

Approved: 2-3-09
Date

MINUTES OF THE HOUSE HEALTH AND HUMAN SERVICES COMMITTEE

The meeting was called to order by Chairman Brenda Landwehr at 1:30 p.m. on January 15, 2009, in Room 784 of the Docking State Office Building.

All members were present except Representative Gordon, Otto, Schroeder, and Neighbor, excused.

Committee staff present:

Janet Grace, Administrative Assistant
Melissa Calderwood, Kansas Legislative Research Department
Reed Holwegner, Kansas Legislative Research Department
Norm Furse, Office of the Revisor of Statutes

Conferee appearing before the committee:

Billie G. Hall, President & CEO, Sunflower Foundation

Others attending:

See attached list.

Chairman Landwehr called the meeting to order, welcomed everyone to the committee, especially the freshmen, and asked the members to introduce themselves.

The Chairman gave the following brief instructions.

- We will be using Electronic Bill Books and attachments when 784 Docking is hard wired.
- An email will be sent to all committee members when the room is done.
- The email will explain how to utilize the electronic bill, attachments, and testimony.
- Options for bills and testimony include bringing laptops, print out a copy, or view the necessary documents with your neighbor during committee meetings.
- Please be sure to use the microphones when speaking.

Billie G. Hall, President & CEO, Sunflower Foundation, provided an overview of the Foundation: who they are, what they do, how they do it, and their expectations (Attachment 1). She said that the Foundation is a statewide health philanthropy whose mission is to serve as a catalyst for improving Kansas by serving the poor, uninsured, underinsured, promoting preventive health care; and support activities aimed at reducing the number of Kansans who use and are addicted to tobacco products. This has been achieved through grants to different organizations across Kansas.

The Sunflower Foundation awards grants to nonprofit organizations that are committed to improving access to health care, eliminating barriers, emphasizing prevention and promoting healthy environments that enable and support personal responsibility for health. The grants provide the set-up funds necessary to get a program started and become self-sufficient. The Foundation strengthens community-based nonprofit organizations so they can fulfill their missions, more effectively serve those who rely on their services, and enhance their sustainability.

Ms. Hall concluded by saying that the Sunflower Foundation continues to provide grants and to develop the health care advocacy program, which currently includes The Sunflower Foundation Advocacy Fellowship, Advocacy in Health Speaker Series, and the Organization Technical Assistance program.

Question from Chairman and Vice Chairman: What else can we do? Answer: A framework is needed to provide a coordinated school health program. This requires active participation with parents, teachers, students, and administrators. The schools need to work with businesses as partners to accomplish an adequate program.

The next meeting is scheduled for January 20, 2009.

The meeting was adjourned at 2:10 p.m.

HOUSE HEALTH & HUMAN SERVICES COMMITTEE

DATE: 1-15-09

5 in committee

| NAME | REPRESENTING |
|--------------------|-------------------------|
| Suzanne Cleveland | Kansas Health Institute |
| Berend Koops | Hein Law Firm |
| Larry Tobias | Sunflower Foundation |
| Billie Hall | Sunflower Foundation |
| Connie Hubbell | KAMU |
| Anne Spiss | American Cancer Society |
| Jean Marie | Kansas Medical Society |
| Patricia Vogelberg | Kearney and Assoc. |
| Joanna | Ks. Grants |
| Stacy Westerlund | KNASW |
| Mikela Butler | Capital Strategies |
| R.C. Steptoe | Federico Consulting. |
| KEN DANIEL | TI BA |
| Cynthia Smith | SCC Health System |
| Anne Nugent | KHI |
| Dustin Mayer | KHPA |
| Bruce Witt | VELLS |
| Mike Reesat | Bach's Broker |
| Suzanne White | KS Action for Children |

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Sunflower Foundation
HEALTH CARE FOR KANSANS

Presentation to:
Kansas House of Representatives
Health and Human Services Committee
January 15, 2009

Billie G. Hall, President & CEO, Sunflower Foundation

Madame Chair, I thank you for the opportunity to make a presentation to the Committee today about the Sunflower Foundation and our work in Kansas.

My remarks will cover four areas (you will find more details on the following pages):

- I. Overview of the Sunflower Foundation (who we are)
- II. Description of our work (program areas, scope of work, how we work with public and private community-based and state organizations)
- III. Health advocacy (a new area of interest for the Sunflower Foundation)
- IV. Special Projects, Lessons Learned and Highlights from some of our most encouraging projects

In addition to a copy of my remarks, I have provided copies of the Sunflower Foundation's most recent annual report.

I also welcome your questions following my comments.

