



**July 2020 | Jewish Healthcare Foundation news, events, milestones, & more**

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## Jewish Healthcare Foundation Provides \$2.5 Million to Jewish Community Center for COVID Relief

The current pandemic is historic, and it is wreaking havoc—medically, financially, socially, and mentally. The Jewish community of Pittsburgh is working on a coordinated response in coordination with the [Jewish Federation of Greater Pittsburgh](#) to ensure essential services remain available. To support this effort and to bring critical funds to a central agency in the community, the Jewish Healthcare Foundation (JHF) has awarded a \$2.5 million dollar emergency grant over two years to the [Jewish Community Center \(JCC\) of Greater Pittsburgh](#).

When Governor Wolf announced the shutting of all but essential businesses effective March 18th, the JCC was faced with unprecedented service and financial challenges and made difficult decisions to furlough some of its staff while it regrouped to meet ongoing community needs. The JCC's facilities, including its buildings in Squirrel Hill and the South Hills, were closed for over 2 months due to the health mandates intended to reduce the spread of the virus. Roughly 80% of the agency's revenue comes through membership and program fees from its day care, fitness and wellness centers, summer camps, afterschool programs and senior services, all of which were reduced significantly. The shortfall from lost revenue is estimated to be at six million dollars.

Despite these challenges, the JCC has continued to provide services for the community. Since the lockdown began in March, the JCC has:

- conducted community blood drives, collecting, to date, over 850 donations to meet the needs of 2,500 patients
- provided over 14,000 meals for seniors including 2,000 home delivered meals
- conducted approximately 5,000 telephone wellness checks through AgeWell
- provided online programming reaching over 800 seniors, teens, community members weekly
- served more than 425 campers and booked more than 80 family retreats
- developed a weekly schedule of more than 60 fitness classes for all ages
- assumed responsibility for the Virtual Senior Academy
- and renewed their 10.27 Healing Partnership work.



*JCC Staff are helping feed to one of their most vulnerable populations, seniors, with their AgeWell "Meals to Go." They have been able to modify their regular food service programs in the safest and most creative ways, ensuring they continue to support the community during these challenging times.*

In order to prepare to address the community's needs, particularly first responders and essential workers, the JCC's team worked with the [Pittsburgh Regional Health Initiative](#) to develop procedures to safely reopen health and fitness activities, child care and day camps, permitting parents (many of whom are essential workers) to feel comfortable returning to work and to give children the social experiences they have foregone.



*As of 7/22/20, AgeWell at the JCC served 13,219 Meals to Go and delivered 2,587 meals since their building closed.*

"We cannot thank the Jewish Healthcare Foundation enough for their commitment and confidence in us, our mission, our values, our leadership, and determination to ensure that the JCC fulfills its role to the best of its ability during the pandemic," said Brian Schreiber, President and CEO of the JCC. "COVID-19 created the most sudden and dramatic financial reversal in the JCC's 125-year history. The response by the Foundation sends not only a deeply needed cash infusion, but the boldest possible expression of support in everything the JCC is and stands for each day."

"The Jewish Healthcare Foundation has a long history of being there for others when they are in crisis or are dealing with unforeseeable health challenges," said David H. Ehrenwerth, JD, Chair of the JHF Board of Trustees. "Our Board is particularly proud to be able to respond to the unprecedented financial needs facing the JCC, an invaluable organization which provides crucial services to both the Jewish and the general community. This funding will enable the JCC to continue to provide essential services to seniors, adults, children and preschoolers. These are precisely the types of urgent needs that the Jewish Healthcare Foundation exists to satisfy."

The JCC is following all state, county and local guidelines and Centers for Disease Control recommendations including mandatory masks, social distancing, sanitation practices and extensive cleaning protocols. But some programming remains closed for the time being — including key income-generating overnight camps and afterschool programming. While the JCC has successfully pursued PPP loans/grants, these funds will fall short of enabling the JCC to maintain its required level of staffing without a further infusion of funds from philanthropic donors. JHF funds will enable the JCC to keep a full complement of staff and its programming intact and assure that the organization can continue to respond with creativity and flexibility under the stressors of the pandemic.

This emergency grant is in addition to JHF's COVID-19 Emergency Fund established in March, which is making community-wide grants on an as-needed basis.

Read more in the TribLIVE: [Pittsburgh's Jewish Community Center back in operation after receiving grant](#)

## New Statewide Collaboration to Support Long-Term Care Facilities During Pandemic

In its newest phase to support long-term care residents and their caregivers, Pennsylvania is launching a partnership between the [PA Department of Human Services](#), the [PA Department of Health](#), the [Federal Emergency Management Agency](#), and key healthcare organizations and health systems across the Commonwealth. Together they will form six new Regional Response Health Collaboratives (RRHC) to test residents and staff of long-term care facilities, form teams to quickly respond to COVID-19 outbreaks, coordinate training and provision of equipment, and more. The Jewish Healthcare Foundation (JHF) will serve as a lead educator in this five-month initiative with three primary responsibilities: First, hosting educational webinars for frontline workers and administrators within personal care assisted living and skilled nursing facilities; Second, creating an online community through the Tomorrow's HealthCare™ platform for collecting webinar materials allowing frontline workers to discuss best practices and challenges; and third, creating resources online and real time opportunities for RRHC field staff from across the commonwealth to learn from each other. In the southwestern and northwestern regions of Pennsylvania, JHF will collaborate with longtime partners [UPMC](#), [Allegheny Health Network](#), and the [Healthcare Council of Western Pennsylvania](#) to form the two local RRHCs.



The formation and funding of these rapid response teams was called for by senior advocates, including the members of the [Pennsylvania Health Funders Collaborative](#) (PHFC). RRHC clinical partners will help long term care facilities prevent and mitigate the spread of COVID-19 by resolving key issues, including the shortage of available and reliable testing, timely reporting of testing results, and mitigation strategies including infection control, cohorting and staffing support.

