



**Greenville Health Authority
Board of Trustees**

*Healthy Greenville
and
Healthy Greenville, Too!**

**Strategic Plan for
Health Impact**

As of October 1, 2019

*Funding for the Community Health Initiative is provided by:



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Name of Initiative

Healthy Greenville

A Bold Health Initiative for Greenville County

Vision, Mission, Guiding Principles

Vision

Make Greenville County the healthiest county in America.

Mission

Fund health-related care, health research, and health education that improves the health of Greenville County residents.

Guiding Principles

- *Healthy Greenville is committed to transparency in the grantmaking process and communications about that process.*
- *The focus areas of the current Prisma Health Community Health Needs Assessment will guide our grantmaking.*
- *Healthy Greenville will encourage and look for opportunities in the grant making process to provide funds for grants that will benefit economically disadvantaged populations within Greenville County.*
- *The current County Health Rankings for Greenville County will guide our data gathering and measurement of progress.*
- *Grantmaking decisions will be based on merit and directly tied to the eligibility and criteria outlined in requests for proposals issued by Healthy Greenville*
- *Applicants will describe how they will achieve the desired results of the initiative, with both annual and long-term measures of success.*
- *Collaborative, cross-functional, multi-year projects are encouraged.*
- *New and existing programs/projects will receive equal weight if applicants can demonstrate a track record of success.*
- *All funded work must be trackable and measurable.*

Goals

- 1. Make grants that improve health outcomes for Greenville County's residents by:**
 - a. Preventing health problems through individual choices*
 - b. Providing access to health and medical care*
 - c. Supporting medical education/health workforce needs*

- 2. Leverage existing community projects and partners to improve the health of people in Greenville County.**

Strategies to Accomplish *Healthy Greenville* Goals

- A. It is anticipated grants may be at least \$250,000 each to eligible organizations. This amount may be granted over multiple years.
 - a. Employ a Request for Proposal process that asks for letters of intent to qualify ideas
 - b. Utilize current County Health Rankings and current Prisma Health Community Health Needs Assessment information to inform grantmaking
 - c. As the initiative ages, adjust the grantmaking as learning accrues from the evaluation of the grantmaking
 - d. The GHA Grants Committee will make recommendations to the GHA board following the grant review process
 - e. The Grants Committee will assure a modest contingency fund is set aside each year to be able to support the initiative
 - f. Capital funding will be considered if it meets the criteria and furthers the goals of Healthy Greenville
 - g. No more than 25% of a Grant Cycle's funding for any given year, not including multi-year grants that were committed in Year 1 of *Healthy Greenville* shall be awarded to initiatives which, in the aggregate, Prisma Health or any other Grantee is a lead applicant.
 - h. Create a Special Micro Grants program, titled "Healthy Greenville, Too!" (see below) whereby up to \$100,000 per year (of the \$4 million per year) may be awarded to qualified, not-for-profit organizations which are not traditional health services delivery organizations and which provide a valuable charitable purpose that improves the well-being of the people of Greenville. It is anticipated that these grant awards will be in the \$5,000 to \$10,000 per year range and each grant application must have the endorsement of at least 3 public officials elected to serve Greenville County.

- B. Evaluate our grantmaking and report results to the community annually.
 - a. Trustees liaisons will be assigned from the Grant Committee to each grant recipient
 - b. Grantees will report their progress as requested (at least two times annually)

- c. A public meeting, properly noticed pursuant to Section 30-4-80 of the South Carolina Code of Laws will be held to announce the recipients of grants each year. The members of the Greenville Legislative Delegation, Greenville County Council and municipalities in Greenville County will be invited to attend the public meeting.

C. Communicate with the community about Healthy Greenville.

- d. Deliver key messages to the community about Healthy Greenville
- e. Make specific outreach to community groups
- f. Maintain the public website www.ghs.org/healthygreenville
- g. Utilize social media to promote communication about available grant funds and grant cycles
- h. Deliver a “report card” to the community beginning in October, 2018
- i. Annually, Prisma Health-Upstate provides a report to the Greenville Authority Board regarding compliance with the Lease and Contribution Agreement between the parties. At that annual meeting, members of the Greenville Legislative Delegation will be invited to attend and provide input on community needs for consideration in the grant making process.

