



# Doing our part to build healthy communities

At Kaiser Permanente of Georgia, doing our part to build healthy communities is in our DNA. Our social mission to create more vibrant communities has not wavered during our 30-year history. Our Community Benefit program impacts thousands of lives each year through a wide range of grants, programs, partnerships and volunteer projects.

Beyond our medical facilities, we are committed to providing vulnerable populations with access to quality, affordable health care and pursuing opportunities to create healthy change throughout the community.

Each year, we support programs that reach people of all ages and walks of life. We partner with local hospitals, health clinics, educational institutions and community organizations to invest in initiatives that address the most urgent health issues in our community.

In 2014, our legacy of community benefit positively impacted over 1.4 million people and we invested more than \$39 million in metro Atlanta and Athens. This report highlights just some of the ways we've touched the lives of countless organizations and individuals through our Community Benefit program.

Helping our members and the communities we serve thrive is something we do each and every day. It's not just our goal, it's our responsibility.

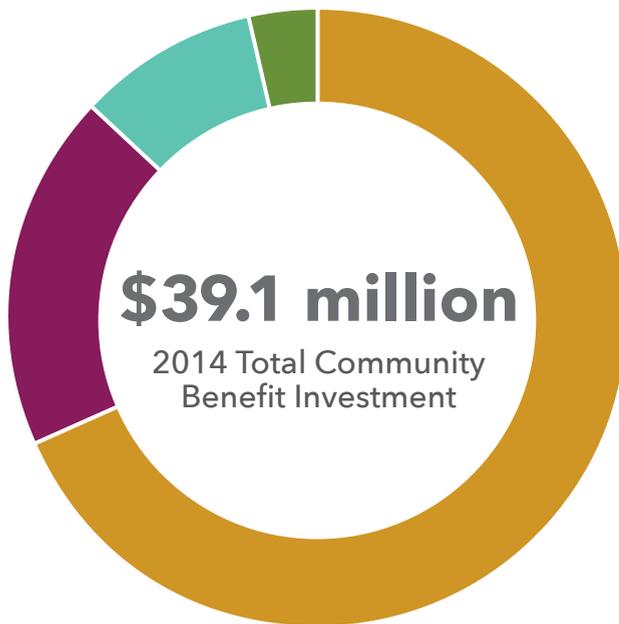
---

# The importance of community benefit

As Georgia's largest nonprofit health plan, building healthy communities is vital to our mission. Much like our approach to medicine, our work in the community is prevention-focused and evidence-based. Along with awarding grants, our Community Benefit program makes significant contributions to health through wellness and prevention programs, community initiatives, health care access for the uninsured and underinsured, research and education.

## OVERALL, OUR PROGRAM FOCUSES ON THESE STRATEGIC PRIORITIES

- Access to Health Care
- Community Health Initiatives
- Health Knowledge
- Healthy Environments
- Employee Volunteerism



## AREAS OF GIVING

- **\$26.8 million**  
Access to Health Care/Safety Net Partnerships
- **\$7.3 million**  
Community Health Initiatives
- **\$3.6 million**  
Health Knowledge
- **\$1.4 million**  
Other

---

## PEOPLE AND ORGANIZATIONS IMPACTED

**1,887**  
patients received medical financial assistance

**120**  
community organizations awarded charitable contributions

**1.3 million**  
people impacted by Community Benefit contributions

**1,173**  
people enrolled in a charitable health coverage program

**11,566**  
pediatric patients enrolled in the Medicaid/PeachCare Program

**110,980**  
people saw an Educational Theatre Program performance

# Clayton County: from insight to action



Photo courtesy of Clayton State University

For years, Kaiser Permanente has worked with local organizations to impact public health issues. In 2013, we conducted a community health needs assessment to better understand the unique needs of each county in our service area. In addition to public health data, the assessment included feedback from public health experts, community leaders and agencies that help high-need populations. We aligned the goals of our Community Benefit Program with the results of the assessment to help us make investments with the greatest reach and impact on community residents. We are pleased to share a snapshot of four programs we supported in Clayton County that are helping people transform their health and lead healthier, more fulfilling lives.



