Our Mission

The Humana Foundation co-creates communities where leadership, culture, and systems work to improve and sustain positive health outcomes.
Our Journey

1981: Humana co-founders, David A. Jones and Wendell Cherry, established the Humana Foundation to support worthwhile efforts that enhance health and well-being of communities across the country.

1981 - present
Humana Festival of New American Plays

1991 - 2001
Kentucky Education Reform

1998 - 2000
Anti-Smoking Initiative

2007 - 2014
Humana Volunteer Network

2011 - 2015
KaBOOM!

2014 - 2017
Diabetes Prevention Programs (DPP)

1990 - 2006
Humana’s Romanian Assistance Project

1991 - present
Humana Foundation Scholarship Program

2003 - 2015
Humana Communities Benefit

2009 - 2012
Humana HEALThE Schools®

2014
Healthy Relationships, Healthy

2017 - present
Social Determinants Of Health
Taking the Upstream Approach in Pursuit of Health Equity
What are Social Determinants of Health (SDOH)?

Source: Authors’ analysis and adaptation from the University of Wisconsin Population Health Institute’s County, Health Rankings model ©2010, www.countyhealthrankings.org/about-project/background
Humana and Humana Foundation’s Approach to Community Health Improvement

**UPSTREAM SOCIAL FACTORS**

- Social Inequalities
- Institutional Power
- Neighborhood Conditions
- Risk Behaviors
- Disease and Injury
- Health Status

**DETERMINANTS OF HEALTH**

- Social isolation
- Food insecurity
- Depression
- Diabetes

**HUMANA BOLD GOAL**

| Communities served are 20% healthier by 2020 |

**HUMANA FOUNDATION**

- Post-secondary success & sustaining employment
- Asset security
- Social connection
- Food security

**GEOGRAPHIC AREA OF FOCUS:**

- Louisville, KY

**GEOGRAPHIC AREAS OF FOCUS:**

- Baton Rouge, LA; Broward County, FL; Jacksonville, FL; Knoxville, TN;
- New Orleans, LA; Tampa Bay, FL; San Antonio, TX
Our Theories of Change

We must work together at multiple levels to create long-term solutions to improve health outcomes.

Source: 2017 Louisville Metro Health Equity Report
Louisville Strategy
Building financial security

Financial security:
Enabling vulnerable families to sustain themselves, thrive, and move up the economic ladder

Source: “Breaking the Cycle: From Poverty to Financial Security for All” (PolicyLink, 2016)
Our Desired Results: Louisville Opportunities

Post-secondary success and sustaining employment
Participants are trained, credentialed and hired for a job that they keep for a minimum of six months\(^1\), that pays a living salary*, and offers opportunity for career mobility.

*A salary that is high enough to maintain a normal standard of living.

Asset security
Participating individuals or households have enough wealth – liquid assets – to replace income at the poverty level for three months (for example, $6,150 for a family of four in 2017\(^2\)).

\(^1\) Hal Williams, The Renssaelerville Institute
\(^2\) On Track or Left Behind, Prosperity Now Scorecard, July 2017
ProsperityNow’s Household Financial Security Framework
Path to financial security, stability, and mobility

Our Desired Results: Bold Goal Communities
Opportunities

**Social connection**
Participants experience a "low risk of social isolation”¹, enabling them to have a sense of purpose and belonging because they have a satisfying social network of quality relationships and frequent contact with members in that network.

**Food security**
Participants experience "high food security”², enabling them to lead a healthy lifestyle because they have daily access to enough affordable, nutritious food and are empowered with the resources and knowledge to select and prepare it.

¹ “Low Risk of Social Isolation” as measured by the Duke Social Support Index
² “High Food Security” as measured by the USDA Food Security Survey
Framework for Food Security

We must work together at multiple levels to create long-term solutions to improve health outcomes. Each of these areas is an important element of a healthy food system, leading to food security for all.

Family Financial Stability
- Increase access to financial resources

Sustainable Supply Chains
- Support small business owners and farmers
- Reduce waste and recover food
- Increase availability of culturally and nutritionally appropriate foods

Education
- Empower individuals and families with knowledge
Framework for Social Connection

We must work together to explore practical solutions at an individual and systems level to respond to the growing societal issue of social isolation and loneliness.

Source: http://www.nhsconfed.org/resources/2015/02/age-uk-outline-framework-for-loneliness-and-isolation
2018 Strategic Investment Implementation Timeline

December 2017
Outside evaluator identified and hired to measure and report on impact of Humana Foundation investments beginning in 2018

January 17, 2018
New Humana Foundation strategy communicated publicly

April 1 – 27, 2018
Humana Foundation accepts Requests for Application (RFA) for strategic investment opportunities in Louisville and other Bold Goal communities

April 30 – May 11, 2018
RFA review period (internal – Humana Foundation team)

May 14 – June 1, 2018
Humana Foundation accepts online applications (by invitation only)

June 4 – 29, 2018
Application review period (internal – Humana Foundation team)

July 2018
Present strategic investment opportunities in Louisville and other Bold Goal markets to Humana Foundation Board of Directors

Humana Foundation team building expertise around community context and laying groundwork for strategic investment opportunities in Louisville and other Bold Goal markets; establishing Corporate Headquarters Community Relations program for Louisville
Contact Us!

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“You don’t get flowers by tossing seeds out the window hoping something grows. You get flowers by deliberately going out and tilling the field.”