



Blue 
Cross of Idaho

Foundation
for Health, Inc.

IMPACT REPORT | 2022

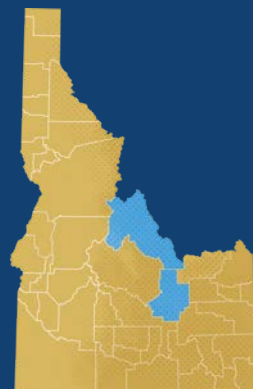
2022 HIGHLIGHTS



MORE THAN
380 PARTNERS



265
GRANTS & PROJECTS



42/44 COUNTIES
RECEIVED FUNDING

FRIENDS & COLLEAGUES

Blue Cross of Idaho established the Blue Cross of Idaho Foundation for Health in 2001 to give back to Idaho. **The Foundation is a separate 501(c)(3) nonprofit organization** that is dedicated to giving back to Idaho and addressing the root causes that impact health.

One of our goals at the Blue Cross of Idaho Foundation for Health is to help create transformational change that leads to a healthier Idaho. We know our partnerships, programs, projects, and funding lead to change that will last for generations.

Transformational change doesn't happen quickly, and in most cases, it can take years to occur. In an era where instant gratification and getting things we want ASAP are the norm; we don't lose sight that our strategy is a more like a marathon than a sprint. We remain steadfast in our approach of how **we give back to Idaho and address the root causes that impact health.**

A testament to our strategy and work came in November when national philanthropist MacKenzie Scott provided the Blue Cross of Idaho Foundation for Health a **one-time, unsolicited, and unrestricted gift of \$6 million.** [Visit our website](#) to learn more about our strategy for using those funds to maximize our impact across Idaho.

We are committed to being in Idaho, for Idaho. We continually listen to our valued partners, review data, consult with experts to identify trends and learn how we can best give back and serve the needs of our state.

This impact report celebrates both our current work, as well as past and ongoing work where we are seeing transformational change occur in our focus areas of community, education and healthcare.

If you're holding a printed copy of this report, it includes QR codes that you can scan with your smartphone to watch videos and access links that help bring these stories to life. These links are embedded in the digital version of this report that can be found on our website at **[bcidahofoundation.org](#)**. You can also **sign up for our monthly newsletter** to stay informed about our work and funding opportunities.

In good health,



Mike Reynoldson
President and Board Chair,
Blue Cross of Idaho
Foundation for Health



Kendra Witt-Doyle, PhD, MPH
Executive Director,
Blue Cross of Idaho
Foundation for Health

IN IDAHO, FOR IDAHO.

Our Mission:

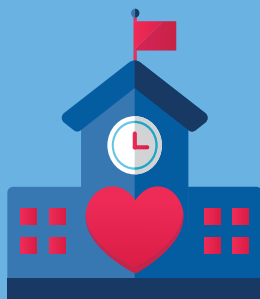
We are dedicated to giving back to Idaho and addressing the root causes that impact health.

Our Strategy:

We address the root causes that impact health in these focus areas



COMMUNITY



EDUCATION



HEALTHCARE

Build healthy communities and address root causes that impact health by **engaging with local elected officials and organizations**

100 Idaho Mayors
ENGAGED IN 2022

COMMUNITY HEALTH ACADEMY

Local elected officials play a vital role in promoting health

Community Health Academy fosters learning and skill-building among mayors and city staff on how they can create a healthy community.



How It Works:

Mayors and city staff members participate in presentations and demonstrations on topics that impact community health.