As the statewide lead educator in this new initiative, JHF will build on over 25 years of educating, training, and supporting frontline workers who care for senior Pennsylvanians, from being the lead educator of the RAVEN initiative – a [Centers for Medicare & Medicaid Services](#)-funded initiative with UPMC designed to improve nursing facility resident outcomes and transitions from hospitals – to a community health worker apprenticeship program, a long-term care champions program, and coordination of PA POLST. Most recently, its strong relationships with both the Pennsylvania Department of Health and the Department of Human Services, resulted in JHF being asked to be the lead educator in the Educational Support and Clinical Coaching Program (ESCCP) that conducted weekly trainings for over 3,000 frontline workers in personal care homes and assisted living facilities from April through June.

“Seniors in long-term care settings, and the staff who care for them, are among the groups hardest hit by the COVID-19 pandemic. In Allegheny County, only 17% of COVID-19 cases occur in persons over the age of 65, but over 90% of the deaths have been in that same age group. Their residential facilities are not equipped to deal with a pandemic,” said Karen Wolk Feinstein, PhD,



President and CEO of the Jewish Healthcare Foundation, and co-chair of PHFC. “I’m cautiously optimistic to see these partners coming together. There is still much urgent work to be done, including sustainable supplies of PPE, adequate and timely testing, infection control, and support for frontline workers and isolated seniors facing unprecedented challenges.”

“Throughout the ESCCP program and as the RRHCs have gotten off the ground, we have connected with dozens of new partners from across Pennsylvania with one common purpose,” said Nancy Zions, COO and Chief Program Officer at the Jewish Healthcare Foundation. “That common value is to develop best practice responses to reduce the impact of the COVID-19 pandemic in long-term care. We still have a long way to go. Once COVID takes hold in a residential facility, urgent, immediate action is essential.”

Hopefully these new partnerships guided by the Commonwealth will help to meet the need. This depends on local hospitals sharing supplies and expertise, the relaxation of policies that inhibit immediate action, and the commitment of adequate funding to do what is needed when it’s needed.

## Dementia Friends Pennsylvania to Expand Programs

Dementia Friends Pennsylvania is pleased to announce a grant from the [Pennsylvania Department of Aging](#) to improve and expand access to ongoing programs, which will raise awareness about dementia and decrease stigma surrounding dementia. The grant will support Dementia Friends Pennsylvania with up to \$90,000 through June 2021.

The grant will provide Dementia Friends Pennsylvania the means to continue delivering its information sessions and champion trainings across the Commonwealth. As a first step, regional sessions for the Area Agencies on Aging staff will be scheduled. Dementia Friends Pennsylvania will continue working on adaptations of current curriculum content for improved virtual experiences, which have included over 230 new friends since the program went virtual in March. Dementia Friends Pennsylvania will also expand linguistic access to Information sessions, champion trainings, and resource materials for Pennsylvanians. The program will work with the PA Department of Aging, the Alzheimer’s State Plan Task Force, and vetted interpreters to update translations to include the languages most commonly spoken in Pennsylvania.

Dementia Friends Pennsylvania is run by two senior quality improvement specialists at the Jewish Healthcare Foundation, Stacie Bonenberger, MOT, OTR/L and Anneliese Perry, MS, NHA, CECM.



*A virtual room full of new Dementia Friends made during a recent information session.*

As part of this grant, they will be offering educational workshops for communities interested in starting a Dementia Friendly Community Initiative. They will virtually connect with communities to provide education and brainstorming activities as part of the initial steps. Previous communities they have consulted with include Bloomsburg, Greene County, and State College.

Since its inception in May of 2018, Dementia Friends Pennsylvania has worked closely with several communities across Pennsylvania to launch Dementia Friendly Community Initiatives. A Dementia Friendly Community is a community that comes together to foster meaningful access to support and engagement in community life for people living with dementia and their family and friend care partners. Communities across Pennsylvania, like Dementia Friendly Greater Pittsburgh and Dementia Friendly Adams/York Counties, utilize the Dementia Friends curriculum as the vehicle through which community members gain the increased knowledge and awareness necessary to decrease stigma among all community members, to better support those living with dementia.

Most recently, Dementia Friendly Lehigh Valley and Dementia Friendly Newtown each hosted virtual Information Sessions and Champion Trainings. Lehigh Valley brought 60 new friends and 12 new champions, and Newtown made 27 new friends and 6 new champions.

Dementia Friends Pennsylvania has made over 4,200 friends since its start and will continue to host weekly open virtual sessions for new dementia friends and champions. If you are interested in learning more, please contact [info@dementiafriendspa.org](mailto:info@dementiafriendspa.org) or visit the website [www.dementiafriendspa.org](http://www.dementiafriendspa.org).

## A New Patient and Provider Safety Authority is a National Imperative

After months of collaboration with some of the best minds in U.S. health care, there is no doubt about the need for a dramatic change in our patient safety system. The *SWERVE* initiative, a partnership between the [Pittsburgh Regional Health Initiative](#) (PRHI) and the [Network for Excellence in Health Innovation](#) (NEHI), has been working since January to develop a solution for America's appalling medical error rate, something that has only been further exacerbated and exposed during the COVID-19 pandemic. Two recent mini summits in July convened the nation's experts on healthcare safety and policy helped to further refine and prepare a proposal for a National Patient and Provider Safety Authority (NPSA).



The first of two mini summits in the month of July brought together 19 leaders from some of the nation's top hospitals and health systems, insurance payers, and the American Medical Association. The group suggested improvements to a proposed draft of the NPSA, explored strategies to support existing patient safety players and provider systems, and brainstormed missing functions of the proposed NPSA. The second mini summit on July 21 was comprised of 24

national leaders at academic and professional institutions, foundations, and technology companies. Building on the work of the first group, the second summit discussed the role of data and analytics in the NPSA, critical powers of the NPSA, and the best strategies to gain support from other stakeholders.

The evolving vision for a NPSA marries artificial intelligence and autonomous technology with the investigatory, research, and education functions of the National Transportation Safety Board. This will enable both prospective forewarning and retrospective study of major medical errors and harm. An NPSA will ultimately work toward anticipating errors and harm before they happen, presenting immediate opportunities for corrective action, and implementing and preventing damage before it occurs.

