
The Mayor’s Walking Challenge helps Idaho’s mayors experience what it’s like to be a pedestrian in their community, which helps them better understand their community. It encourages them to be advocates for community health and walkable cities. Mayors were able to use their earnings this year toward COVID-19 relief efforts or for programs and projects that promote being physically active.

81 Mayors Walked

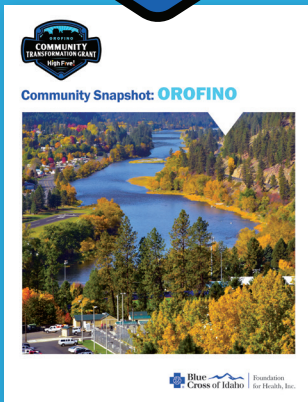
\$76,000 Awarded
to Idaho Communities



**Mayor’s Walking
Challenge**



Community Transformation Grants: Orofino and Twin Falls

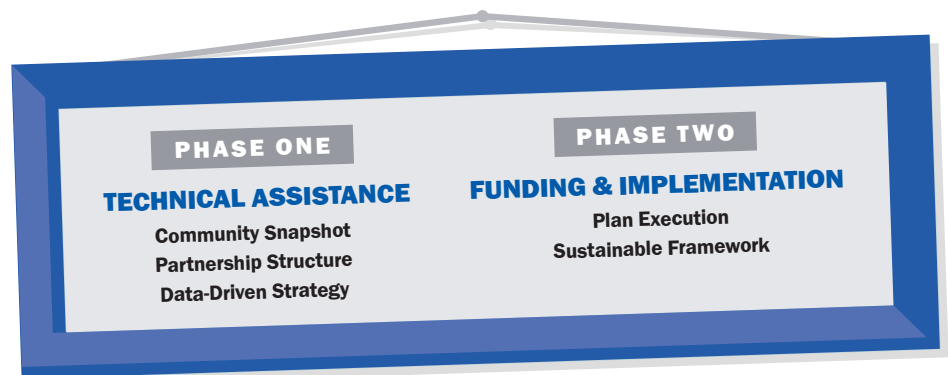


“Orofino will be a vibrant and flourishing community connected by creating accessible programs that enhance self-sustainability of nutrition and physical activity.”

**OROFINO
VISION
STATEMENT**

Social factors can limit peoples' ability to thrive and live healthy, meaningful lives

Our Community Transformation Grants are two-phased, \$250,000 multiyear grants that educate local leaders about community health. This allows them to better understand their own cities and neighborhoods through interactive exercises, collaboration and data. This learning-first approach helps cities build and strengthen relationships to develop stronger action plans that lead to programs, projects and policies that make positive impacts that last for generations.



Orofino Strategic Priorities

Access to healthy, affordable food

- Create spaces and opportunities to grow food
- Provide education, information and demonstration of healthy food
- Partner to improve the farmers market as a community asset
- Provide fresh, locally grown produce to schools

Increase physical activity

- Connect Riverside to Orofino through physical and social opportunities
- Beautify and improve park infrastructure
- Become a more bike-friendly community
- Connect the community through trails, pathways and sidewalks





Transformation is any shift that **positively alters** the trajectory of a community's overall health.



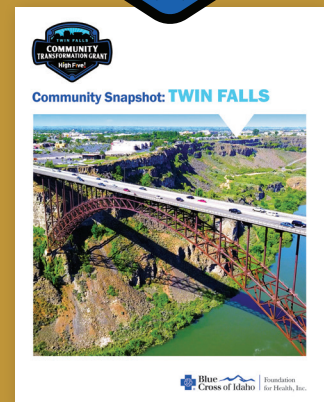
Twin Falls Strategic Priorities

Access to healthy, affordable food

- Create a "grow your own" culture – community, school and home gardens
- Improve fresh food options at the farmers market
- Develop more local produce options
- Provide food education training options – cooking, harvest, preserve, etc.
- Expand the culinary program at MVHS
- Install water fountains at schools
- Expand food access to pantries at schools

Increase physical activity

- Provide access to (and awareness of) natural and developed resources
- Improve sports offering and equipment options
- Develop a community app to connect events and activities
- Design health-focused community events
- Create options for middle schoolers to be active
- Provide affordable options for physical activity during winter months



"Create an inclusive culture by supporting physical, mental, spiritual and emotional growth for the overall health and well-being of our community."