Topics Include:

Childcare & Early Education

Civility

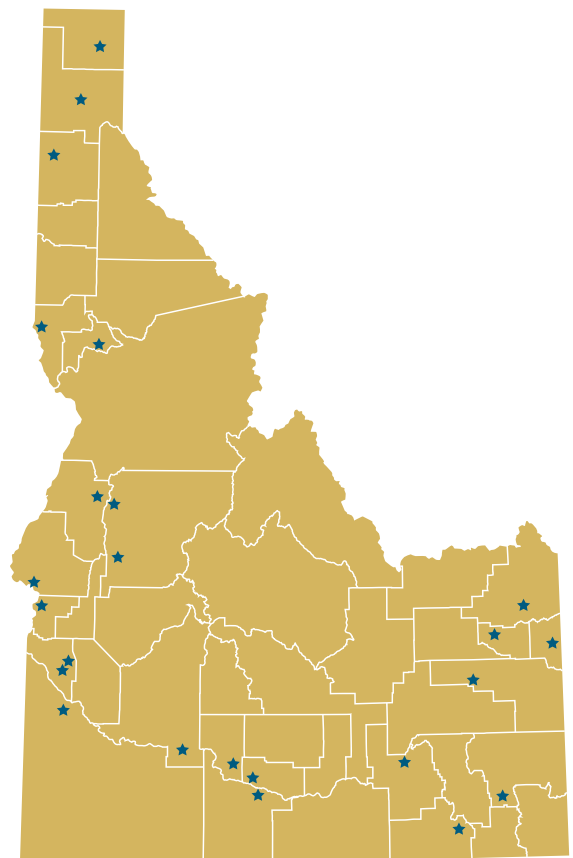
Communications & Branding

Designing Healthy Communities

Food Systems

Housing

Leadership



24 Idaho cities have attended Community Health Academy since 2017

SUCCESS STORY: COMMUNITY HEALTH ACADEMY

Payette



Payette Mayor Craig Jensen reads a civility pledge at the start of every City Council meeting or public hearing. It's one of the takeaways he implemented after attending the Community Health Academy in 2022. Jensen took a civility pledge template given to participants of the academy and modified it to fit his community needs.

Civility has become a critical issue in Idaho and our country, especially during public meetings. Numerous public officials have shared with us that they are seeing a rise in uncivil discourse in their communities.

"I adopted this because I felt it was something we need to put out front," Jensen said. "That's what we expect in our meetings — for people to have respect and the decency to listen to others. You can disagree, but you can disagree without arguing."



Not only does it address what we need to do for the public, but what we expect out of the public. We remind them to listen, to pay attention, not to argue and wait for their turn to speak. I thought it was a brilliant thing to start in our city.

Craig Jensen
Payette Mayor



Programs and Projects Funded By Community Health Academy Grants:

Park improvements

Outdoor exercise equipment

Supports for additional dwelling units

Walkability improvements

Trail connectivity and improvements

Pathway projects

Senior Citizen center kitchen updates

Comprehensive plan supports

Local food system supports

Community garden

Safe Routes to School programming

Economic development supports for business incubator



Watch a short video about **Community Health Academy**

Nine Community Transformation Grants have been awarded to Idaho cities since 2013, and the impact on these communities will last for generations through the partnerships, policies, programs and projects that resulted from the multiyear grants.

COMMUNITY TRANSFORMATION GRANT EVALUATION

The Blue Cross of Idaho Foundation for Health wanted to learn ways it could improve the Community Transformation Grant to make it more impactful. We commissioned a developmental evaluation that retrospectively looked at past recipients and the most recent grants with Orofino and Twin Falls.



