



## 2018 Annual Report

In 2018, much of the Foundation for a Healthy Kentucky's work supported three focus areas:

**Investing in Kentucky's Future** – An initiative aimed at reducing the risk that today's school-aged children will develop chronic diseases as they grow into adults.

This six-year initiative, which wrapped up in 2018, comprised work with seven community coalition grantees. Six of the Coalitions – in Breathitt, Clinton, Grant, McLean, McCracken, and Perry Counties – worked on preventing childhood obesity. The seventh coalition, in Jefferson County, focused on addressing Adverse Childhood Experiences (ACEs) and building resilience in children.

The [Investing in Kentucky's Future Initiative](#) culminated in:

- The adoption of 38 local policies at the county, city and organizational levels. These policies included, for example, expanded physical education and healthier foods in schools, complete streets requirements, shared-used agreements between schools and the community, and ACEs training for out-of-school time youth care workers.
- Built-environment improvements, including renovating or creating parks, fitness equipment, sidewalks, walking paths, and trails; building or upgrading playgrounds and sports fields; and adding standing desks and filtered water fountains in schools.
- Systems changes and enhancements, such as increased youth and parental engagement in school and community health promotion work, expanded community involvement in health coalitions, and greater local health coalition capacity to plan, collaborate, and influence health policy.
- Improved health behaviors, such as:
  - Desirable behavior changes in more than 90 percent of student responses to survey questions related to increased physical activity and improved nutrition.
  - An increase from 30 percent to 86 percent among teachers, administrators and support staff who said their support skills for students experiencing trauma were adequate or extensive.
  - Improvements in all school climate measures compared to a control school.
  - Improvement in teacher retention from 87.8 percent in 2014 to 90.2 percent in 2017.

For more information about this initiative, see the [final report](#), a video about the [ACEs grantee work](#), and a video about the [obesity prevention grantees' work](#).

**Promoting Responsive Health Policy** – An initiative aimed at making public policy more responsive to the health and health care needs of the people of Kentucky in four areas: increasing access to care, strengthening local public health, improving children's health, and increasing the proportion of Kentuckians living in smoke-free jurisdictions.

The Foundation conducted work under the [Promoting Responsive Health Policy](#) initiative primarily through grants to organizations working in the advocacy space for these areas. Highlights of grantees' work under the six-year Promoting Responsive Health Policy Initiative, which also concluded in 2018, included:

- **Kentucky Center for Smoke-Free Policy:**
  - Increasing the number of smoke-free laws at the city and county level by 49 percent to 51 communities; 34 of the smoke-free ordinances adopted during the grant period are comprehensive, covering 35.5 percent of Kentucky's population. Twenty-eight of the ordinances included e-cigarettes by the end of 2018.
  - Assisting in the adoption of tobacco-free campus policies at 73 colleges and universities in Kentucky.
- **Kentucky Equal Justice Center:**
  - Filed a lawsuit challenging Kentucky's Medicaid section 1115 waiver, which would have caused as many as 95,000 Kentuckians to lose their health coverage. The lawsuit prevented implementation of the waiver until it was rescinded following the 2019 election. (While the waiver was still under review, the Foundation partnered with Bevin administration to help ensure that as many Kentuckians as possible that were Medicaid-eligible would retain their coverage. The partnership included the creation of a new 501(c)3 organization to cover the cost of Medicaid premiums, an advisory council to gather and share input and resolve issues as the waiver was implemented, and partnerships to help Kentuckians meet the new community engagement requirements under the waiver.)
  - Providing in-person legal aid support for 55,806 Kentuckians who were either low-income or otherwise vulnerable.
  - Enrolling Kentuckians and their families in health coverage through *kynect* or *benefind*, helping decrease the rate of uninsured residents from 25 percent of Kentucky adults under age 65 to 6 percent.
  - Providing data showing the outcomes of increased health coverage, including a 111 percent increase in cholesterol screening, 116 percent increase in preventive dental care, a 43 percent increase in flu vaccinations, and a 69 percent increase in smoking cessation program enrollment among Medicaid participants.
- **Kentucky Voices for Health:**
  - Launched a campaign, *Get Covered Kentucky*, that helped give more than 400,000 Kentuckians access to covered health care.
  - Launched the *InsureKY* campaign to advocate for more affordable health care coverage, better health care, and stronger consumer protections. *InsureKY* helped generate more than 11,500 public comments to the federal government on the Medicaid section 1115 waiver; the comments opposed the waiver by a ratio of 20-1.
  - Launched the Kentucky Health Insurance Literacy (K-HILT) training to increase the knowledge and skills of more than 300 community health workers, social workers, consumer advocates, and front-line health workers in nine Kentucky counties.
- **Kentucky Youth Advocates:**