## Building a Garden. Building Relationships.

Promoting health and wellness in schools has been one of our priorities for years. Kaiser Permanente *Thriving Schools* is a national effort dedicated to improving the health of students, staff and teachers in K-12 schools through a focus on healthy eating, active living and wellness.

Locally, we formed a *Thriving Schools* partnership with the Southeastern Horticultural Society. Through a Kaiser Permanente grant, learning gardens and urban farms are blossoming in Clayton County at Mt. Zion Primary and Mt. Zion Elementary schools.

The *Thriving Schools* partnership has shown great success in its initial stages with these results:

- 12-15 nutrition/garden education classes conducted each week
- Approximately 275 pounds of produce harvested during the fall of 2014, serving some 2,000 students
- Fresh vegetables distributed to more than 30 deserving students and their families

**"This project will engage about 1,200 students, professional staff and parents. We ultimately want to increase the number of students visiting the garden and learning about nutrition to 150-200 per week; engage an average of 35 community volunteers per month in garden activities; and ensure that the garden and related programs will impact others in the community outside of the schools,"** said Caroline Leake, executive director of the Southeastern Horticultural Society.

Photo courtesy of Southeastern Horticultural Society



### Healthy Children. Successful Students.

It has been said that healthy students miss fewer classes, are less likely to drop out and have a better chance of success in school and beyond.

Our grant to PARTNERS for Equity in Child and Adolescent Health of Emory University Department of Pediatrics supports The Family Health Center at North Clayton High School. It is a collaborative partnership between Clayton County Public Schools, North Clayton High School and The Family Health Centers of Georgia. It is the first School-Based Health Center (SBHC) in Georgia to be located in a high school.

The SBHC provides pediatric and adolescent care for acute and chronic illnesses for students at four Clayton County schools. Our grant supports salaries for a behavioral health provider and a part-time adolescent pediatrician.

“School-based health centers are a proven approach to improving student health and school attendance,” said Veda Johnson, MD, associate professor and director, Pediatric Department, Emory University School of Medicine.

Photo courtesy of The Family Health Centers of Georgia



### Providing Scholarships to Nursing Students

Imagine being in college and not having enough money to buy groceries, pay the rent, or just make ends meet. This is real life for some Clayton State University (CSU) nursing students struggling to get through school. Our grant helped CSU award scholarships to 16 nursing students. In addition, a portion of the grant was used to support Clayton State’s efforts to recruit and retain qualified nursing faculty.

Another dimension of support to Clayton State comes from Kaiser Permanente’s Bridge Program, which offers health coverage for uninsured, income-eligible nursing and dental hygiene students. Last year, 25 students received low-cost health care for up to two years.

In recognition of Kaiser Permanente’s long-standing support, Clayton State University established the Kaiser Permanente Academic Award, which annually provides scholarships to four students with high academic achievement.

Photo courtesy of Clayton State University



### Using Financial Education to Support Student Engagement

Financial literacy is an important skill for children to learn at an early age. Junior Achievement (JA), one Kaiser Permanente grant recipient, is using in- and out-of-class finance instruction to enhance student engagement in math and other subjects.

A portion of our grant sponsors the finance program called, JA Finance Park and another part provides the opportunity for 300 Clayton County middle school students to participate in that program. JA Finance Park is one of two middle-school programs located inside Junior Achievement’s Discovery Center at the Georgia World Congress Center. JA Finance Park takes students through real-life financial situations where they are required to make financial decisions about managing a household budget, using banking services and determining investment options.

Photo courtesy of Junior Achievement

---

# Access to health care: helping children living with Asthma

Georgia has one of the nation's highest rates of asthma cases in children, particularly in Atlanta. To address this concern, Kaiser Permanente awarded a grant to the metro area's only safety net pediatric hospital, Children's Healthcare of Atlanta at Hughes Spalding. The grant supports Hughes Spalding's newly developed **asthma care nurse navigator program**, which provides coordinated care to low-income children with moderate to severe asthma.

