



Foundation for a Healthy St. Petersburg Announces Inaugural Grants

The new Foundation for Southern Pinellas County – 19 new grant awards

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St. Petersburg, FL – The Foundation for a Healthy St. Petersburg awarded \$3.9 million in grants to 19 local organizations, a component of a multi-prong, multi-year, multi-focused strategy to improve health outcomes for the population of Pinellas County south of Ulmerton Road and East of Seminole Boulevard. These are the first grants made by the Foundation, which was formed as a result of the sale of the former nonprofit Bayfront Medical Center, now Bayfront Health St. Petersburg, to continue Bayfront’s charitable health purposes in the community.

“We are extremely proud of the array of funded partners in our inaugural grant year and excited about the opportunity to work together over the coming months to achieve success. We received more than 200 outstanding ideas from the community, made many difficult preliminary choices to select 47 of those proponents to submit applications for funding, and used 5 national expert reviewers to evaluate the grants submitted. Based on this review, which included insight – and instruction – gained from numerous community listening sessions, staff has moved the following grants forward to funding,” announced Chair of the Board of Trustees Steve Dupré. “The Board is very pleased with the blind process utilized in the grant decision making protocol that was premised on expert external review as well as the staff’s due diligence and not the relationships among the applicants, the staff, or the Board,” Dupré concluded.

“The community’s collective wisdom has guided the Foundation’s inaugural year through formal listening sessions with residents, nonprofit providers, data review of existing knowledge, and more than 150 individual meetings to truly hear history, opportunities, and challenges. The Foundation has prioritized listening, fairness, transparency, collaboration, and inclusiveness,” said Randall H. Russell, President & CEO of the Foundation for a Healthy St. Petersburg. “Our visionary work based on the direction set forth by our community seeks transformative outcomes to bring health equity to an overall improved set of outcomes for Southern Pinellas County.”

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The \$3.9 million in awards will begin as early as July 1, 2016 and all awards will be granted with the understanding these are 12-month activities only with projected end dates of June 30, 2017. While multi-year grants may be awarded in the future, one year grants made operational and programmatic sense for the Foundation's inaugural year as it continues to listen to the community.

Below is a high-level description of what the funded partners will address during the coming year:

- **Training & Employment**
 - Job placement and development of action plans for unemployed heads of household in situations of marginalized housing, unstable family settings (at risk of children committed to foster care), mental illness, and/or coming out of addiction and recovery;
 - Programs focused on the disproportionately underemployed sector that is predominately African-American – a focus on increases in wealth for entrepreneurs creating jobs for this population; and
 - Development of young entrepreneurs of color and the creation of business opportunities and community wealth through business incubator programs aided by mentors.
- **Focused Populations**
 - The LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer) youth community assessment will document stigma, homelessness, emancipation needs, and client-driven plans for more rapid linkage to needed services;
 - Uninsured persons in need of healthcare will receive support to link with available healthcare through community healthcare centers and other providers to avoid Emergency Department visits;
 - Use of technology by the mentally ill to increase compliance with medications and adherence to required visits to avoid periods of mental health instability;
 - People 0-5 – formative years support through innovative peer programs to assist new and/or young parents with limited support and resources;
 - Kindergarten through 12th grade – exercise and diet, increased health behaviors in all 61 schools in South Pinellas County;
 - Persons discharged from jail/prison will be able to utilize technology to find employment;
 - Youth at risk of expulsion based on behavior will receive customized in-home services; and
 - Physically disabled - reusable ramps to retrofit properties so mobility-challenged persons can function and live in communities in their own housing.

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- ***Responses to Listening Sessions***

- A community resource mobile program to reach the most impoverished areas of our catchment communities to promote available resources – identified as the top need through our listening sessions held at the resident and provider levels;
- Navigator programs requested in the listening sessions to facilitate easier access to needed services;
- Healthy Food and exercise – residents and providers believed expanded food distribution into food deserts and of higher quality will lead to better health through this round of funding to expand quantity, quality, and geography of food distribution;
- Physical environments that include sidewalks, that allow easier movement will be addressed through a community safety residential survey that will provide engineers and designers resident’s desires about street re-development; and
- Federal resources – the identification of opportunities that exist based on a ‘deep-dive’ into the areas that receive federal support for the social determinant areas and how they could be better utilized.