These latest mini summits conclude a three-part series aimed at drawing national attention and collaboration to the NPSA. The summits were built upon the work of three nationwide conversations at the beginning of the year, that were followed by two advisory committee meetings to narrow the focus. All of these sessions were facilitated by Ken Segel, co-founder and managing partner of Value Capture and the first staff director of PRHI, in rapid-fire format to gather the most critical input from all the attendees. Steven Irwin, JD, co-chair of the PRHI Board, has remained a consistent member and voice throughout the *SWERVE* summits, providing expert political and strategic advice.

The *SWERVE* initiative is now working to present a final NPSA proposal to policy members of the presidential candidates' advisory committees, continuing to build on the momentum of national conversations and support for this effort.

## Patient Safety Fellows Model the Response Needed for Future Emergencies

As it happens every summer at the Jewish Healthcare Foundation (JHF), nearing the end of the season brings with it the conclusion of the Patient Safety Fellowship. In the record of JHF's Feinstein Fellowships, however, the 2020 Patient Safety Fellowship will always stand out, creating a unique and unforgettable experience for 66 talented and accomplished fellows - the largest cohort ever – during a national public health emergency.



The COVID-19 pandemic required a rapid shift to a virtual fellowship platform, which presented the opportunity for fellows to apply nationwide. They did, in droves, and JHF not only welcomed the largest Fellowship cohort to date, but the Fellows also brought the highest level and diversity of experience than any previous Fellowship. They represented 34 specialties and disciplines, from clinical backgrounds to children's literature to Homeland Security, and their eagerness to challenge themselves during a challenging time was inspiring.

As the pandemic grew into an even greater crisis for patient safety, JHF saw the opportunity to convene key players and learn from their real-time actions. This year, the Patient Safety Fellowship focused on our health system's response to the COVID-19 pandemic, uncovering the challenges facing the government, healthcare organizations, and the public health system. Over the course of nine weeks, fellows reflected on the shortcomings of leadership and explored the roles of innovation and technology in addressing the current crisis.

The Fellowship ultimately brought 24 speakers to share their insights and perspectives of the pandemic. Fellows especially valued the span of voices and disciplines involved.

"The Fellowship helped reinforce for me that there are so many perspectives and stakeholders in the setting of a pandemic, and the importance of listening, learning, and collaborating closely with all of those stakeholders in order to be successful," said Shikha Bhatia, MD, MPH, internal medicine resident at [Allegheny General Hospital](#).

For the finale of the Fellowship on July 29, the 66 participating fellows synthesized their learning and mapped their imagined responses to future public health emergencies. Each interdisciplinary group of fellows took on the perspective of a different healthcare context, from a local primary care practice all the way to a large international health agency. Each group focused on different components of the fellowship that met the needs of their specific context, reflecting key takeaways in crisis leadership, predictive analytics modeling, health communications, contact tracing, collaborative partnerships, health equity, quality improvement and safety science, mental health, and creativity and innovation. One example of a team's response plan is detailed on a website they created [here](#).

JHF staff supported fellows' group projects and provided guidance and support. Supporting staff included Chief Policy Officer Robert Ferguson, MPH, Lean Healthcare Strategy and Implementation Manager Jennifer Condel, SCT(ASCP)MT, Practice Transformation Specialist Carol Frazer, MEd, LPC, Program Manager Deborah Murdoch, MPH, Program Coordinator Sue Steele, Program Assistant Kyle Terrill, MSW, Chief Communications Officer Scotland Huber, MS, and Program Associate Steven Guo.

Fellows had the opportunity to reflect on their experience this summer at the end of the finale, with many highlighting the importance of interdisciplinary work and the expansive impact of COVID-19. As the Fellowship drew to a close, most fellows reported leaving with a greater hope in our ability to address the COVID-19 crisis. The Fellowship's guest speakers' knowledge, the Fellows said, inspired this hope, as speakers had shared insights and practical applications that helped fellows understand a multifaceted response.

"The ability to understand how all of these different perspectives come to bear on the problems that we are trying to solve was enlightening," said Michelle Royal, MBA, MA, VP of Research and Analysis at [FirstLink Research and Analytics](#). "It was amazing to be able to hear from so many experts in so many different fields to provide perspectives that inform the COVID-19 response. This knowledge allows you to analytically think about the situation in new ways, and consider how a future response could be or should be based on what we've learned."



## Southwestern PA Consortium Supports Contact Tracers and Community Health Workers

In partnership with the [Pennsylvania Department of Health](#), the Jewish Healthcare Foundation continues to help convene the Southwestern PA Contact Tracing Consortium. Chief Policy Officer Robert Ferguson leads JHF's efforts, coordinating 50 organizations from 11 counties in the region to organize recruitment efforts.



These efforts build on months of work to organize a contact tracing response for Pennsylvania. The [PA Health Funders Collaborative](#) (PHFC) began advocating for contact tracing in April. The group wrote a series of letters to the Commonwealth, recommending that the Commonwealth build a racially and geographically diverse Corps of Outreach Workers and operationalize contact tracing efforts through public/private partnerships. On July 31, Governor Tom Wolf expanded the Commonwealth's plans for contact tracing, [announcing](#) an additional 1,000 paid contact tracing staff under a \$23 million federally-funded contract. This builds on the civilian contact tracing corps that was announced back in May. Alongside these statewide efforts, the Consortium has worked swiftly since late May to build up contact tracing capacity for the southwestern region.

In July, the Consortium monitored the availability of contact tracers and raised awareness about [how to become a contact tracer](#). Additionally, the Consortium launched a new part of its scope of work to provide ongoing support to trained contact tracers.

Starting on July 20, multi-disciplinary facilitators from the Jewish Healthcare Foundation organized interactive debrief sessions twice weekly for contact tracers. The newly trained professionals shared their experiences and received guidance from the facilitators and their supervisors. JHF facilitators include JT Stoner, MPH, health services coordinator; Nicole Greer, RN, MPH, MPA, quality improvement specialist; Carol Frazer, MEd, LPC, practice transformation specialist; Robert Ferguson, MPH, chief policy officer; Kylea Covaleski, MPH, MSW, program associate; and Kyle Terrill, MSW, program assistant.