Measures of Success for Healthy Greenville

Healthy Greenville will make grants that improve at least one of the four focus areas* of the current Community Health Needs Assessment (CHNA) of Prisma Health:

1. *Access to Healthcare*
2. *Social Determinants of Health*
3. *Mental/Behavioral Health*
4. *Healthy Eating and Exercise*

**Focus areas will be updated to reflect the most current CHNA as it is updated from time to time.*

Advancement of community health in these four areas will be measured by Greenville County’s ranking among all counties in the U.S. Measurement of progress will utilize the County Health Rankings, a project of the Robert Wood Johnson Foundation that tracks the health of residents in all U.S. counties (www.countyhealthrankings.org).

Element of the County Health Rankings	Greenville County	Top US Performers	Focus Areas of the current Community Health Needs Assessment (CHNA)* Related to this Element of the County Health Rankings	Priorities for GHA's Commitment to the Community
Premature Death	7,400	5,400	Access to Healthcare; Social Determinants of Health; Mental/Behavioral Health; Healthy Eating and Exercise	Health-related care Health Research Health Education
Poor or Fair Health	17%	12%	Access to Healthcare; Social Determinants of Health; Mental/Behavioral Health; Healthy Eating and Exercise	Health-related care Health Research Health Education
Poor Physical Health Days	4.2	3.0	Access to Healthcare; Social Determinants of Health; Healthy Eating and Exercise	Health-related Care Health Research Health Education
Poor Mental Health Days	4.2	3.0	Access to Healthcare; Mental/Behavioral Health	Health-related care
Low Birthweight	8%	6%	Access to Healthcare; Social Determinants of Health; Healthy Eating and Exercise	Health-related care Health Education
Adult Smoking	17%	14%	Social Determinants of Health; Mental/Behavioral Health	Health-related care Health Education
Adult Obesity	28%	26%	Access to Healthcare; Social Determinants of Health; Mental/Behavioral Health; Healthy Eating and Exercise	Health-related care Health Research Health Education
Physical Inactivity	21%	19%	Social Determinants of Health; Healthy Eating & Exercise	Health Research Health Education
Access to Exercise Opportunities	83%	91%	Social Determinants of Health; Healthy Eating & Exercise	Health Research Health Education
Excessive Drinking	18%	13%	Mental/Behavioral Health	Health-related care Health Research Health Education
Alcohol-Impaired Driving Deaths	35%	13%	Mental/Behavioral Health	Health Research Health Education
Sexually-transmitted Infection	379.2	152.8	Access to Healthcare; Social Determinants of Health	Health-related care Health Research Health Education
Teen births	26	14	Access to Healthcare; Social Determinants of Health	Health-related care Health Education
Uninsured	12%	6%	Social Determinants of Health	Health related-Care Health Research Health Education

Element of the County Health Rankings	Greenville County	Top US Performers	Focus Areas of the current Community Health Needs Assessment (CHNA)* Related to this Element of the County Health Rankings	Priorities for GHA's Commitment to the Community
Primary Care Physicians ¹	950:1	1050:1	Access to Healthcare; Social Determinants of Health	Health-related care Health Education
Mental Health Providers	470:1	310:1	Access to healthcare; Mental/Behavioral Health; social determinants	Health-related care Health Education
Mammography Screening	47%	49%	Access to Healthcare; Social Determinants of Health	Health-related care

*CHNA and focus areas will be updated from time to time.

¹ Maintenance of an acceptable number will be important in future years.

Healthy Greenville, Too!

Mission

*Fund qualified, not-for-profit organizations
which are not traditional health services delivery organizations
and which provide a valuable charitable purpose
that improves the wellbeing of the people of Greenville County*

Guiding Principles

- *Transparency in the grantmaking process and communications about that process.*
- *Encourage and look for opportunities in the grant-making process to provide funds for grants that will benefit economically disadvantaged populations within Greenville County.*
- *Applicants will describe how they will achieve the desired results of the initiative.*
- *Applicants will submit a year-end report of the grant.*
- *Applicants will submit with their application three letters of recommendation from public officials elected to serve Greenville County.*

Appendix A: Eligibility

Eligibility for Grants from *Healthy Greenville* and *Healthy Greenville, Too!*

These types of organizations are eligible to apply for a grant from Healthy Greenville.