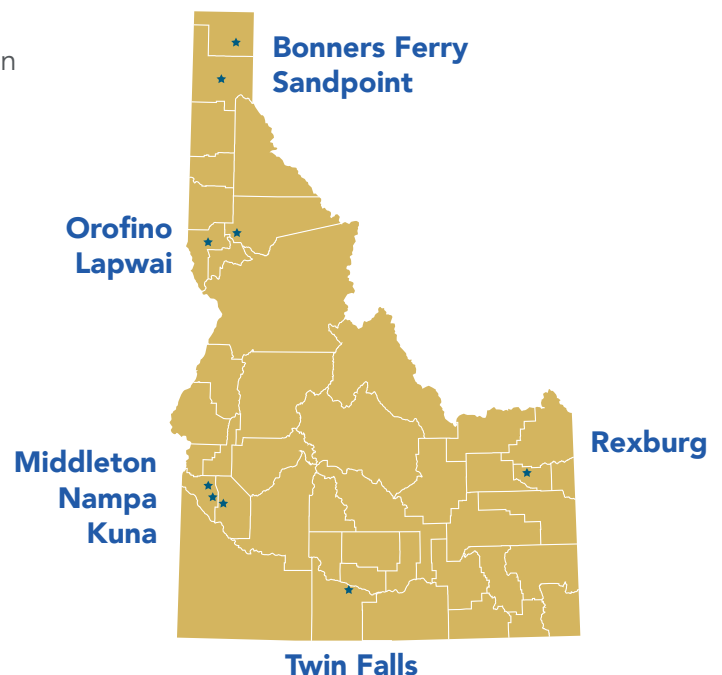
Evaluation Findings

90% of respondents said relationships with others improved

100% of grant participants said this grant increased their knowledge of health issues

CTG funding had a catalytic effect, helping communities attract other private and public resources

CTG spurred innovation by providing funding for pilot programs that were later taken on and supported by city governments



“Now everything we’re doing – paving streets, looking at parks – is geared toward “what’s the healthy aspect?”

Anonymous Survey Response

Next Steps

The Foundation will examine the evaluation data and make improvements to its Community Transformation Grant program. Subscribe to our newsletter for updates.

SUCCESS STORY: COMMUNITY

Rexburg



The City of Rexburg committed to learning and community health by participating in three Blue Cross of Idaho Foundation for Health programs.



2017–2021



2017–2019



2017, 2021

These programs gave city leaders data, tools, skills and resources to implement a variety of health-focused programs, projects, policies and plans to improve the health of the community. This planning helped the city attract more than \$200,000 in additional grant funding from other sources.

Rexburg Success Projects

Transforms the city-owned Teton Lakes Golf Course into a winter sports park each year with a sledding hill, Nordic skiing and equipment rentals

Farmer's Market supports

Updated city comprehensive plan to include a health focus in 2021

Launched a business incubator to help local entrepreneurs build their home businesses

Park improvements and development

Paths and trails to improve connectivity

Launched Kidsburg, an indoor discovery center targeting young children



“ All of this has really helped us think that there is a holistic way to think about health in our community.

Jerry Merrill
Mayor



Watch a short video showing the **transformational change in Rexburg**

EDUCATION

Remove barriers to education and address root causes that impact health by collaborating with schools, communities and organizations

Worked with

49

SCHOOLS

and

34

SCHOOL
DISTRICTS

in

23

COUNTIES

SCHOLARSHIPS

funded by the Blue Cross of Idaho Foundation for Health



These scholarships are awarded to second-year students who have demonstrated a financial need, outstanding academic performance, and community service.



University of Idaho

These scholarships remove the barrier of unmet financial need for Idaho students.



University of Idaho
WWAMI Medical Education

These scholarships reduce medical education expenses and encourage students to pursue their passion in practicing medicine in rural Idaho.



These renewable scholarships support students from Idaho majoring in the healthcare-related fields.



Idaho State
University

These scholarships support students from Idaho seeking behavioral health degrees that incentivize student clinical placement in rural areas to improve healthcare access in Idaho.

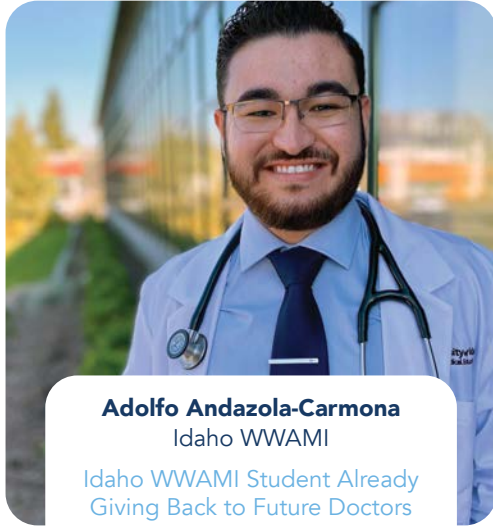


The Primary Care Initiative
More doctors for our communities.