- Recruited and engaged Kentucky youth in tobacco control advocacy in their own communities and at the state level. Several of these youth spoke publicly and with legislators in support of increasing the state cigarette excise tax.
- Served as the backbone organization for the Kentucky Oral Health Coalition in advocating for improved youth access to oral health care.
- **Communications Grantees:**
  - The Foundation also provided grants to increase media coverage of health and health care policy issues in the Commonwealth by Kentucky Educational Television, the Institute for Rural Journalism and Community Issues, Louisville Public Media, and Kentucky News Connection. This grant funding totaled \$780,000, including \$97,500 in 2018.

For more details about this initiative, see the final report [here](#).

**Tobacco Use Reduction** – An advocacy and education initiative aimed at reducing the use of tobacco products, including cigarettes, smokeless tobacco, and e-cigarettes, to improve health in Kentucky.

#### **Raising the State Excise Tax on Cigarettes**

The [Coalition for a Smoke-Free Tomorrow](#), led and supported by the Foundation staff, successfully advocated in Frankfort for the largest cigarette tax increase in the history of Kentucky. The legislature increased the tax by 50 cents per pack, from 60 cents to \$1.10. During the first 12 months that the increased tax was in effect, 39 fewer packs of cigarettes were purchased in Kentucky than in the prior 12 months. This was an annual decrease of 10.1 percent, compared to an average annual decrease of 3.1 percent in the immediately preceding years and a national decrease of 6.1 percent during the same period.

The Foundation also helped grow the Coalition from 100 members and partners when it launched in 2017 to more than 220 by the end of 2018.

#### **Making Lexington Ball Parks Tobacco-Free**

The Foundation worked closely the Lexington Legends, a minor league baseball team in Lexington, and Lexington Mayor Jim Gray to adopt policies making all city ball fields, as well as Whitaker Bank Ballpark where the Lexington Legends play, tobacco-free spaces.

#### **Addressing the Burgeoning Youth Vaping Epidemic**

In partnership with Kentucky Youth Advocates (KYA), the Foundation hosted a statewide in-person and remote conference, "Next Generation Tobacco: The Impact of E-Cigarettes on Kentucky's Future Health," to explore the newly identified epidemic in youth use of e-cigarettes. At this first statewide conference of its kind, the Foundation and KYA also [released](#) the results of series of youth focus groups that highlighted the nature of the epidemic in Kentucky. This report set the stage for a policy changes to reduce youth access to e-cigarettes in Kentucky in future years.

#### **Supporting Health Advocacy and Capacity in the Commonwealth:**

## **Uniting with the Friedell Committee for Health System Transformation**

In December 2018, the [Foundation united with the Friedell Committee for Health System Transformation](#), joining forces to strengthen advocacy for state and local policies for improving health in Kentucky. The unification would add a focus on diabetes prevention to the Foundation's work in 2019 and beyond.

## **Providing Learning Opportunities for Kentucky's Health Advocates**

Through its [Health for a Change training series](#), the Foundation offers free workshops and webinars on topics such as working with the media, increasing health equity, applying for grants, evaluating advocacy efforts, building cross-sector coalitions, and understanding the impact of various health issues such as Adverse Childhood Experiences, tobacco use, and health disparities. The Foundation hosted 16 Health for a Change trainings in 2018, reaching nearly 900 unique advocates across 104 Kentucky counties.