On July 28, Ferguson also presented information about contact tracing and the regional consortium to consumers, advocates, and stakeholders across Pennsylvania during a Zoom conversation hosted by the [PA Health Access Network](#) (PHAN).

To create a corps of health outreach workers and Community Health Workers (CHW), the Jewish Healthcare Foundation approved a \$200,000 grant to [Partner4Work](#) (P4W). P4W will undertake a planning and advocacy effort to achieve three high-priority goals: (1) understanding and

advocating for contact tracers and CHWs; (2) aligning efforts among training providers; and (3) creating clear career pathways for health care workers through the COVID-19 crisis and beyond. P4W will study the employment outlook, advocate for funding if necessary, and align training opportunities to immediately address the need for contact tracers and CHWs. P4W will serve as the lead advocate for a strategic Health Care Industry Partnership as the region emerges from crisis.

## Intergenerational Reading Program Closes its First Chapter

As the [GRAN Intergenerational Reading Program](#) wrapped in July, participants and partners celebrated the program's success with a virtual finale event.

Since kicking off on October 17 of last year, the GRAN program trained and matched 19 GRAN volunteers with 50 pre-kindergarten and early elementary school children at two community after-school programs in Hazelwood – [Hazelwood Propel](#) and [Center of Life](#) – to engage in meaningful conversations around ethics, while sharing the pleasure of reading. At each session, children had the choice to read one of two books with their GRAN, discuss the book's values, and



*GRAN participants enjoy a story during an in-person session, before the program went virtual earlier this year.*

complete an activity that reinforced the lessons of the day. GRAN's curriculum is based on the [Heartwood Ethics Curriculum](#), originally developed by the Heartwood Institute in Pittsburgh in 1991 by Eleanor Childs, a former criminal attorney, and three elementary school teachers. The GRAN program also supports GRANs, who are senior volunteers, in passing down wisdom to the next generation and connecting with others in their community. At completion, the program gifted 420 books to participating children, and engaged GRAN volunteers for a total of 108 volunteer hours.

The GRAN program, funded by [the Heinz Endowments](#), was coordinated by Jewish Healthcare Foundation staff members Senior Quality Improvement Specialist Anneliese Perry, MS, NHA, Program Associate Kylea Covalski, MPH, MSW, and Program Assistant Kyle Terrill, MSW. Senior Quality Improvement Specialist Stacie Bonenberger, MOT, OTR/L and Administrative Assistant Catherine Mutunga volunteered as GRANs and provided support.

To engage additional children and families in the GRAN program, the Jewish Healthcare Foundation partnered with The Greater Hazelwood Family Center, [Kids Plus Pediatrics](#) and the [Squirrel Hill Food Pantry](#) to provide 60 take-home GRAN packets monthly, featuring the same books and activities offered during in-person sessions. Children were encouraged to connect with a senior in their family or their neighborhood. The at-home portion of the program also had great success, as all those who completed the take-home survey said they would recommend GRAN to others.



*GRANs, partners, and JHF staff celebrate during the virtual finale.*

Although only 5 out of 8 planned in-person sessions were completed when COVID-19 struck, the program quickly shifted to virtual GRAN sessions on the [Virtual Senior Academy](#) platform for 3 months and then transitioned to Facebook Live Reading Sessions.

As a result of volunteering, 85% of GRANs reported feeling more engaged in the community and believed they were making a difference in the lives of local children. GRAN Joan Ammons said, "The books and crafts introduced at each session elicited surprisingly insightful responses from the children, and I couldn't contain my enthusiasm to their remarks. I found the experience to be beyond my expectations. I thank all for allowing me to connect with such beautiful children."

Another GRAN, Denise Emmel, expressed her appreciation for the program: "Being part of the Gran Intergenerational Reading Program has been a wonderful experience not only for the children, but for the GRANs as well. Watching the enthusiasm these kids had to read the books and do their craft was so exciting. I think I enjoyed it more than the kids! Their enthusiasm was catchy! Reading is such an important part of life and I feel so lucky to have been part of this program. I hope that they continue this each year and give me the opportunity to volunteer again! A big thank you to the Jewish Healthcare Foundation for giving back to our communities!"

GRAN was supported by additional community organizations as part of the take-home portion of the program, including [Greater Hazelwood Community Collaborative](#), [Fishes and Loaves Cooperative Ministries- Hazelwood](#), the [Hazelwood Branch of the Carnegie Library of Pittsburgh](#), and the [Jewish Community Center's Center for Loving Kindness](#).

## The PA Community Health Worker Steering Group Appoints Advisory Members

In the latest step in a series of efforts to uplift Community Health Workers (CHWs) and solidify their position in the healthcare professions, the Pennsylvania Community Health Worker Steering Group is building a CHW Advisory Council. This Council will help further the Jewish Healthcare Foundation's years-long campaign to establish professional status for CHWs.

The Pennsylvania Community Health Worker (CHW) Steering Group sent recommendations for CHW Advisory Council members to the Pennsylvania Certification Board (PCB), which created the Certified CHW Credential in 2020. The CHW Advisory Council will assist PCB staff with application questions, review CHW requirements, establish training standards for accredited CHW training programs, and create processes for accreditation. The Council will also create and implement criteria for bi-annual certification renewal and establish complaint procedures for CHW employers and training programs. A key player in recent efforts, JHF Chief Policy Officer Robert Ferguson has facilitated the Steering Group and Task Forces' work, convening members from across the Commonwealth to push CHWs to the forefront of the community-informed health workforce.



These efforts will build on JHF's years-long projects in CHW training. In 2014, the Jewish Healthcare Foundation (JHF) supported the [Network for Excellence in Health Innovation](#) (NEHI) in convening a national CHW Summit to explore quality improvement and cost reduction. This led to a JHF-NEHI collaboration on a 2015 issue brief, "[Community Health Workers: Getting the Job Done in Healthcare Delivery](#)," highlighting CHW best practices. JHF then organized a CHW Statewide Summit in Harrisburg, which led to the creation and ongoing work of the PA CHW Steering Group and Task Forces on Policy, Training, and Employment. JHF went on to demonstrate the benefit of CHWs through the Minority AIDS Initiative, a [doula CHW program](#) of WHAMglobal and the Allegheny Health Network Center for Inclusion Health, and the CHW Champions Program to support seniors. JHF also included CHWs in the Community HealthChoices education program. These successes inspired the move towards training and accreditation for CHWs. JHF piloted Pennsylvania's first Certified CHW Apprenticeship Program last summer and graduated the first cohort on January 22.

