exploring the value of prevention

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blue shield of california foundation

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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
what we know

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

Socioeconomic Factors
- Education
- Job Status
- Family/Social Support
- Income
- Community Safety

Physical Environment

Health Behaviors
- Tobacco Use
- Diet & Exercise
- Alcohol Use
- Sexual Activity

Health Care
- Access to Care
- Quality of Care
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
designing the future of health initiative

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 approaches that enable better health & safety

Reorient systems and solutions to be designed around **people & communities**
**key question**

What will it take to generate sustainable investments in strategies that **produce health and well-being** and/or **end violence**?

**Potential Approaches**

- Use existing resources more creatively
- Develop innovations in financing
- Engage new investors across sectors

Demonstrate the value of these investments

Grow the funding dedicated to them
potential questions to address

<table>
<thead>
<tr>
<th>Defining/ measuring value for complex approaches</th>
<th>Funding structures across sectors</th>
<th>Longer time horizon for investments</th>
</tr>
</thead>
<tbody>
<tr>
<td>How do we define and measure value to...</td>
<td>How do we identify and promote new...</td>
<td>How do we...</td>
</tr>
<tr>
<td>• Reflect the more complex and interrelated set of investments, interventions, and outcomes needed?</td>
<td>• Ways that value should be defined and measured in multi-sector strategies?</td>
<td>• Generate belief or will to invest in strategies with longer time horizon for outcomes?</td>
</tr>
<tr>
<td>• Go beyond “dollars and cents” to capture broader social benefits?</td>
<td>• Financial structures or policies that braid or blend resources across sectors?</td>
<td>• Overcome “present bias” and the trade-offs people make between the present and future?</td>
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<td>• Financial structures or policies that focus on communities demonstrating the greatest need?</td>
<td>• Address inequity or vulnerability influence in decision-making for investments?</td>
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shifting to new approaches

<table>
<thead>
<tr>
<th>Current Approaches</th>
<th>Desired Approaches</th>
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<tbody>
<tr>
<td>Address individual behaviors of poor health and violence</td>
<td>Reflect the complexity of families’ and communities’ needs or experiences</td>
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<td>Narrowly focus on single conditions or single interventions</td>
<td>Address root causes and the systemic changes needed to address them</td>
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<td>Provide funding for near-term interventions</td>
<td>Reward investment in long-term solutions</td>
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potential activities

- Research on new definitions, methods, and models for articulating, creating, and demonstrating value
- Design and/or testing of new models
- Convenings that reflect on the “state of the field” and chart future directions
- Community engagement
- Policy research and development
- Message development and testing
- Other

* Note: Projects that focus on demonstrating the value of single interventions will not be considered for funding.
Factors for proposal evaluation

We are looking for proposals that address or focus on:

- Address the value of prevention
- Promote strong families, healthy relationships, and/or community well-being
- Address risk factors or root causes of poor health and family violence
- Focus on vulnerable communities and equity
- Contribute to new thinking and engage a range of perspectives
applying

Grant Scope

- **Grant Size:** Average grant size could range from $50,000-$250,000
- **Grant Term:** 12 to 24 months

Timeline

- **Proposals Due:** By 5:00pm (PST), Thursday, June 28, 2018
- **Notification of Grant Awards:** September 2018
- **Grant Start Date:** October 2018
thank you & questions

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