- ***Diet & Nutrition***

- Equipment to dramatically increase and support the food distribution program that will serve food deserts throughout the catchment area; and
- Enhanced food distribution in food deserts in the northern portion of the catchment area.

- ***Education***

- Increased skill for specific personnel within educational settings to reduce the number of referrals to the juvenile justice system; and
- Focus on early infant assessment to increase family stability and avoid involvement with child protective services.

- ***Studies***

- Community Safety needs assessments of crime-heavy areas;
- Employment assessments for the disproportionately underemployed, by geography, by race, and by age;
- Community Health Needs Assessment;
- Documented needs of persons with limited or no access to healthcare; and
- Deep data dives in mental health, addiction, and funding patterns.

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The 19 grant awards are as follows:

Agency Name	Basic Purpose	Social Determinant of Health Area	Amount Awarded
CASA – Community Action Stops Abuse	CASA will focus its efforts on the social and economic factors that impact population health. The goal of their proposed project is to conduct an assessment of program participant training and employment needs; to conduct market research to determine the feasibility and viability of a social enterprise, and to develop a business plan for a sustainable social enterprise. Three potential social entrepreneur businesses/services addressing CASA’s priorities of helping domestic violence victims gain employability skills while building a new revenue stream to support CASA services will be identified during this project.	Employment	\$150,624
Disability Achievement Center	The Disability Achievement Center's Consumer Equipment & Modification Assistance Program (CEMA) will provide durable medical equipment & home modifications to help increase the quality of life of individuals on the program's wait list, living at or below the poverty level. This program will impact health access and make improvements to the environments of income restricted individuals in need.	Family & Social Support	\$60,000
Family Resources, Inc.	The LGBTQ Homeless Youth Project will conduct a study to compile previously unavailable data and address knowledge deficits and bring attention to homeless LGBTQ youth in need in our community. This project proposes to collect and analyze data to determine the number of homeless LGBTQ youth population, survey this group and collaborate with service providers, potential providers, family support systems, and local homeless LGBTQ youth to help identify the deficiencies in the current delivery of care.	Family & Social Support	\$161,575

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Agency Name	Basic Purpose	Social Determinant of Health Area	Amount Awarded
Florida Consumer Action Network Foundation	FCANF’s community Complete Streets Project will improve the ability of the residents of St Petersburg to sustain healthy lifestyles through implementation of a sustainable healthy transit initiative and by developing awareness of and wide spread adoption and support of healthy life styles. The short term impact will be more options and a greater understanding of the availability of healthy transit and how to best utilize it.	Community Safety	\$172,371
Florida Department of Health in Pinellas County	1.) The St. Petersburg Community Resource Bus, a collaboration between the St. Petersburg Police Department, City of St. Petersburg Parks & Recreation Department, and the Florida Department of Health in Pinellas County, will enlist volunteers and health providers to improve access to care by linking residents to valuable community services. Funds will be used to purchase a resource bus. 2.) The Florida Department of Health in Pinellas will also address the issues of uncoordinated health improvement efforts and a lack of detailed behavioral data by coordinating with local public hospitals on the Community Health Needs Assessments (CHNA); disseminating a community behavioral data survey with a goal of 10,000 responses; and funding the creation of a “Pinellas Community Atlas” website, which will allow data analysis by zip code level and mapping and that will incorporate behavioral data along with other indicators related to social determinants of health.	Access to and Utilization of Healthcare	\$495,151
Gulf Coast Jewish Family and Community Services	Gulf Coast Jewish and Family and Community Services and community partners will help reduce referrals to the juvenile justice system in St. Petersburg and increase school safety by providing 40 hours of training about the	Education	\$50,000