With the addition of Advisory Group members, the Steering Group will gain expertise crucial to accrediting and standardizing CHW education and recognizing this work with a professional status. The members of the CHW Advisory Group include: Jamie Lee Santana, CCHW, Community Health Worker, Children's Clinic; Ashlee Harris, Community Health Worker, Penn Medicine; Gloria Rivera, Community Health Worker, Lehigh Valley Health Network; Elizabeth Schaffer, MS, MPH, CHES, Health Educator, Eastcentral and Northeast PA AHEC; Casey Chanton, LSW, Project Manager, Center for Nonviolence and Social Justice, Department of Emergency Medicine, Drexel University School of Public Health/School of Medicine; Edoris Lomax, CHW & Diabetes Prevention Program Coordinator, Temple Center for Population Health, Temple University Health System; Kiera Kenney, MSW, Integrated Peer Models for Health, Project Manager, Health Federation of Philadelphia; Shirley Moy, Executive Director, North Philadelphia Workforce Initiative, Temple University; and Renee Thomas, LPN, Community Health Worker, United Health Group.



## Liftoff PGH Launches into Inclusive Innovation

The COVID-19 pandemic has exacerbated deadly disparities for communities isolated by race, income, and age, and yet, innovation itself struggles with diversity in design. As [Liftoff in Motion](#) blazes through the summer, the series dives into inclusive innovation, centering new voices in the future of health care.

Dr. Vivian Lee kicked off a full evening with the panel *Addressing Disparities During a Pandemic*. A longtime friend of the Jewish Healthcare Foundation and member of the group [Women of Impact](#), Dr. Lee currently serves as the President of Health Platforms at [Verily Life Sciences](#) (an Alphabet company) and as a Senior Lecturer at Harvard Medical School.



*Generation Fempreneur speakers*

Dr. Lee discussed critical topics at the intersection of patient safety, innovation, and social equity, featured in her new book [The Long Fix: Solving America's Health Care Crisis with Strategies that Work for Everyone](#). Her latest publication offers a compelling action plan for pivoting health care toward a safer and more equitable future. In her chapters "Big Data Dreams," and "Manufacturing out the Mishaps," she maps the development of safer healthcare systems, focusing on harnessing technology and data and reducing medical error.

The panel continued with a discussion on designing for underserved populations, moderated by [Innovate PGH](#)'s Sean Luther. Luther was joined by [Tiffany L. Gary-Webb](#), Associate Professor of Behavioral and Community Health Sciences at the [University of Pittsburgh](#), [Dan Swayze](#), Associate VP Clinical Affairs for Community Support Services at [UPMC Health Plan](#), and Geng Wang, serial entrepreneur and co-founder of [Civic Champs](#), a volunteer management app.

Liftoff in Motion has been gaining steam, following the inspiring fireside chat with Founder of NOVID and [Carnegie Mellon mathematics professor Po-Shen Loh](#). NOVID is the world's first contact tracing app able to measure the spread of COVID-19 anonymously and accurately. Dr. Loh chatted about innovating for social good, interviewed by Co-Founder of the [Partnership to Advance Responsible Technology \(PART\)](#) Kenny Chen. To catch up on previous sessions, check out Liftoff PGH's [newly launched YouTube channel](#).

Next up is the week-long summit *Generation Fempreneur: Women+ in the Age of Innovation* on August 24 to 28. The mini-series explores women's underrepresentation in spaces of invention, applying multiple lenses to understand structural and institutional challenges to gender diversity. The sessions kick off with local entrepreneur and founder of [AbiliLife](#) Courtney Williams, followed by a joint discussion of organizational culture with Professor of Business Administration, Psychology, Public and International Affairs [Audrey Murrell](#), and Director for Diversity and Inclusion at Carnegie Mellon [Ayana Ledford](#), [Dr. Sonya Borrero](#) and [Dr. Tamar Krishnamurti](#) of the

University of Pittsburgh's [Femtech](#) initiative will discuss designing for women, and the week closes with [Erica Friedman](#) of Pittsburgh's social innovation challenge [UpPrize](#) and its latest winner Kim Cauley Eckel.

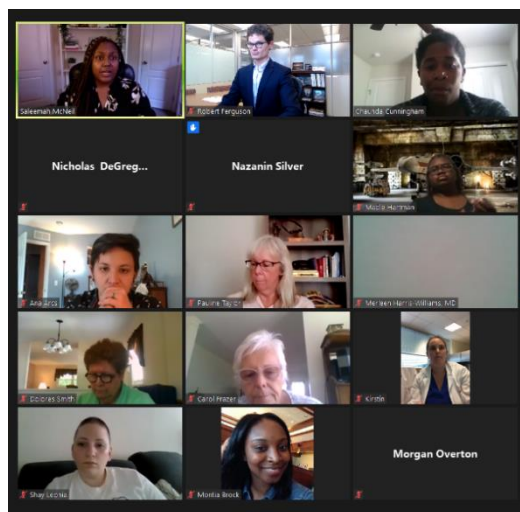
Register for *Generation Fempreneur* at [liftonfpgh.org/liftonfinmotion](https://liftonfpgh.org/liftonfinmotion).

## Maternal Depression Initiative Kicks Off to Reduce Racial Disparities

On July 27, [the Pennsylvania Perinatal Quality Collaborative](#) (PA PQC) began work on the Moving on Maternal Depression (MOMD) initiative plan, which will drive efforts to improve maternal depression screening and follow-up while reducing racial disparities in Pennsylvania. The PA PQC, managed by [WHAMglobal](#) and the Jewish Healthcare Foundation, is a statewide network of over 60 birth sites and NICUs and over 10 health plans working to improve the quality of care for mothers and babies across prenatal, labor/birth, newborn, and postpartum services. The PA PQC's MOMD Initiative is funded by a \$120,000 grant from the [Henry L. Hillman Foundation](#) through December 2020 that will be complimented by other funding.



