further forward: our new strategy for impact

May 14, 2018
today’s line-up

Peter Long, Ph.D.
President and CEO

Christine Maulhardt
Director of Communications and Public Affairs

Lucia Corral Peña
Senior Program Officer

Carolyn Wang Kong
Senior Program Officer

Rachel Wick
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Our mission:

Blue Shield of California Foundation builds lasting and equitable solutions to make California the healthiest state and end domestic violence.

Total Grantmaking since 2002:

- Over $390 million

2017 Grantmaking:

- $25.6 million

Independent Board:

- 9 Trustees

Number of Staff:

- 24

Source of Funding:

- Annual contributions from Blue Shield of California
As California grows, and the needs of those in our communities change, so does the opportunity to meet new challenges with integrity, partnership, equity and a renewed sense of what is possible.
In early 2016 we determined we would move upstream.

**Identified strategic tensions** to consider in developing our multi-year strategy.

**2017**
- Communicated transition plans to existing grantees.

**2017**
- Explored upstream pathways and potential outcomes.

**2021**

**January 2018:** Launched new strategy.

- Defined values.
- **Build from strength:** partnerships and role in supporting change.
what we know

80 percent of health is determined by factors outside of the healthcare system
our bold goal

To make California the healthiest state in the country, and the state with the lowest rates of domestic violence by leveraging the power of community and collaboration to generate change.
moving california further forward

- explore
- invest
- learn
- engage

Breaking the Cycle of Domestic Violence

Enabling Investments

Collaborating for Healthy Communities

Designing the Future of Health

blue of california foundation
breaking the cycle of domestic violence
what we’ve learned

Violence starts early and impacts people throughout their lives, so we need approaches that match their life course.

**Childhood exposure** increases the chances of future victimization and perpetration of domestic violence later in life.

**Adolescent influences** like violent peer groups, social pressure, and early sexual conduct can lead to first-time experiences with partner violence.

**Young adult prevalence** is highest during this time period.

**Early adult experience** continues to occur and violence, though first-time incidence rates begin to drop.
opportunities

There are different risk factors at different points along the life course. **Each stage requires unique solutions for prevention.** We are focusing on two-generation approaches that promote prevention and healing, and expand the role of families, communities, and social networks to break the cycle of violence.

Improve data on rates of domestic violence, its prevalence, root causes and interventions, particularly for people and communities facing multiple forms of adversity and trauma.

The complexity of the issue demands a **diverse, multi-sector, collaborative approach** to address and prevent it. We will invest in collaborations that focus on lived experiences of survivors, children, and families, and that expand engagement of people and partners in prevention.

Engage new partners and champions to help **shift public perceptions about domestic violence and harmful gender norms** to generate new allies and policies to advance innovations in prevention.
on the horizon

<table>
<thead>
<tr>
<th>Prevention &amp; Healing Practices</th>
<th>Data and research</th>
<th>Norms and policy</th>
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<td><strong>Re-Imagine Lab</strong>&lt;br&gt;Bringing together field leaders, new partners, and community members to creatively explore what experiments and risks need to be seeded now to make our vision a reality</td>
<td><strong>Disseminate Life Course Framework</strong> and launch pilot projects.&lt;br&gt;Work with external partners to <strong>address key gaps in data</strong>, particularly around root causes, interventions, and equity</td>
<td><strong>Develop domestic violence prevention policy agenda</strong>&lt;br&gt;Establish funding collaboration to leverage the #MeToo movement <strong>to address gender-based violence</strong></td>
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blueshieldcafoundation.org
collaborating for healthy communities
To sustainably transform the health of communities, collaborations must integrate prevention and intervention, address complex social drivers, promote authentic community engagement, and be funded from both private and public sectors.

**Collaboration Continuum**

- **Communicating**
- **Coordinating**
- **Collaborating**
- **Integration**

Clinical or service delivery partnerships focused on individual needs, with shorter term outcomes

Multi-sector collaborations focused on systems change, with longer term outcomes
opportunities

Collaborations often evolve from successful transactional service-based partnerships; however, moving from transactional to relational structures requires special attention to “setting the table” – establishing clear roles, committing to shared outcomes, and shifting accountability and power.

Collaborations are often grant-funded, creating a focus on achieving short term, measurable outcomes. Yet community transformation takes time and requires self-sustaining funding so that collaboratives can focus on solving the complex issues most relevant to their community.

Multi-sector collaboration is a powerful approach that has the potential to enact systems change. But the power of collaboration is only as effective as its focus on the needs and wants of those most impacted. Human centered design and engagement strategies serve to not only ensure focus on the right issue, but sustainability of prevention strategies.

The varied and complex drivers of domestic violence make it an issue ripe for multi-sector collaborative approaches. Disruption of the generational cycle of domestic violence requires both prevention and building protective factors.
on the horizon

Transformational Collaboration
Building community engagement capacity within multi-sector collaboratives

Economic Sustainability
Setting the table for domestic violence prevention collaboratives

Domestic Violence Prevention
Integrating domestic violence prevention into existing collaboratives

Building community based organizations’ capacity to collaborate with health
designing the future of health
what we’ve learned

Rapid changes ahead, prevailing problems from the past, and an uncertain climate today will require us to think differently and more expansively about how we work together to advance health equity and end domestic violence.

As our challenges and systems become more and more dynamic, so too must our solutions.
opportunities

Research **historical and future trends related to root causes of health and violence**

Develop and test **new tools and frameworks that reflect complexity of problems**

**Generate sustainable funding** for proven approaches that enable better health & safety

**Reorient systems and solutions to be designed around people & communities**
on the horizon

**Sustainable funding**

**Value of prevention request for proposals**
Develop and test new approaches to sustain investments in prevention

**Testing new frameworks**

**Ecosystem design challenge**
Develop and test “ecosystem frameworks” in community health and domestic violence

**Trends**

**Future work**
Understanding this new era of work and its long-term impact on health, safety, and equity.
learning and measurement
Our **bold goal is an anchor**, and we’ll work with our partners to develop **meaningful measures** that help us learn as we go.

We want to uncover what’s possible, understand what’s being accomplished - and **how** - in order to ensure that we are living our values in the work that we do each day.
what can we learn from you

What about our new approach is most exciting?

How can we share information and gather your input along the way?
together, we can move California further forward

thank you & questions

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