## **Health Research and Reports**

### **Highlighting Health Disparities and Bright Spots in Appalachia**

The Foundation served as a partner in the "Creating a Culture of Health in Appalachia" research project with the Appalachian Regional Committee and the Robert Wood Johnson Foundation. In July 2018, the partnership released a third report in the research series titled ["Exploring Bright Spots in Appalachian Health: Case Studies."](#) The report and related resources offer a fresh approach to understanding health in Appalachia by focusing on community strengths and identifying local factors supporting a culture of health. Two of the counties featured in the report were in Kentucky – McCreary County and Wayne County. The report also identified cross-cutting themes that the "bright spots" employed to defy predictions for health with better-than-expected outcomes.

### **Kentucky Health Issues Poll**

Since 2008, the Foundation has co-sponsored with [Interact for Health](#) this annual telephone poll of Kentucky adults providing a snapshot of their views on various health related topics. Briefs from the [2018 poll](#) revealed, among other findings:

- Support for a statewide smoke-free law remained strong at 66 percent.
- Six in 10 Kentucky adults favored raising the minimum legal age to buy tobacco to 21.
- One in six Kentucky adults were concerned about losing their health care coverage within the next year.
- Seven in 10 Kentuckians believed that addiction is a disease.
- More adults favored rather than opposed needle exchange programs.
- For the second year in a row, more Kentuckians had favorable opinions of the Affordable Care Act law than those who had unfavorable opinions.

## **Events and Campaigns**

### **Focus on Flu Campaign**

In partnership with the Kentucky Medical Association and the Kentucky Foundation for Medical Care, the Foundation launched ["Focus on Flu,"](#) a campaign to urge Kentuckians to get their flu shots. Multiple well-known statewide and community leaders got their flu shots at a campaign kickoff event in the Capitol rotunda. In addition to paid media, the campaign included media and public appearances around the state with local, elected officials and health department getting their flu shots.

### **Howard L. Bost Memorial Health Policy Forum**

This annual forum, which raises awareness of Kentucky health issues and highlights model strategies and policy opportunities to address them, focused on Kentucky's substance use epidemic. Former *New York Times* reporter Barry Meier, author of the book, *Pain Killer: An Empire of Deceit and the Origin of America's Opioid Epidemic*, provided the keynote address. Presentations, posted on the [Foundation's website](#), focused on quantifying Kentucky's addiction burden, alternatives to opioids for pain relief, infectious diseases resulting from substance use, and the role of medical marijuana.

### **Healthy Kentucky Policy Champions**

The Foundation offers two levels of awards to recognize individuals and organizations engaged in improving Kentucky's health through policy change. These awards raise awareness of the role that laws, regulations and ordinances can play in creating conditions that lead to better health.

Anyone can nominate an individual organization for the [Healthy Kentucky Policy Champion](#) award. The 2018 recipients were:

- [Pat Withrow, M.D.](#), of Paducah, for advocacy work to promote a \$1 increase in the state cigarette tax to reduce smoking, and to make CPR training available in Kentucky high schools.
- [Andy Shea](#), President and CEO, Lexington Legends, for making Whitaker Bank Ball Park - where the Lexington Legends play – tobacco free.
- [Jim Gray](#), Mayor of Lexington, for making Lexington ball parks tobacco free.
- [Brandi Harless](#), Mayor of Paducah, for working to strengthen Paducah's smoke-free policy.
- [Van Breeding, M.D.](#), of Whitesburg, for leadership in fighting the substance use crisis in Letcher, Harlan, Perry, Owsley and Bell Counties.
- [Jack Rose](#), Mayor of Murray, for leading advocacy for a smoke-free policy in Murray.
- [McCreary County Kentucky](#), for work to improve local health that led to designation as an Appalachian "Bright Spot."
- [Wayne County Kentucky](#), for work to improve local health that led to designation as an Appalachian "Bright Spot."

The top award given by the Foundation is the [Gil Friedell Health Policy Champion](#) award, and the annual recipient receives a \$5,000 cash grant to be given to the 501(c)3 organization of their choice. The Friedell Award Champions in 2018 were:

[McCreary County and Wayne County](#), which split the award.

### **Financials**

For more information, see the Foundation's 2018 [IRS Form 990](#) and [audit](#).