**TWIN FALLS
VISION
STATEMENT**

City of Driggs Comprehensive Plan Update



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“This generous support helped build a new, unifying framework for identifying and prioritizing community development efforts. We are excited to begin implementing the plan’s priorities and delivering positive impacts to the health and well-being of our residents.”

– DOUG SELF

COMMUNITY DEVELOPMENT
DIRECTOR, CITY OF DRIGGS



Communities impact health, and comprehensive plans impact communities

Comprehensive plans are used as the foundational document for long-term planning in communities, however they often are created or updated without considering community health. The City of Driggs built an understanding of the relationship between health and the mandated comprehensive planning topics in Idaho, and saw a way to positively plan a healthy community. Through a grant from the Foundation, Driggs thoughtfully engaged in community outreach regarding health topics that led to incorporating a health lens in its comprehensive plan.



How These
Sections of the
Comprehensive
Plan Affect
Community Health

The adopted **Driggs Comprehensive Plan** will serve as an example for other communities to follow, and improve upon, as the **topic of health becomes increasingly incorporated into general community planning.**





Healthy Minds Partnership

School-located behavioral health services provide children convenient access to needed care

The Healthy Minds Partnership connects behavioral health providers to children while they are at school. Since 2017, this program has:

- Improved students' access to care
- Resulted in less school time missed
- Supported parents who would not be able to get kids to appointments because of work conflicts or transportation issues

In 2020, The Blue Cross of Idaho Foundation for Health helped **nine schools** launch the **Healthy Minds Partnership** by providing technical assistance awards.



CASE STUDY

Two of the schools the Foundation worked with over the past year were two elementary schools in the **St. Maries School District**. These schools were so eager to start providing behavioral health services to students that **they worked with Heritage Health to implement the Healthy Minds Partnership** ahead of schedule, beginning in April instead of the start of the 2020-21 school year. Officials in the district saw immediate results, and that motivated them to expand the partnership to the junior high and high school in the district. **Now students in the St. Maries School District who need behavioral health services have access without leaving school.**

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“The Healthy Minds Partnership helped the St. Maries School District build the necessary pathway that allows students with behavioral needs to receive professional support in our schools. Our district is grateful to have had the opportunity to implement the partnership.”

– JENIFER MILLER

DIRECTOR OF SPECIAL
EDUCATION, ST. MARIES
SCHOOL DISTRICT



Nampa School District Community Grant



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“Our partnership with the Blue Cross of Idaho Foundation for Health has been crucial in the launch and continued success of our youth behavioral health work. It has fueled additional partnerships with others, allowing us to empower teachers as well as students.”

– **SHELLEY BONDS**

EXECUTIVE DIRECTOR OF
ELEMENTARY EDUCATION,
NAMPA SCHOOL DISTRICT



Schools are an ideal setting to focus on children’s behavioral health and well-being

This multiyear grant with the Nampa School District, worth \$150,000, focuses on upstream solutions to address youth behavioral health. The focus of the grant in 2020 was to help teachers and staff understand trauma and adverse childhood experiences (ACES) and to help children become resilient learners to improve their educational outcomes. Seven schools in the district made additional strides to support youth behavioral health.

The **grant funded training** delivered by subject matter experts to more than **400 teachers and administrators** in elementary and secondary schools.



Youth behavioral health expert Keith Orchard provided training to hundreds of educators in the Nampa School District as part of the multiyear grant.

Marimn Health Coeur Center Grant

Recreation center programs can be a catalyst for positive change

The Coeur Center is more than a recreation center; it is a prevention center that will serve as a catalyst for positive change. The primary purpose in building the center is to give the youth and families on the Coeur d'Alene Indian Reservation a safe place to gather, learn and have fun, with the ultimate goal to dramatically increase the odds of youth succeeding in school, staying away from drugs, alcohol and crime, and leading healthy lives. It's a sanctuary space where shelter, community, culture, recreation and nature come together to address the root causes of many challenges in the community.