Supports student doctors who demonstrate outstanding character, academic excellence, financial need and a sincere interest in practicing primary care in rural Idaho.

SUCCESS STORY: EDUCATION

Scholarship Spotlights



Adolfo Andazola-Carmona
Idaho WWAMI

Idaho WWAMI Student Already
Giving Back to Future Doctors



Jarrod Hansen
Lewis and Clark State College
Coaching Youth Hockey Leads
Father to Social Work

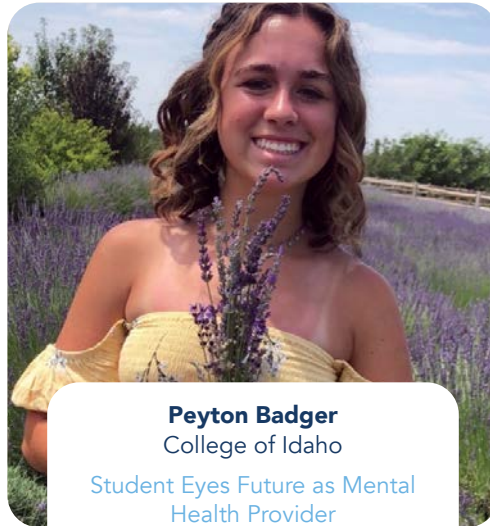


Rhegan McGregor
Idaho WWAMI
Career in Family Medicine Awaits
Idaho WWAMI Medical Student



Patrick Mark
College of Idaho

Student Hopes to Become Rural
Healthcare Provider



Peyton Badger
College of Idaho

Student Eyes Future as Mental
Health Provider



Timmer Verhaegh
College of Idaho

Real-World Experience Important
for Student



Elana King Nakaoka
Idaho WWAMI

Medical Student Eager to Help
Refugees, Immigrants



Demsie Butler
Idaho WWAMI

Graduate Returns Home for
Medical Residency

Learn more about
these and other
scholarship recipients



EDUCATION

There is a youth behavioral health crisis happening in Idaho.

BEHAVIORAL HEALTH



We cannot ignore this crisis. We are failing Idaho's youth if we don't address this issue. We need to meet students and families where kids spend most of their time when not at home – schools – and make sure they have access to skills and resources to combat this crisis.

We recognize things can be done in schools to help parents, families, and school staff address the behavioral health crisis. With every county in Idaho facing a shortage in behavioral health providers, schools can be part of the solution to help Idaho youth.



Watch a short video about the **impact of behavioral health services in schools**

What We're Doing

The Healthy Minds Partnership helps schools offer onsite clinic behavioral health services

We support evidence-based programs that support students in the classroom

We provide essential district-approved training to teachers and administrators to put them in a better position to help their students succeed

SUCCESS STORY: EDUCATION

Lincoln County Youth Center

Education and health go hand in hand as education is an important predictor of overall health outcomes.

Data shows that children who attend preschool are better prepared for elementary school.

We made an investment in the Lincoln County Youth Center, which serves three communities (Dietrich, Richfield and Shoshone) in the county. Our involvement has helped the nonprofit Lincoln County Youth Commission attract additional funding sources to help expand its services.

120

KIDS SERVED

21

EMPLOYMENT
OPPORTUNITIES
CREATED

TRANSPORTATION SERVICES OFFERED

DOUBLED PRESCHOOL CAPACITY

Programming Examples

Life skills:

Children learn skills such as food preparation and budgeting, sewing, painting

Business basics and entrepreneurship:

The business incubator program helps teach skills, pairs the participant with a business mentor and provides \$500 in startup support

Next Steps Room:

A place where children can learn about different options for them after high school, including college, trade schools or military service



What we are doing at the center is helping kids and having a huge impact on families. We have a long way to go and a lot of work to do, but we are providing a place where kids feel like they belong.