The nurse navigator is a dedicated resource who works with patients and their parents to help them effectively manage appointments, medications and asthma triggers to prevent a full-blown asthma attack. The ultimate goal is to improve outcomes for asthma patients and reduce emergency room visits and hospital admissions.



**"Kaiser Permanente's generosity is a wonderful example of a commitment to work with community partners to solve important issues for one of our most vulnerable populations—children,"** said Joron Murry, practice manager at Hughes Spalding.

Photo courtesy of Children's Healthcare of Atlanta

---

# Community health initiatives: serving the underserved

It takes many individuals and organizations to build better communities. Georgia ranks in the bottom ten states for cardiovascular deaths, premature death, low-birth weight infants, lack of insurance and the number of children living in poverty. Last year, we awarded **\$12.5 million in grants** to several community-based organizations. Our goal was to help improve the health and wellness of low-income, medically underserved residents of all ages in the Kaiser Permanente service area. Here are a few examples.



## United Way

A grant to the United Way helped reduce barriers to accessing health care for close to 8,000 uninsured children and adults living in ten counties – Butts, Cherokee, Clayton, Coweta, DeKalb, Douglas, Fayette, Fulton, Gwinnett and Rockdale. The grant supported free clinics in Fayette and Clayton counties, and the newly opened Butts County Health Center. It also supported programs in Cherokee and Douglas counties, which focused on providing access to primary care and mental health counseling for women and children fleeing domestic abuse situations.

Photo courtesy of United Way of Greater Atlanta



## First Step Staffing

Our contribution helped First Step Staffing secure disability benefits, stable housing, sustainable income and health insurance for more than 300 of the area's most vulnerable men, women and children throughout metro Atlanta. The grant also provided support, such as medical examinations and transportation to appointments.

Photo courtesy of First Step Staffing



## Imagine It! The Children's Museum of Atlanta

Our grant supported the new program, *Growing Healthy Kids*, which targets young children and their caregivers. The program presents classes on cooking, exercise, composting, growing fruits and vegetables and understanding how the body works.

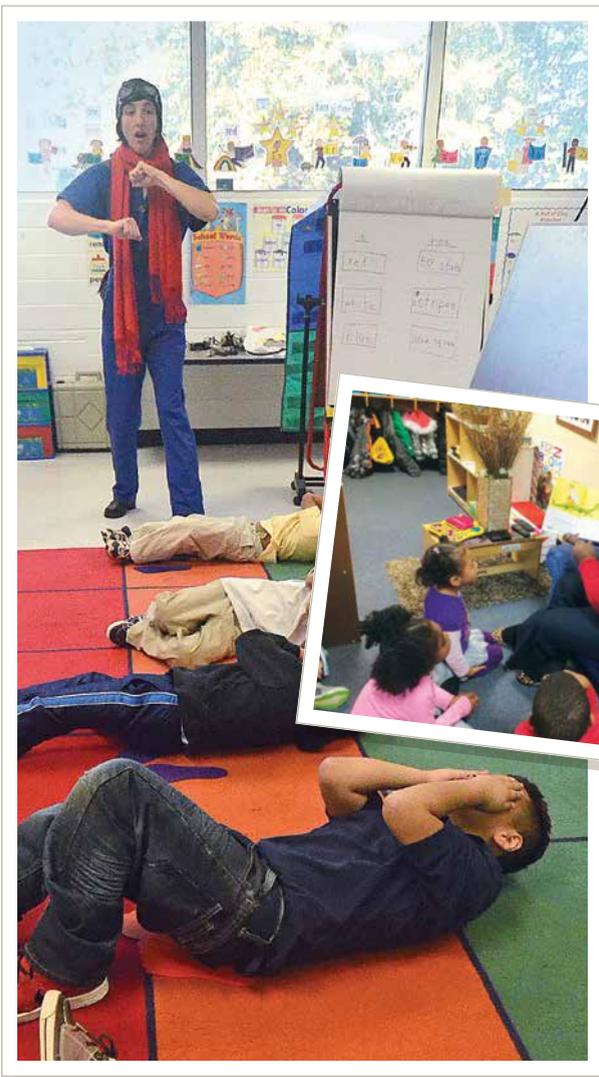
Photo courtesy of Children's Museum of Atlanta