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	<p>connection between the social determinants of health and our interactions with youth; adolescent development; communication; trauma informed; care; implicit bias and restorative justice practices to School Resource Officers (SROs) who serve middle and high schools in Pinellas County south of Ulmerton Road.</p>		
<p>Healthy Start Coalition of Pinellas</p>	<p>Project ClearStart will improve the health and wellbeing of infants and babies born to moms struggling with addiction and recovery through the Parents As Teachers + program and Operation PAR. The ClearStart project will create an urgent protocol for assisting PAT+ staff with participants that are found medically incapacitated during a home visit. This procedure will include specific protocols between PAR and PAT+ so that PAR can be called to assist with the intervention. The goal is to cause the least disruption possible to the family, for the participant to be stabilized on her medication and for the baby to remain in the home. In addition, the project seeks to create a universal release of information form that facilitates the PAT+ medical advocate to speak to PAR's MAPs personnel or other physicians/medical personnel on behalf of a PAT participant experiencing medical distress due to drug interaction; Finally this project seeks to create a curriculum with PAR specifically for women on methadone with topics that include inter-conception care, drug interactions, family planning education: myth vs. truths, prevention of chronic diseases, nutrition, and dental care.</p>	<p>Alcohol and Drug Use</p>	<p>\$130,603</p>

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Agency Name	Basic Purpose	Social Determinant of Health Area	Amount Awarded
Mount Zion Human Services	Mount Zion Human Services' CHAMP project will serve 100 low to moderate income African American adolescents, older teens, young adults, and adults to age 55, who reside in south St. Petersburg through Community Navigators who will partner with primary care physicians and/or registered nurses to provide medical information/skills to help clients navigate the health system. The project will result in an increase in doctor visits, a reduction in ER visits, an increase in knowledge regarding client health condition, and an increase in prescriptions filled.	Access to and Utilization of Healthcare	\$135,000
Operation PAR	Operation PAR and Suncoast Center will collaborate to expand and enhance eServices outpatient behavioral health treatment to 40 clients in South Pinellas County through the Technology-Assisted Care project. The project will expand and enhance Behavioral Tele-Health and impact access to and utilization of care by offering behavioral health eServices to treat, racial and ethnic minorities currently experiencing behavioral health disparities, women and their children, and families with adolescents in treatment.	Access to and Utilization of Care	\$105,800
Pinellas County School District	Through the Healthy Schools for Healthy Children project Pinellas County School District will change health behaviors by educating students in Pinellas County Schools (PCS) about the benefits of staying active and eating healthy foods. Healthy Schools for Healthy Children will utilize a data-driven, collaborative, strategic plan, which will result in students routinely eating healthier and being physically active before, during, and after school.	Diet & Exercise	\$345,553

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Agency Name	Basic Purpose	Social Determinant of Health Area	Amount Awarded
Pinellas Ex Offender Re-Entry Coalition	The PERC Hires T.A.M.E. (Treatment for Addiction + Mentoring = Employment) Program, a job centered initiative, will use cutting edge technology combined with face to face employment development and mentoring to help transition those in treatment centers and community release centers in St. Petersburg to follow a path to recovery and better health. The PERC project will measure the usage of Second Chance Kiosks at residential and community release centers, to search and to obtain employment opportunities.	Alcohol and Drug Abuse	\$98,059
St. Petersburg Area Chamber of Commerce	The Greenhouse will impact the social and economic factors impacting population health by creating a pilot program that provides specialized training, mentorship, technical assistance, and small business grants to the citizens of South St. Petersburg, giving them skills and resources necessary to start their own business or maximize current business revenue potential. The project will produce businesses that are better able to stand the test of time, with 80% of participants still in business by 2020 and the majority of businesses (60%) successful enough to create at least five new jobs over the course of that time. The long term goal of this project is an overall reduction of poverty in South St. Petersburg.	Income	\$314,187