Karma Metzler Fitzgerald
President, Lincoln County Youth Commission



Connect existing healthcare and community services to address workforce needs and skills in rural Idaho

45TH in the nation

FOR THE NUMBER OF PRIMARY CARE PROVIDERS PER 100,000 RESIDENTS

1,327 total

50TH in the nation

NUMBER OF ACTIVE PHYSICIANS AND RESIDENT PHYSICIANS PER 100,000 RESIDENTS

Only 3,504 active physicians in Idaho

THE PRIMARY CARE INITIATIVE



The Primary Care Initiative

More doctors for our communities.

Idaho and its rural communities face a chronic shortage of primary care physicians. The Primary Care Initiative is dedicated to helping improve access to healthcare for Idahoans.

The Primary Care Initiative encourages new doctors to practice in rural Idaho by:

- Paying down tuition debt for medical graduates who commit to practicing primary care in rural Idaho
- Funds scholarships for medical students planning to go into primary care

Learn more about
The Primary Care Initiative



Courtesy of North Canyon Medical Center

Family medicine physician Logan Jones, DO, is the first physician to receive assistance from the Primary Care Initiative's medical education debt repayment award. Jones practices at the North Canyon Medical Center in Jerome, one of 27 critical access hospitals in Idaho.

SUCCESS STORY: HEALTHCARE

Project ECHO



ECHO Idaho is a free, virtual, jointly-accredited continuing education opportunity for Idaho's healthcare workforce

ECHO Idaho trains primary care clinicians to provide specialty care services. Since its launch in 2018, ECHO Idaho has offered 15 unique series to Idaho healthcare workforce and administrators.

The Blue Cross of Idaho Foundation for Health supported ECHO Idaho to conduct outreach in rural areas that increased its reach. A Foundation grant helped establish the ECHO Idaho Behavioral Health Endowment.

Year	Clinicians reached	Counties reached	Number of CME hours	Number of ECHO sessions
2018	21	8	112	9
2022	884	35	6,083	160

ECHO Benefits Idaho Healthcare Providers

When Nurse Practitioner Katelin Arnold moved from Texas back to her native Idaho to work for Panhandle Health District, she found the healthcare system was tougher to navigate. "There were lots of challenges for me, like finding somebody to ask questions to, especially specialists," she said.

ECHO Idaho has been her go-to resource.

One series Arnold followed was on Hepatitis C and Liver Care. It allowed her to learn from specialists and gave her confidence and knowledge to treat a patient with Hepatitis C for the first time. She previously would have referred the patient to a specialist.

"I was able to treat my first patient until they had zero viral load for Hepatitis C, and I definitely would not have done that without this program," she said.



The topics and the categories they have are so important and really focused on what we're seeing now. They really apply to my patient population.

Katelin Arnold
Nurse Practitioner



Current ECHO Idaho Programming

Behavioral Health in Primary Care
Counseling Techniques for Substance Use Disorder
COVID-19 and Other Current Infections
Medications for Opioid Use Disorder (MOUD)
Opioids, Pain and Substance Use Disorder
Pediatric Autism
Viral Hepatitis and Liver Care
X-Waiver Training

ORGANIZATIONS SUPPORTED IN 2022

Idaho Cities

Albion
American Falls
Ammon
Arimo
Bancroft
Blackfoot
Boise
Bovill
Buhl
Caldwell
Carey
Cascade
Chubbuck
Clark Fork
Cottonwood
Crouch
Dalton Gardens
Dayton
Deary
Dietrich
Dover
Downey
Driggs
East Hope
Emmett
Fairfield
Ferdinand
Firth
Franklin
Garden City
Glenns Ferry
Grace
Hayden
Hayden Lake
Hazelton
Heyburn
Hollister
Homedale