Task force co-chairs Chaunda Cunningham, LSW, Clinical Practice and Home Visiting Manager of [Healthy Start, Inc.](#) and Saleemah McNeil, CLC, MS, MFT, Reproductive Psychotherapist & Founder/CEO of [Oshun Family Center](#) led task force members' discussion. Cunningham emphasized inclusivity in screenings, stating, "We are the voices here, and we are collaboratively creating this [policy]." McNeil emphasized how we miss Black voices, and the importance of shaping the policies with underrepresented populations in mind.



The task force will complete its work in September, when PA PQC hospitals can adopt the new protocols. The PA PQC will convene listening and planning sessions with one to two communities experiencing low rates of maternal depression screening in addition to high rates of racial/ethnic disparities.

The task force includes a diverse group of 70 committed stakeholders from PA PQC hospitals, Physical and Behavioral HealthChoices MCOs, the Pritzker Prenatal-to-Age-Three (PN3) Implementation Project, and the Maternal Mortality Review Committee (MMRC). Representatives also include community-based organizations, doulas, women's health experts, commercial health plans, state agencies,

## WHAMglobal Solidifies Plans for Role in Future of Maternity Care and Announces Community Fund Applications Open

[WHAMglobal](#) continues to make new connections in maternal health leadership. On July 7 and 9, WHAMglobal team members joined other Safer Childbirth Cities project teams from around the country for a two-day virtual Community of Practice Training. The training was organized by the [Association of Maternal & Child Health Programs](#) in partnership with [Merck for Mothers](#). Over the two half-day sessions, participants had the chance to learn from colleagues working on similar maternal health issues in other communities and reflect on ways that COVID-19 and the uprisings against white supremacy have impacted this important work. Participants ended the session with an opportunity dialogue where small groups discussed potential areas for collaboration across cities to advance their respective project goals.



The WHAMglobal Board of Trustees met on July 27 to discuss how COVID-19 has simultaneously exacerbated the cracks within our systems and exposed new and unique opportunities for reform. The international meeting of minds, led by WHAMglobal Board Chair and Jewish Healthcare Foundation Vice Board Chair Debra Caplan, MPA, brought together board members from around the world, including Australia, Israel, Netherlands, and 12 U.S. States and the District of Columbia. The Board was asked to answer the question: if women were to design the perfect childbirth experience, would it look like what we have today? The simple answer is no. There is a shared understanding that now is the time to rethink and remake the maternal health experience and an urgency to discuss how during this time of uncertainty and disruption we consider what, under ideal conditions, represents the safest, most satisfying, and natural environment for women to give birth.

While no singular approach to maternity care will work for everyone, coordinated activities across the globe are improving access to safe and comprehensive maternity care. The Board had a lively discussion about the impact of COVID-19, the changes that have happened to the maternity care system, and the next advocacy frontiers for WHAMglobal. As we continue to work during the pandemic, emerging technologies could provide national COVID-19 surveillance and offer opportunities for remote monitoring and communications. Raising awareness of midwifery, doulas, and alternative birthing options will be important throughout and after the pandemic, the Board reasoned. This is especially important in the context of policy and reimbursement discussions, if WHAMglobal and the Board health leaders are to increase alternative birthing care access and assure quality of care. Overall, the conversation solidified that WHAMglobal is on the right track to

reform the maternal health care system through its focused efforts on value-based payments, Medicaid advocacy, inter-professional training, and community support and activism.

This conversation built on the Jewish Healthcare Foundation's (JHF) recent ROOTS publication, [Beyond Medicalization: Midwives & Maternity Care in America](#), which explores the decline of midwifery and raises critical considerations for alternative maternal health care options. Such discussions are especially significant as the WHO declared 2020 to be the Year of the Nurse and Midwife, calling for greater worldwide attention and honor for these professionals and the health issues they address. Later this fall, JHF will further commit to this theme with the [Salk Health Activist Fellowship](#), which will mobilize action to support midwifery, nursing, and reproductive health issues.

With funding from the [Heinz Endowments](#) and Merck for Mothers, the WHAMglobal Community Fund is offering grant support for five community-based organizations. The fund will provide small grants of \$20,000 to build collaborative partnerships, coordinate services, share best practices, receive training and technical assistance, and build consensus on priorities for improving maternal health outcomes in communities hardest hit by maternal health disparities. Applications are now open, and the application deadline is Friday, August 21 at 5:00 PM. [Apply for the Community Fund here](#).

Board meeting attendees included: Nadene Alhadeff, Executive Director, Mum for Mum at NCJWA; Ginger Breedlove, PhD, CNM, APRM, FACNM, President and Founder, March for Moms, Inc; Debra Caplan, MPA, Board of Trustees, JHF; Lisa David, MBA, President & CEO, Public Health Solutions; Lynn Eckert, MD, MPH, DrPH, Director, Academic Programs, Partners Healthcare International; Karen Wolk Feinstein, PhD, President & CEO, JHF; Margje Haverkamp, MD, Senior Policy Advisor, Harvard School of Public Health; Karen Remley, MD, MBA, MPH, FAAP, Senior Adviser to Office of the Commissioner, COVID-19 Response at Virginia Department of Health; Fleur Sack, MD, Family Physician, Fleur S. Sack LLC; Nan Strauss, JD, Director of Policy and Advocacy, Every Mother Counts; Laurie Zephyrin, MD, MPH, MBA, Vice President, Health Care Delivery System Reform, The Commonwealth Fund; Usha Raj, MD, Professor of Pediatrics, University of Illinois at Chicago; Carolyn Clancy, MD, Executive in Charge, Veterans Health Administration; Susan Dentzer, Senior Policy Fellow, Duke-Margolis Center for Health Policy; Jennifer Moore, PhD, RN, Executive Director, Institute for Medicaid Innovation.