- Nonprofit organizations with 501(c)3 tax exempt status
 - Community Based
 - Healthcare providers regardless of affiliation (including Prisma Health)
 - Non-Prisma Health Hospitals regardless of affiliation

- Academic institution
 - School
 - College
 - University

- Coalitions or collaboratives

- Government agencies

- Religious organizations (funds must be used for non-religious purposes)

These types of organizations are not eligible to apply for a grant from Healthy Greenville:

- Nonprofit organizations who do not have 501(c)(3) tax exempt status
- For-profit entities
- Programs not located in Greenville County

Appendix B: Criteria

Grantmaking Criteria

Successful applicants will:

- Have a track record of results on previous projects or programs;
- Propose an existing or new program/project that aligns with our goals and addresses at least one of Healthy Greenville's key measures of success;
- Provide anticipated outcomes for the project or program; and
- Provide a detailed budget for their project or program.

Collaboration among two or more organizations is welcomed and encouraged.

Requests for multi-year grants are welcomed and encouraged.

- *If an organization is awarded a multi-year grant, review will take place beginning with the second year funding and the ongoing funding is predicated on satisfactory progress toward stated outcomes.*

The applicant must be a financially sustainable organization or project.

Applicant requests to fund indirect costs will be considered on a case-by-case basis.

Applicants to *Healthy Greenville, Too!* are required to include letters of support from three (3) public officials elected to serve Greenville County.

Appendix C: Community Health Needs Assessment

Community Health Needs Assessment Results for Greenville County: 2016

Primary Data Results

Greenville County Survey Primary Findings:

- Access to health care appears to be good for most in the county. For example, 92% have health insurance, 85% have had a physical in the past two years, and 74% said they could always go to a doctor when they need to.
- However, almost a quarter (24%) said they could visit a doctor only *sometimes*. Lack of insurance or the ability to pay is the primary reason why. Further, 32% say they know of someone who has had trouble getting health care for financial reasons.
- Latinos appear to have less access to basic health screenings like hypertension, vision, and dental. Among Latinos, 47% reported having a dental cleaning, compared to 59% of Blacks and 69% of Whites.
- Obesity is the leading health concern identified in the study with 22% of respondents saying they had been told by a health professional that they are obese or overweight.
- Alcohol abuse was picked as one of the top five community concerns. Among men, 17% said they drink more than two alcoholic beverages per day, and 20% said they have consumed more than five on a single occasion in the past 30 days.
- 21% reported there are days when they are feeling so sad or worried they cannot go about their normal business. Those under 35, and those earning less than \$25,000/year, are most likely to feel this way.
- Only 31% of Greenville children eat at least five servings of fresh fruits and vegetables daily, compared to 48% of children across the region. Most parents (55%) believe their children need to know more about nutrition.

Greenville County Focus Group's Primary Findings:

Three focus groups were held in Greenville County. They were organized and hosted by Bon Secours St. Francis Health System (BSSFHS) and Prisma Health-upstate (then known as Greenville Health System). Two of the groups consisted of representatives of social service and allied health organizations that provide community services, particularly to low-income, uninsured, and homeless and other at-risk citizens. The third group was a larger gathering of neighborhood leaders and community advocates representing inner city Greenville.

Similar to the findings of the quantitative research, the primary concerns of those in the focus groups focused more on social and cultural issues, rather than disease or health system performance. Initial focus areas* included:

1. Access to Healthcare
2. Social Determinants of Health
3. Mental/Behavioral Health
4. Healthy Eating and Exercise

*Focus areas will be updated to reflect the most current CHNA as it is updated from time to time.

Appendix D: Sample Healthy Greenville Contract

Grantees will be asked to sign a contract electronically (on the grant portal) prior to receiving grant funds.

Contract:

Project Name: _____

THIS AGREEMENT DETAILS THE RESPONSIBILITIES OF THE HEALTHY GREENVILLE AND YOUR ORGANIZATION (HEREINAFTER "GRANTEE"), AND THE TERMS AND CONDITIONS OF THE GRANT.

Use of Funds*

The grant is to be used solely for the project as described in Grantee's proposal. Any monies received under this agreement should be expended for no other purposes.