Idaho City
Idaho Falls
Iona
Jerome
Juliaetta
Kamiah
Kendrick
Ketchum
Lapwai
Lewiston
Malad
McCall
Meridian
Montpelier
Moscow
Mountain Home
Moyie Springs
Mud Lake
Murtaugh
Nampa
New Meadows
Nezperce
Onaway
Orofino
Parma
Payette
Peck
Placerville
Pocatello
Ponderay
Post Falls
Potlatch
Preston
Rexburg
Richfield
Rigby
Roberts
Sandpoint
Shelley

Smelterville
Spirit Lake
St. Anthony
St. Charles
Stanley
Star
Tensed
Tetonia
Twin Falls
Victor
Weiser
Wendell
Weston
Winchester
Worley

Idaho Nonprofit Organizations

Elk City Area Alliance
Home Partnership Foundation
Idaho Association for the
Education of Young Children
Idaho Association of School
Administrators
Idaho Community Foundation
Idaho Community Health Workers
Association
Idaho Counseling Association
Idaho School Boards Association
League of Idaho Cities, Inc.
LEAP Charities, Inc.
Pocatello Free Clinic
Primary Care Initiative
Rotary District 5080 Charitable
Fund



Schools and School Districts

American Falls School District
Amity Elementary
Black Canyon Elementary
Blackfoot Heritage Sixth Grade
Bliss Joint School District
Caldwell School District
Camas County School District
Cascade School District
Castleford Joint School District
Centennial High
Challis Elementary
Clark County Schools
Classical Christian Academy
Clover Christian
Coeur d'Alene Charter Academy
Coeur d'Alene School District
County of Shoshone Joint School District
Eagle Rock Middle
Emmett School District
Ernest Hemingway Steam
Farmin Stidwell Elementary
Fernan Elementary
Filer Elementary
Filer School District
Fremont County Joint School District
Frontier Elementary
Hansen Elementary
Heritage Christian Academy
Hillcrest Elementary
Hillside Junior High
Homedale School District
Horizon Elementary
Horseshoe Bend School District
Idaho Falls High
Idaho Falls School District
Idaho Home Learning Academy
Jefferson Elementary

Jefferson County School District
Jerome School District
Juliaetta Elementary
Kellogg School District
Kendrick Joint School District
Kootenai Technical Education Campus
Kuna School District
Lake Pend Oreille School District
Lakeland School District
Lava Hot Springs Elementary
Lewiston School District
Liberty Elementary
Madison Middle
Madison School District
Marsing Joint School District
Mary McPherson Elementary
Maxine Johnson Elementary
Minidoka School District
Mountain Home School District
Mullan School District
Nampa School District
Nezperce Joint School District
North Gem School District
North Idaho STEM Charter Academy
North Star Charter
Notus School District
Ola Elementary
Parma School District
Pocatello/Chubbuck School District
Preston School District
Prospect Elementary
Richfield School District
Riggins Elementary
Roosevelt Elementary
Shelley School District
Shoshone Elementary



South Fork Elementary
South Hills Middle
Taylorview Middle
Thomas Jefferson Charter
Twin Falls School District
Valley View Elementary
Venture High
Wallace School District
White Pine Elementary
Wilder School District
West Ada School District

Government Organizations

Idaho Commission on Hispanic Affairs
Idaho Head Start Collaboration Office
Central District Health
State of Idaho Department of Education

Colleges and Universities

The College of Idaho
Idaho State University Foundation
Lewis Clark State College Foundation
University of Idaho Foundation

Our Board of Directors



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President and Board Chair
Boise



Jenny Robertson
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Boise



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Pam McNamara
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Stephanie Wright
Nampa

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 dedicated to giving back to Idaho and addressing the root causes that impact health.

The Foundation is a catalytic organization dedicated to transformational approaches that will impact Idaho today and for future generations.

Audited financial statements of the Blue Cross of Idaho Foundation for Health, Inc., are available, once issued, by emailing info@bcidahofoundation.org.

Our Team

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Foundation
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