

CareFirst BlueCross BlueShield

FIGHTING THE DIABETES EPIDEMIC

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CareFirst BlueCross BlueShield committed **\$10.5 million** in a multi year, multi faceted effort to combat the diabetes epidemic in local communities. Funds were distributed across 26 local health improvement coalitions, collaboratives and community organizations.

Phase One funding of \$1.71 million supports organizations by prioritizing place-based approaches to health, or where community-led initiatives are uniquely suited to address the policies, systems and environmental issues that impact health and well-being within a specific neighborhood/ community. Central to this approach is the philosophy that these programs be designed, led and structured by local organizations to directly benefit the people who live there. The investments strengthen organizational capacity and partnerships with communities and health systems and support innovative interventions to address SDOH in communities.

Funding is intended to support anchor institutions and grassroots organizations to enhance upstream, community-driven interventions and preventive care techniques that include a multi sector, multi level and multi disciplinary approach through:

- Strengthening capacity funding to support and bolster organizational capacity by providing technical assistance, leadership development and resource management.
- Strengthening partnerships to encourage collaboration between health care systems, grassroots organizations and their initiatives while increasing meaningful community engagement and impact.
- Supporting Innovative Interventions investments for the design and creation of prevention and management strategies that address the root causes of diabetes, from educational programs, such as increased access to good nutrition and mobilization of community health workers to monitor and scale these strategies.



Additional grants include the Farm to Library Project in Worcester County on the Eastern Shore of Maryland, which will be used in the creation of three community gardens serving more than 294 families and providing scholarship opportunities for job-skills training for residents in the county.

PROGRAM IMPACT:

\$10.5M

Total investment

26 Local community health improvement coalitions, councils & collaboratives

“With CareFirst funding, the United Way of the National Capital Area, will expand a current health initiative, Choose Healthy Life. In the District of Columbia, Black or African American residents have higher rates of diabetes (17.7%) than the overall District rate of 8.7%, and more than 26% of the populations in this region live below the poverty line.”

– Rosie Allen-Herring, president and CEO, United Way of the National Capital Area