## Too Hot for July Events Coming in August

Due to COVID-19, [AIDS Free Pittsburgh \(AFP\)](#) shifted its annual HIV Biomedical Awareness event, [Too Hot For July](#), to form several virtual events, including a HIV mini-conference and a Queer State of the Union and Quarantine Ball with our partner, [True T Pgh](#). This year, AFP is focused on the impact of HIV on the Black community in Allegheny County. During the HIV mini-conference, we will share updates on HIV data in Allegheny County, and local healthcare leaders will provide updates and information on HIV and COVID-19, HIV and HepC, HIV testing, PrEP, and treatment, and Trans youth and HIV. The mini-conference will be held on **Thursday, August 6<sup>th</sup> from 10:00am – 2:30pm.**



Physicians, nurses, and social workers who wish to receive continuing education credits for the first 1.5 hours of the mini-conference may register here: [AFP HIV Mini-conference](#)

You can find out more information about the HIV mini-conference and the other virtual events by visiting these Facebook event pages:

[Too Hot for July: Black AF HIV Mini-Conference](#)

[Too Hot For July: Black AF Queer State of the Union with True T](#)

[Too Hot for July: Black AF A Quarantine Ball with True T](#)

## Summer Programs Engage Allegheny County Youth Advocates

Youth advocates have opportunities to raise their voices this summer, thanks to two partners of the Jewish Healthcare Foundation (JHF) Youth Advocacy Network. Programs through the neighborhood-based teen mental health initiative UpStreet of Squirrel Hill, and the [Summer Learn&Earn Program of Partner4Work](#) are offering teens the chance to learn more about mental health and share their thoughts and perspectives.

UpStreet launched their teen advisory group with ten youth attending virtually, including some JHF youth advocates. The youth hail from various Allegheny County schools, including Taylor Allderdice, Penn Hills, Upper St. Clair, and Fox Chapel, and a few college students from Brandeis University, University of Pittsburgh, and Barnard College joined. The program provides opportunities for leadership and advocacy, and a chance for UpStreet to get youth feedback on their website and marketing materials. UpStreet is also bringing art therapists onto the calls, to facilitate a painting activity the youth complete at home. Once the teens can meet in their physical space at UpStreet, they will combine their art pieces in a display inspired by teen perspectives on mental health. All teens who engage with UpStreet now have the option to see the new UpStreet therapist, Stephanie Rodriguez, who will continue to support the program as well as any teen needing therapy, even if they have not engaged with UpStreet in other ways.



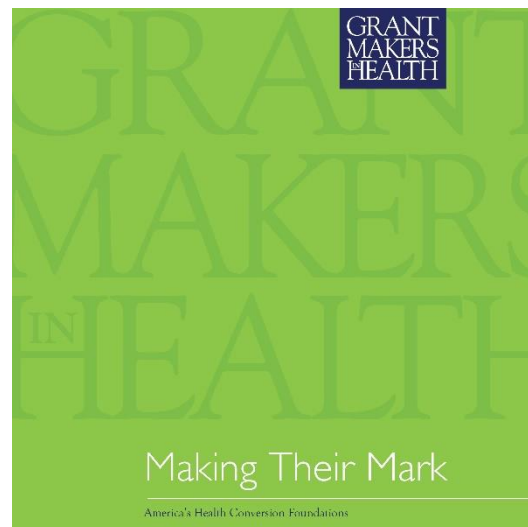
*Learn & Earn student Jorden Phillips*

As part of Partner4Work's Summer Learn&Earn program, JHF and UpStreet are virtually hosting 14 high school students interested in mental health advocacy. Deborah Murdoch, MPH, program manager at JHF and Carol Frazer, LPC, practice transformation specialist at the Pittsburgh Regional Health Initiative are leading the advocacy work with the students. The youth will continue working part time through August 7 and complete final projects to advise community stakeholders and school leaders on teen mental health perspectives. Learn&Earn student Jorden Phillips, a junior at Taylor Allderdice High School, said the program has been an enjoyable and educational experience so far and is looking forward to the rest of the program. She mentioned the importance of bringing teens into the conversation about mental health, saying, "People should take [teen mental health] more seriously. There should be more lessons in schools... The youth have a lot to say, and adults should listen."

## The Power of Health Conversion Foundations to Transform Communities

Healthcare institutions play a critical role in supporting and transforming communities. During a session with the [Urban Land Institutes](#) (ULI) third cohort of the Health Leadership Network on July 15, Karen Wolk Feinstein, President and CEO of the Jewish Healthcare Foundation (JHF), and former Pittsburgh Mayor and ULI Canizaro/Klingbeil Families Chair for Urban Development, Tom Murphy, challenged the cohort to see the powerful lever healthcare organizations can play in their communities. In a session entitled, “Leveraging Healthcare Institutions to Strengthen Communities and Combat Social Inequities,” both presenters argued that in addition to providing for the health of residents, healthcare institutions can also serve as an advocate, an investor, an educator, and an economic engine.

Dr. Feinstein highlighted the value of health conversion foundations, of which JHF was one of the first, and the impact they can have on a community when focused on local, responsive, creative investments. Conversion foundations, also known as health legacy foundations or hospital conversion foundations, are typically established when a nonprofit healthcare entity converts to a for-profit corporation, or in the case of JHF, when the management of Montefiore Hospital was sold to Presbyterian University Health Services, Inc. Conversion foundations are active in specific geographic areas, and JHF serves as a good case study in how to invest in a diverse set of local and regional efforts, helping to address issues from HIV/AIDS to vaccinations and patient safety to healthcare innovation over the past 30 years. JHF also helped to pioneer the concept of activist philanthropy, where a foundation does not simply stand by and give grants, but is active in its investments, its pilot programs, in transforming a community, and engages in advocacy. Dr. Feinstein outlined the principles JHF has used to be successful, and the various ways conversion foundations strengthen communities across the country. (You can read more about America’s Health Conversion Foundations in this [Grantmakers in Health report from 2019](#).)



[Making Their Mark: America's Health Conversion Foundations](#) by Paul Jellinek and Kate Treanor



Karen Feinstein presents for the Health Leadership Network.