---

# Health knowledge: creating meaningful change

Our Community Benefit program focuses on creating meaningful change in the lives of young people. Last year, our grant to **Sheltering Arms Early Education and Family Centers** sponsored scholarships for 20 students. The grant also supported Sheltering Arms' literacy program by providing each of these students one book a month for their home library.

Along with the grant, Sheltering Arms collaborates with the Kaiser Permanente Educational Theatre Program (ETP) to present *Mumferd's Safety Tales*. The live performance teaches tips on fire safety, food and household safety, as well as swimming and crossing the street safely.



**"Kaiser's commitment to Sheltering Arms through a grant and theatre performances touched the lives of 2,500 children and helped us continue to meet the literacy and language goals for our students in a substantive and measurable way,"** said Blythe Robinson, executive director.

**"The Mumferd performances reinforce important messages we're trying to convey."** said Chris Moore, who teaches four and five year olds at Welcome All Sheltering Arms. **"For example, Mumferd's topic on germs safety and hand washing, tied in perfectly with our lesson plan."**

Photos courtesy of (left to right):  
1. Kaiser Permanente Educational Theatre  
2. Sheltering Arms.

---

# Healthy environments: working together for healthier communities

Our commitment to environmental stewardship goes beyond supporting community gardens and farmers markets. It includes sponsoring programs that promote the use of parks, trails and other green spaces to encourage active lifestyles. In 2014, Kaiser Permanente awarded grants to three local organizations that have a common goal of greening underserved neighborhoods and getting people outdoors for regular exercise to **improve health conditions** like obesity and chronic diseases.



## Atlanta BeltLine Partnership: Westside Trail

Since 2010, Kaiser Permanente has invested in Atlanta's largest urban redevelopment project.

In 2010, a grant was used to develop the popular Eastside Trail, which attracts one million visitors each year.

In 2014, another grant was awarded to support the construction of the Westside Trail, a three-mile corridor on Atlanta's southwest side. This new trail will create a bicycle-and pedestrian-safe corridor with connections to four schools, four parks and a future urban farm.

Photo courtesy of Atlanta BeltLine Partnership



## Trees Atlanta

A grant to Trees Atlanta supported a collaboration with the Atlanta BeltLine to get community residents physically active by creating safer, greener access paths to the trails.

The grant also supported Trees Atlanta's walking tour program, which teaches the environmental benefits of planting trees and grass. "We've gone from zero community engagement to 1,200 people actively participating in our walking tours," said Kate Connor, director of development and marketing for Trees Atlanta. "We've also had a 40 percent increase in our volunteer docent program."

Photo courtesy of Trees Atlanta



## Park Pride

A grant to Park Pride was used to get residents and business groups involved in building community gardens in parks throughout the city of Atlanta. The grant funded 21 community gardens.

In 2014, over 200 people were directly impacted through community gardens and related programming such as an annual seed swap and a community garden bike tour.

The grant also supports Park Pride's annual Parks and Greenspace Conference and a campaign to get the community involved in the Adopt-the-BeltLine program.