Grantee specifically agrees that no part of the funds received from this grant will be used to carry on propaganda, influence legislation, influence the outcome of any specific public election, or carry on, directly or indirectly, any voter registration drive.

I Agree To The Above

Carry Over Funds*

Any funds not used for the specific purpose of the grant must be returned to Healthy Greenville (Greenville Health Authority) by May 31 of each grant year funded (i.e., 05/31/19 for 1 year grant; 05/31/20 for 2 year grant; 05/31/21 for 3 year grant, etc.) unless otherwise authorized in writing by Healthy Greenville.

AND, Grantee specifically acknowledges that the grant funds will be spent, annually, for the purposes set forth in the approved grant application. Any monies not spent in an annual grant year must be pre-approved for carry over to the next year by the Grant Committee.

I Agree to the Above

Multi-Year Grants*

It is expressly understood that multi-year grants are made and conditioned upon the satisfactory annual progress of the grant initiative as presented in the application. The Greenville Health Authority Grant Committee of the Board of Trustees may request updated and/or additional information during the term of a multi-year grant and may, at its discretion, determine whether to continue funding a grant initiative.

I understand the terms of a multi-year grant and agree to the above

Follow-Up: Interim and Annual Reporting*

Follow-up: A Board member (Trustee of the Greenville Health Authority) may be assigned your grant initiative for follow-up purposes. You agree to make a reasonable effort to meet with the Trustee upon request and provide initiative updates.

Interim Report: An interim report will be due to the Greenville Health Authority Board of Trustees at or around six months from the date of receipt of the first grant funding.

Annual Report: An annual report will be due to the Greenville Health Authority Board of Trustees prior to the end of each fiscal year on the date to be determined by the Board and/or Grant Committee

I understand the terms of the Follow-Up, Interim and Annual reports and agree to the above.

Non-Profit Status*

Grantee warrants and represents that its receipt of this grant will not adversely affect the grantee's status

as a public charity under Section 509(a) of the Internal Revenue Code. Grantee agrees immediately to notify Healthy Greenville, in writing, if:

- a. Grantee's federal tax status is revoked or altered;
- b. Grantee has reasonable grounds to believe that its tax exempt status may be revoked or altered; or,
- c. Grantee has reason to believe that these grant monies cannot be or continue to be expended for the specific purposes.

In the event that Grantee loses its tax exempt status before all funds under this grant are dispensed, this grant contract will be considered null and void and all obligations of Healthy Greenville hereunder will terminate.

I Agree To The Above

Regulatory Compliance Cooperation*

Grantee will cooperate with Healthy Greenville in supplying additional information or in complying with any procedures which might be required by any governmental agency in order for Healthy Greenville to establish the fact that it has observed all requirements of the law with respect to this grant.

I Agree To The Above

Grant Reporting*

Grantee agrees to submit electronic reports, when requested by Healthy Greenville, on the interim and final status of the grant. If a report is required Grantee will receive an email notice and instructions for filing the report prior to the report due date.

I Agree To The Above

Communication and Recognition (Healthy Greenville Name and Greenville Health Authority Logo):*

In order to building awareness and momentum in the Greenville Community for initiative:

- Grantee agrees to recognize "Healthy Greenville: A Bold Health Initiative for Greenville County", by name, when referring to this grant or results of this grant, including, but not limited to, annual reports, newsletters, and donor appeals, and presentations.
- Further, Grantee agrees to use, in conjunction with the name above, the Greenville Health Authority logo, to be provided by Grantor.

I Agree

I Disagree

Acceptance of Terms & Conditions*

This grant is conditional upon Grantee's acceptance of the terms and conditions set forth herein. By selecting the "I Accept Grant Terms and Conditions" below Grantee agrees to accept and comply with the stated terms and conditions of this grant.

I Accept Grant Terms and Conditions

I Decline Grant Terms and Conditions

Authorized Signature*

The electronic signature on this document of the person authorized to make legal contracts for Grantee will represent Grantee's acceptance of this award and agreement to comply with the stated terms and conditions of this grant. Please signify your agreement to the foregoing terms and conditions by typing in your Name, Title, and Date in the spaces below. You must be an authorized officer of the Grantee duly empowered to make legal contracts for Grantee.

Title*

Date*