Tom Murphy similarly encouraged the cohort to see the economic investment in healthcare institutions as a powerful way to reinvigorate a community. He provided numerous examples from across the country, and the importance of education through health care and its transformative effects. They both discussed the role of private entrants into health care, and both the potential challenges and benefits they offer.

The ULI Health Leaders Network sets out to empower real estate and land use professionals with the skills, knowledge, and networks to improve health outcomes in their professional practice and communities.

## Pittsburgh Regional Health Initiative Completes Integrated Behavioral Health Care Contract

In July, the [Pittsburgh Regional Health Initiative](#) (PRHI) concluded their six-month Perfecting Patient Care contract with [Cornerstone Care](#), a non-profit network of Federally Qualified Community Health Centers serving Southwestern Pennsylvania and Northern West Virginia.



*Cornerstone Care Waynesburg facility*

With PRHI's support, Cornerstone Care integrated behavioral health into their services and created a new team role, the Integrated Care Coordinator. This new key role has strengthened the connection between physical and mental health providers within the system.

PRHI completed on-site workflow observations at 6 Cornerstone Care sites, and two in-person training and coaching sessions before the pandemic began. Despite the challenges presented, the team swiftly transitioned to a virtual weekly series. Participating Cornerstone Care staff included frontline Integrated Care Coordinators, practice managers, and administration across four sites. The sessions empowered Cornerstone Care staff to clearly define their new ICC role, initiate a systematic case review process to identify and assist patients needing additional support and coordination, and build referral systems of care for patients needs outside of Cornerstone.

Lesa Trunzo, M.A., Psychiatry and Counseling Department Manager at Cornerstone Care, said, "PRHI sent us the dream team from the beginning. Jennifer Condel, Carol Frazer, and Dr. Bruce Block are an incredible group of individuals that provided us with valuable advice, a lot of patience, and dedication to our Integrated Care project. They provided us with a lot of unique perspectives, and challenged us with questions that made us structure this program in the way that honors its true purpose to provide our patients with the best outcomes for their healthcare needs."

Cornerstone Care had also contracted with the University of Pittsburgh [Program Evaluation and Research Unit](#) (PERU) through a HRSA grant to support the implementation of SBIRT (Screening, Brief Intervention, and Referral to Treatment) interventions. PRHI worked collaboratively with Pitt/PERU, including helping Cornerstone to establish data reporting and a registry to track patients working with Integrated Care Coordinators.



## Patient Centered Medical Home Learning Network Focuses on Social Determinants of Health

The HealthChoices Patient-Centered Medical Home (PCMH) Learning Network held 15 virtual office hours in July on screening and follow-up processes for social determinants of health (SDOH) during primary care visits. The [Pittsburgh Region Health Initiative](#) (PRHI) coordinates the PCMH Learning Network across Pennsylvania and facilitates the quarterly, regional learning collaborative sessions for the southwest/northwest and northeast regions. The PCMH Learning Network also held regional learning sessions for western, Lehigh/Capital, and southeastern Pennsylvania. The learning session for northeastern PA will be held in early August.

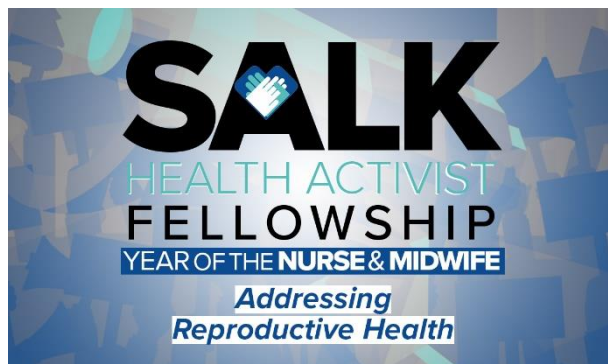


For Western PA, Anna Ratzliff, MD, PhD, Co-Director of the AIMS Center at the University of Washington, presented workflows and billing processes for an integrated care model called collaborative care management. Additionally, Bruce Block, MD, consultant for PRHI, described how to apply empathic inquiry skills to the SDOH screening and follow-up prices during primary care visits. The Learning Network is funded by the Physical HealthChoices Managed Care Organizations.

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## Salk Health Activist Fellowship

Are you passionate about critical reproductive health issues, nursing, and midwifery? Do you want to mobilize action and get a candidate's buy in for your vision? The all-virtual 2020 Salk Activist Fellowship will give you the opportunity to advocate for a renewed platform for women's health and effect lasting change. Learn more [here](#).



## Transgender Rights Must Be Protected

The Jewish Healthcare Foundation joins Gov. Wolf in calling out the demeaning jokes and bigotry recently directed at Dr. Rachel Levine. On July 29, the Pittsburgh Jewish Chronicle published an op-ed from Karen Feinstein detailing the importance of protecting Transgender rights and standing with Dr. Levine and the Transgender community. [Read here.](#)



## JHF Staff Member Joins Gender Equity Commission

Congratulations to Community Engagement and Policy Associate Morgan Overton, who was recently appointed to the City of Pittsburgh's Gender Equity Commission. This Commission is working to address disparities at the intersection of race and gender, and to be a voice for those who feel silenced in Pittsburgh.



## Broke: The Game

Congratulations to JFCS COO Dana Gold on the release of her game, Broke: The Game. The game helps players better understand the experience of poverty in structured inequity, inspires empathy and compassion, and pushes them to work for change. Download the game on the Apple App Store or Google Play Store, or check out the tabletop version on

[TheGameCrafter.com website](#). To learn more, check out Dana's new book, [Broke: How I Made Poverty a Game](#), and visit the Broke: The Game [website](#).

**Broke**  
the game

## The Present and Future of Telehealth

Dartmouth-Hitchcock and Dartmouth-Hitchcock Health, led by [Women of Impact](#) Founder Joanne Conroy, are featured in a New Yorker article on the present and future of telehealth during the COVID-19 pandemic. Read more [here](#).



*Illustration by Bianca Bagnarelli, from "The Promise and The Peril of Virtual Health Care," The New Yorker, June 29, 2020.*

## Move Reminder