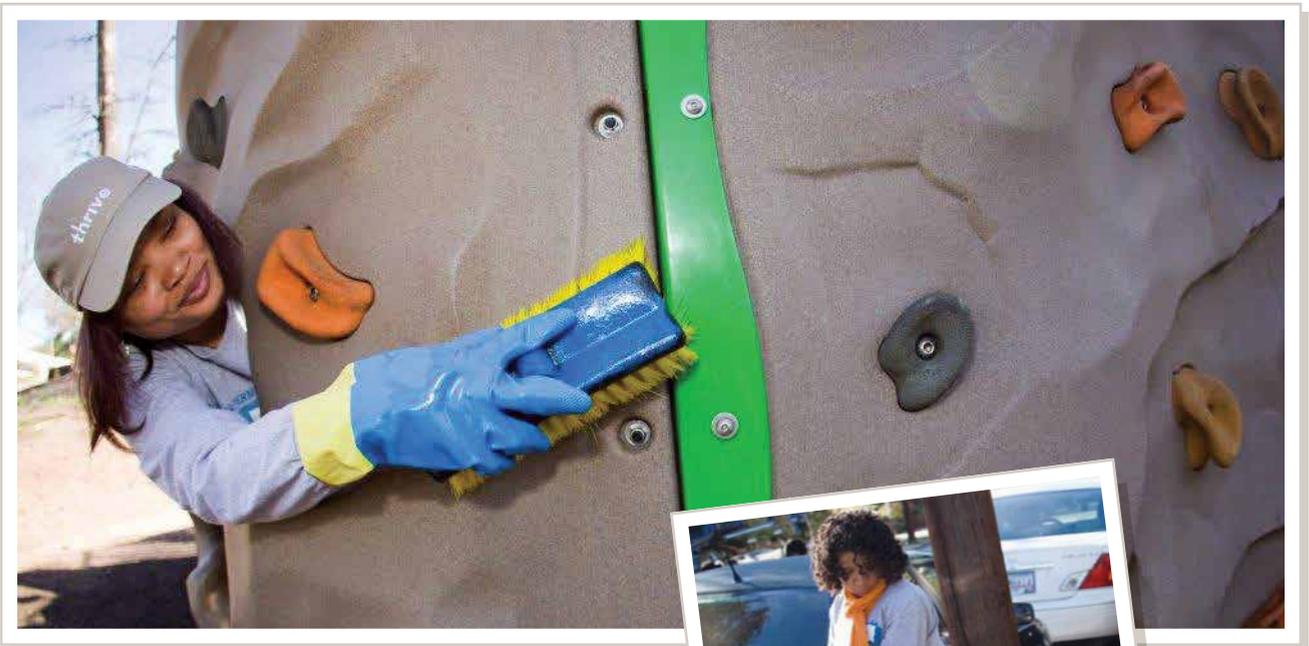
Photo courtesy of Park Pride

---

# Volunteerism: engaged employees

Our employees offer assistance both in dollars and in their time and energy to improve metro-area neighborhoods through community volunteerism and charitable giving.

In 2014, more than **500 employees and physicians** contributed nearly **1,000 hours** to community service. Kaiser Permanente also sponsored **34 community events**, including five green markets at Piedmont Park and six community health fairs and summits. KP Cares, our annual employee giving campaign, raised more than **\$127,600** for the United Way and EarthShare of Georgia.



Eighteen-year Kaiser Permanente employee Valorie Lovelace is a shining example of how giving back is engrained in everything we do.

**"I think it's important to have a presence in the community to show we care and demonstrate that our actions are providing some good,"** said Valorie.