The Coeur Center features a family waterpark, including a waterslide and indoor splash pad with zero depth entry, children's water toys, a lazy river, two lap lanes, a plunge platform and a water climbing wall.

The Foundation **provided a grant** that will evaluate what programming will be **most beneficial for youth and families.**

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“This is more than a building. Through the Coeur Center, we are looking to reduce health disparities and build brighter futures by giving our youth the programs and resources to increase the odds that they will succeed in school and overcome life's challenges. We want to give our kids a leg up in the battle against addiction, depression, crime and poverty that so many kids across the country are facing today.”

– **HELO HANCOCK**

CHIEF EXECUTIVE OFFICER,
MARIMN HEALTH



There is dedicated space in the Coeur Center for youth programs, as well as centers for technology, art and teens.



Terry Reilly Health Services Cleveland Square Grant



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“We are really excited about this partnership, merging housing and healthcare in the heart of Downtown Caldwell. We believe it promotes the health and well-being of Caldwell residents while supporting the City of Caldwell’s downtown development efforts.”

– HEIDI HART

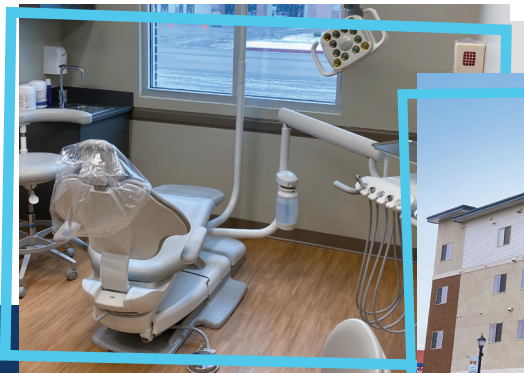
CHIEF EXECUTIVE OFFICER,
TERRY REILLY
HEALTH SERVICES



Connecting healthcare and affordable housing

Terry Reilly Health Services’ new Cleveland Square project provides medical, dental and behavioral health services all under the same roof in Downtown Caldwell. The facility also offers 50 units of affordable housing for individuals and families age 55 and older. A \$50,000 grant from the Foundation supported this innovative facility.

This shared project addresses a growing concern in Canyon County, which has **1,600 units of affordable housing but zero percent availability**. One estimate suggests the city would need to build at least 1,000 housing units to address the current shortage. **Cleveland Square helps provide relief.**





COVID-19 Relief Efforts

Stepping up when Idaho needed it the most

As Idaho's leading health foundation, we made a statewide impact in helping our state respond to and begin recovering from COVID-19. The Foundation contributed \$300,000 to a variety of causes and organizations that helped Idahoans with food and basic needs as well as childcare, housing, healthcare, domestic abuse support and education.

The Foundation was one of the **leading funding partners** of the Idaho Community Foundation's COVID-19 Fund for Idaho, which galvanized other organizations to contribute. The fund provided **nearly \$1.9 million to 157 trusted organizations statewide** to help low-income and vulnerable Idahoans.



ORGANIZATIONS THE FOUNDATION DIRECTLY SUPPORTED

**Boise Parks and
Recreation**

**Boys & Girls Club
of Ada County**

**Boys & Girls Club
of Nampa**

City of Good

Coeur d'Alene Tribe

**East Idaho Community
Commitment Fund**

**Idaho Business
for Education**

Idaho Children's Trust

**Idaho Community
Foundation**

Idaho Foodbank

**Idaho Hunger Relief
Task Force**

Innovia Foundation

Nampa School District

**Northwest Credit
Union Foundation**

Rolling Tomato

7Cares Idaho Shares

Treasure Valley YMCA

ABOUT THE BLUE CROSS OF IDAHO FOUNDATION FOR HEALTH

The Blue Cross of Idaho Foundation for Health, Inc., is a nonprofit private foundation established by Blue Cross of Idaho in 2001.

The Foundation is committed to addressing the root causes to some of Idaho's most pressing health issues.

But it always means being a catalytic organization, dedicated to transformational — not simply transactional — approaches that will impact Idaho today and for generations to come.

To receive a copy of the Blue Cross of Idaho Foundation for Health financials, email us at info@bcidahofoundation.org

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