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Agency Name	Basic Purpose	Social Determinant of Health Area	Amount Awarded
St. Petersburg Free Clinic	The St. Petersburg Free Clinic's Good Food for Good People project will attack the hunger gap in Pinellas County so that no one in the community is food insecure. They will alter the diet of the population in the target area to reduce morbidity and mortality rates. This will be done by providing residents access to additional food resources, including nutritious fresh fruits and vegetables, and improve individual health through education to empower individuals to use/consume food resources which will have positive health outcomes.	Diet & Exercise	\$392,000
Tampa Bay Black Business Investment Corporation	The Tampa Bay Black Business Investment Corporation (BBIC) will intensively support 20 primarily low-income entrepreneurs to launch or grow their firms – creating employment for themselves and others - via the CATCH Program, which will provide them training, coaching, consulting and access to capital, beginning with micro business stipends to fuel their near-term business plans. This project will impact the social and economic factors that impact population health to include employment.	Employment	\$217,866
Tampa Bay Healthcare Collaborative	The Cultural and Linguistic Competency Initiative will raise awareness, increase access to and utilization of care by providing training and skill-building opportunities for health providers and health and human services organizations to deliver more effective care to racially, ethnically, culturally and linguistically diverse groups in an overall effort to reduce health disparities based on such factors.	Access to and Utilization of Healthcare	\$130,000

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Agency Name	Basic Purpose	Social Determinant of Health Area	Amount Awarded
The Children's Home	The Children's Home, through its "South Pinellas Support Team" (SPST), will increase access to mental health services for a total of 100 children and their families living in high-risk areas in St. Petersburg. Services will include needs assessments, counseling, tutoring and development of a comprehensive family action plan.	Access to and Utilization of Care	\$159,789
United Methodist Cooperative Ministries	UMCM Suncoast will develop a Fresh Initiatives Supply Hub (FISH) project in the Lealman neighborhood in order to improve access to fresh healthy foods for food pantries and residents in the immediate area. The goal of this project is to: Increase the amount of fresh fruits and vegetables delivered to food pantries in the Lealman food desert; Increase the amount of fresh fruits and vegetables delivered to individuals living in the Lealman food desert; Decrease the travel time of food pantries to pick up fresh produce; Increase food safety; Increase consumer knowledge on nutrition and fresh food preparation; Increase consumer consumption of fresh fruits and vegetables on a regular basis.	Diet & Exercise	\$100,990
USF Research Foundation, St. Petersburg	The USFSP Family Study Center will partner with Lake Maggiore Shores neighbors to facilitate a cross-sector initiative to ensure the mental health and thriving of all infants and young children up to age 5 in South St. Petersburg, beginning with the Lake Maggiore Shores neighborhood. The goal of this proposal is to facilitate the readiness of the neighborhood, local organizations, and Family Study Center to develop a Place Based Initiative to realize the infant-family mental health of babies and young children in South St. Petersburg.	Family & Social Support	\$327,511

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Pending	Two studies: 1) Track federal resources expended in Pinellas for social determinants of health with analysis of flexibility and approach; 2) Employment opportunity exploration for persons chronically unemployed or underemployed, with mental illness and/or addiction challenges.	Income & Access to and Utilization of Healthcare	\$382,921

The Board of Trustees began to form the vision, mission, and purpose of the Foundation shortly after the sale in April of 2013. The Board began a search for the President & CEO in July of 2014 and since March 1, 2015 the Foundation has moved into full operations. The Foundation's guiding principles are:

- to serve as stewards of funds that must be used in the community's interest,
- to serve as strategic investors, and
- to deploy resources creatively, collaboratively and effectively to advance the Foundation's mission.

About the Foundation for a Healthy St. Petersburg

The Foundation for a Healthy St. Petersburg's mission is to improve the health and well-being of our community through initiatives that create sustainable, effective improvements to quality of life. We are strategic investors deploying resources creatively and collaboratively. Our primary areas of focus are grant making, convening, policy, advocacy and strategic communications.

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