CULTIVATING COMMUNITY HEALTH

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KP MISSION:
Kaiser Permanente exists to provide high-quality affordable health care and to improve the health of our members and the communities we serve.

CONVENTIONAL VIEW
- By providing high-quality affordable health care

OR
- By providing high-quality affordable health care + Community Benefit

We improve the health of our members and community
"A KEEN GRASP OF THE OBVIOUS" – Health is More than Health Care

Social and Economic Factors 40%

Clinical Care 20%

Health Behaviors 30%

Physical Environment 10%

If 20% of health outcomes are influenced by clinical care, then…

To maximize KP’s impact on the health of our members and the communities we serve, KP needs to address upstream determinants of health.
HEAL ZONES

- Anaheim
- Antelope Valley
- Lemon Grove
- Long Beach
- Ontario
- Riverside
- Ventura
COLLECTIVE IMPACT

Upstream determinants of health are too complex for any single organization to effectively address alone.
THE SPECTRUM OF PREVENTION

- Influencing Policy and Legislation
- Changing Organizational Practices
- Fostering Coalitions and Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge and Skills
How does an organization like this...
BY EMBRACING THE BROADER ROLE WE CAN PLAY…

**Health Care Provider**
- Integrated Health System
- Multispecialty Medical Group
- Tax-exempt Hospital System
- Tax-exempt Health Plan

**Environmental Steward**
- Energy Producer
- Energy Consumer
- Waste Manager

**People and Networks**
- 232,000+ Employees/Physicians
- 12 Million Members
- Wide Social Networks

**Role Model**
- Person who is admired or who other people aspire to be like

**Community Leader**
- Health Care Leader
- Community Leader
- Labor Leader
- Convener

**Economic Engine**
- Purchaser
- Employer
- Land Use Developer
- Investor

**Educator & Advisor**
- Knowledge & Expertise
- Researcher
- Educator

**Community Partner**
- Grantor
- Donor
- Volunteers

**Communicator**
- Brand
- Marketer
- Information Distributor

**Public Policy Advocate**
- Influences decision-makers and builds relationships
KP MISSION REIMAGINED:

Kaiser Permanente exists to produce better health for the people of our communities. We do this by:

• Providing affordable, comprehensive health coverage and excellent health care services.

• Being a more pervasive and positive influence on the lives of our members and the people of the communities we serve beyond the health care we deliver.

• Promoting a culture of health in our own workforce and our families.

• Focusing **collective action** on **upstream determinants of health** and creating **shared value for the community and KP**.

• Leveraging our **broad array of assets** to invest in the social and economic, as well as physical and mental, health of our communities.

• **Enabling all business sectors** of Kaiser Permanente, as well as our workforce and members, to contribute to **improving the health of our communities**.
Economic Opportunity:
KP COLTVATEs health upstream by using our influence to promote economic opportunity, development, and security.

Social Support and Community Capacity:
KP COLTVATEs health upstream by strengthening community capacity, addressing social and nonmedical needs, and facilitating access to resources.

Healthy Behaviors:
KP COLTVATEs health upstream by using all of our means of influence to promote and enable healthy behavior change.

Livable Sustainable Communities:
KP COLTVATEs health upstream by adopting policies and practices to protect and improve the natural and built environment, by encouraging others to do the same, and influencing the marketplace.
FOOD RECOVERY AND REDISTRIBUTION

2017 Donation Impact

- 11 hospitals donated
- 4 community partners
- 74,892 lbs (37 tons) of food donated
- 62,410 meals provided
- 42,600 lbs CO2 prevented from harming the atmosphere
INNER CITY CAPITAL CONNECTIONS (ICCC)

We cannot fundamentally improve the health of our most disadvantaged communities without focusing on improving the economic conditions.

Partnership with the Initiative for a Competitive Inner City (ICIC):

• Provides training on business fundamentals (core competencies, finance, business plans, HR, marketing, gaining access to equity/debt financing)

• Funds training programs to help selected local small businesses build their capacity.
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