I. Overview of the Sunflower Foundation

Who We Are

The Sunflower Foundation is a statewide health philanthropy whose mission is to *serve as a catalyst for improving the health of Kansans.*

As a philanthropy, we work with a diverse group of dedicated people and organizations across Kansas to help make a difference on the widest scale – particularly for the most vulnerable populations.

Vulnerable populations are those groups that are more at risk for staying healthy – because of ethnic, cultural, economic, geographic or health characteristics. Vulnerable populations may include the uninsured, the rural and urban poor, racial and ethnic minorities, and people with disabilities or multiple chronic conditions. In Kansas, **geography can also be a factor** – because many people live in communities without close proximity to health providers.

A simple way to describe our work is that we not only invest our endowment funds – we invest in ideas, programs and people. We believe it is important to:

- understand issues and the root causes behind them;
- support research;
- encourage public policy engagement; and
- take a long-term perspective on finding solutions that improve health and health care.

History

The **Sunflower Foundation: Health Care for Kansans** is the legal name of our organization. We are based in Topeka and were created in August 2000 as part of a \$75 million settlement between Blue Cross and Blue Shield of Kansas, the state attorney general and state insurance commissioner. The agreement creating the foundation resolved lawsuits between the parties concerning Blue Cross' charitable assets from company operations from 1941 to 1969.

As part of the Settlement Agreement, the Sunflower Foundation was charged with serving the health needs of Kansans with an emphasis on programs that:

- served the poor, uninsured, underinsured;
- promote preventive health care; and
- support activities aimed at reducing the number of Kansans who use and are addicted to tobacco products.

Governance

Nine trustees govern the Sunflower Foundation. Eight are appointed by the Kansas attorney general; one is appointed by Blue Cross Blue Shield of Kansas. These nine trustees come from across the state – representing rural and urban communities. A list of our current trustees is on our Web site.

We also have a Community Advisory Committee of nine individuals that are appointed by the Attorney General. This group serves as the nominating entity for the foundation as well as providing a forum for community input.

Impact of our Work

Since its inception, the Sunflower Foundation has contributed \$23 million to help support the health of Kansans. This has been achieved through 600 grants to over 300 organizations across the state working to improve health.

II. Description of Our Work

The Sunflower Foundation awards grants to nonprofit organizations that are committed to improving access to health care, eliminating barriers, emphasizing prevention and promoting healthy environments that enable and support personal responsibility for health.

- We believe it is important to balance our resources between access to health care and prevention.
- We believe that grantmaking should be more than just funding programs – it should be about building capacity and finding solutions.

To be more effective with our limited resources, we have focused our grantmaking around the following program areas:

Access to Health Care – Improving access to health care for growing numbers of uninsured and underinsured people, with an emphasis on community-based health services. Our focus is broad and includes medical care, dental care and mental health care.

Examples of our work include:

- Strengthening the health care safety net at the community level – through initiatives that support expanding medical, dental or mental health services for uninsured and underserved populations. These grants are for start-up costs as opposed to ongoing operational costs. The Sunflower Foundation provides support up to 3 years – allowing the safety net providers time for their services and programs to become self-sustaining.
- Helping safety net providers become medical homes and coordinate a range of health services and supports.
- Eliminating health disparities. It is an unfortunate fact that gaps in health care exist among Kansas populations defined by age, gender, economics, demographics, race, ethnicity, disability status and geography. These disparities result in unequal access, treatment and outcomes. The foundation helps support programs that identify and eliminate disparities.
- Supporting research around health reform and coverage.

Healthy Behaviors (Prevention) – Helping people live healthier lives through education, lifestyle choices and environmental factors (physical, cultural and social) that support healthy living.

Examples of our work include:

- Promoting physical activity and proper nutrition as a means of preventing obesity, especially in children and youth (community walking programs, Farmer's Markets, family and youth education).

- Promoting **Coordinated School Health** as an effective model for creating healthy schools and healthy children. This program also serves as a catalyst for changes in practices and policies at the local level – resulting in increased physical activity and healthy eating for children.
- Collaborating with schools and communities to build **walking trails** as a strategy to encourage increased physical activity. This is an exciting new area. Projects range from small towns in northwest Kansas (Bird City) to the 4-H camp at Rock Springs, to elementary schools in Olathe and Wichita, just to name a few.
- Supporting education and advocacy around tobacco use and clean indoor air. The foundation believes that everyone in our state should be protected from the harmful effects of second hand smoke in public places. The medical science on this issue is overwhelming. That is why we are supporting statewide efforts for a clean indoor air law.

Building the Capacity of Nonprofit Health Organizations – Strengthening community-based nonprofit organizations so they can fulfill their missions, more effectively serve those who rely on their services and enhance their sustainability. These grants are designed for health and human services organizations and support core organizational functions.