# 2014 community benefit grants and contributions

11Atlanta Community Service Awards	Community Advanced Practice Nurses	Hands of Hope Clinic	Partnership Against Domestic Violence
Advantage Behavioral Health Systems	Community Gardens of Henry County	Heritage Fund of Atlanta Medical Association	Pedestrians Education Drivers on Safety (PEDS)
AID Atlanta	Diabetes Association of Atlanta	Hope Health Clinic	Piedmont Park Conservancy
AID Gwinnett	EarthShare of Georgia	How Big is Your Dream Foundation	Positive Impact
American Diabetes Association	Emory University	Imagine It! The Children's Museum of Atlanta	Robert W. Woodruff Arts Center
American Heart Association	Families First	International Rescue Committee	Sheltering Arms
American Jewish Committee	Fernbank	It's The Journey	Southeastern Horticultural Society
ARCS Foundation	First Step Staffing	Jewish Family & Career Services	Southern Regional Health System
Atlanta BeltLine Partnership	Georgia Budget and Policy Institute	Junior Achievement of Georgia	Spelman College
Atlanta Community Food Bank	Georgia Campaign for Adolescent Power and Potential	Kennesaw State University	Susan G. Komen Greater Atlanta Affiliate
Atlanta Women's Foundation	Georgia Charitable Care Network	Leadership Atlanta	The CarePlace
Back on My Feet Atlanta	Georgia Conservancy	Leadership DeKalb	The Center for Family Resources
Bethesda Community Clinic	Georgia Family Connection Partnership	Livable Buckhead	The Community Foundation for Greater Atlanta
Big Brothers Big Sisters of Metro Atlanta	Georgia Gwinnett College Foundation	Mary Hall Freedom House	The Foundation for Mitochondrial Medicine
Boys & Girls Clubs of Metro Atlanta	Georgia Health News	McIntosh Trail Community Service Board	The Good Samaritan Health Center of Atlanta
Camp Twin Lakes	Georgia Lions Lighthouse Foundation	Meals On Wheels Atlanta	The Health Initiative
Captain Planet Foundation	Georgia Organics	Mental Health America of Georgia	The Martin Luther King Jr. Center for Nonviolent Social Change
Care and Counseling Center of Georgia	Georgia Perimeter College	Mercer University	Trees Atlanta
Center for Black Women's Wellness	Georgia State University	Mercy Care	United Negro College Fund
Center for Pan Asian Community Services	Georgia State University Research Foundation	Mercy Health Center	United Way of Greater Atlanta
Chattahoochee Nature Center	Girls Incorporated of Greater Atlanta	Morehouse School of Medicine	University of Georgia
Children's Healthcare of Atlanta at Hughes Spalding	Good News Clinics	National Association of Chronic Disease Directors	University of West Georgia
CHRIS Kids	Good Samaritan Health & Wellness Center of Pickens	National Medical Fellowships	Voices for Georgia's Children
Clayton County Fire & Emergency Services	Good Samaritan Health Center of Cobb	Oakhurst Medical Centers	Year Up
Clayton State University	Good Shepherd Clinic	Odyssey Family Counseling Center	YMCA of Metropolitan Atlanta
Cobb County Board of Health	Grady Health Foundation	Open Hand	
Cobb Health Futures Foundation	Gwinnett Community Clinic	Our House	
		Palmetto Health Council	
		Park Pride	

## About Kaiser Permanente

Founded in 1985, Kaiser Permanente of Georgia is the state's largest nonprofit health plan. Its mission is to provide high quality, affordable health care services to improve the health of its members and the communities it serves.

Kaiser Permanente serves members in 28 counties in metro Atlanta and four counties in Athens. Care for members and patients is focused on their total health and guided by their personal physicians, specialists and team of other health care providers.

Expert care and caring medical teams are supported by industry-leading technology and tools for health promotion, disease management, state-of-the-art delivery and world-class chronic disease management.

Nationally, Kaiser Permanente is recognized as one of America's leading health care providers serving 10 million members in eight states and the District of Columbia.

For more information about our  
Community Benefit Program, visit  
[kpgagives.org](http://kpgagives.org).

### Connect with us on Social Media

 [Facebook.com/kpgeorgia](https://www.facebook.com/kpgeorgia)

 [Twitter.com/kpgeorgia](https://twitter.com/kpgeorgia)

 [Youtube.com/kpganews](https://www.youtube.com/kpganews)



Kaiser Foundation Health Plan of Georgia, Inc.  
Nine Piedmont Center  
3495 Piedmont Road, NE  
Atlanta, GA 30305  
404-364-7000