The foundation has identified four critical areas that are associated with strong, effective organizations. Grants are awarded to nonprofits that are working on one or more of these core capacities:

Adaptive Capacity – The ability of an organization to monitor, assess, respond to and stimulate internal and external changes.

Strategies:

- Collaborations and partnerships
- Knowledge management
- Needs assessment
- Organizational assessment
- Planning
- Program evaluation

Leadership Capacity – The ability of organizational leaders to inspire, prioritize, make decisions, provide direction and innovate.

Strategies:

- Board development
- Executive leadership development
- Leadership transitions

Management Capacity – The ability of an organization to ensure the effective and efficient use of organizational resources.

Strategies:

- Financial management

- Human resource development and management
- Internal communications

Technical Capacity – The ability of an organization to implement key organizational functions and deliver programs and services.

Strategies:

- Accounting
- Advocacy
- Communications
- Evaluation
- Facilities Management
- Fundraising
- Marketing
- Outreach
- Service Delivery
- Technology

Research and Information – Supporting research and data related to the complex health and health care issues facing Kansas. This information informs health officials and policymakers about the needs, issues and policy options. We also care about public opinion and have supported surveys and polls that bring new insight and perspective about what Kansans believe and are willing to support when it comes to health policies.

Evaluation – Assessing impact is a challenging task that varies from grant to grant.

Not every grant is designed to create long-term change – some grants provide information or awareness of issues, some grants increase the capacity of systems and organizations, and some grants help find solutions (in practice or policy) for health issues Kansans face.

But we believe every grant we fund is important, and all grants make a contribution.

III. Our New Work in Health Advocacy

The foundation recently added a new program area: health care advocacy. We see this as an extension of our capacity building work – because we are helping nonprofits become more effective in communicating their messages, representing their constituencies and participating in the public policy process.

There are three aspects to the foundation’s current work in this program area:

- The Sunflower Foundation Advocacy Fellowship – a comprehensive training program for nonprofit leaders. This initiative was launched this past November. We have 15 nonprofit leaders participating. They represent diverse causes, constituencies, organizations and geographic areas. A list of our Advocacy fellows can be found on our Web site: www.sunflowerfoundation.org.
- *Advocacy in Health* Speaker Series – a public education program to promote awareness and understanding of nonprofit advocacy. This speaker series continues through May 2009. Our next speaker, Susan Dentzer, will present on March 18 in Topeka. Her award winning stories about health have been featured on the PBS NewsHour. Ms. Dentzer is also editor of *Health Affairs*, a leading health journal.
- Organization Technical Assistance – the foundation is in the process of developing a program that is geared to nonprofit organizations that are interested in building their knowledge and understanding of health advocacy.

Working with Advocacy Organizations

The reasons for our work in this area are many:

- We believe nonprofits can be a helpful resource to policymakers by providing “front line” information and data and by putting faces on the important issues in their communities. Many nonprofits do not understand how policy is made. Our work and training focuses on:
 - Understanding policy and budget processes at the local, state and national level;
 - Learning about the roles and responsibilities between the legislative and executive branches of government;
 - Developing effective messages and information sharing;
 - Building relationships with policymakers; and
 - Engaging the community in the work and mission of the nonprofit.
- Advocacy is learning how to speak out effectively on behalf of one’s causes or constituents – it is essential to our democratic way of life.
- Nonprofits have a mission to serve – but they also need to contribute effectively to the policy debates and discussions that shape public policy in Kansas.

IV. Stronger Together

We are committed to working together for a stronger, healthier Kansas. We hope our work and that of our grantees provides information and ideas for you.

In closing, I would like to leave you with a few thoughts:

- People are becoming aware of how their behaviors affect their health. This is good news. The concept of healthy living and prevention is becoming a way of life! People are beginning to make healthier choices everyday – choices about what to eat, exercise, smoking, just to name a few. Individuals and communities are making health a priority. In looking at how to keep Kansans healthy, it's important that some of our policies and resources address healthy living and prevention.
- Schools are doing some amazing things around health. It's becoming more evident that healthy children learn better! I hope we can continue to support these efforts – to encourage parents and teachers to work together for our children and our future.
- Last, but not least, we see how committed people and communities are to helping those in need. We applaud the passion, innovation and ideas that are coming from communities across Kansas. The Sunflower Foundation's recent annual report talks about how connected we all are in this vast state. Whether we come from a small town or a large city in Kansas, we see a shared belief – that people value health for themselves, their families, their neighbors and their communities.

In closing, I thank you for your time. I would be glad to take any questions.