Kaiser Foundation Health Plan of Colorado
Grantee Guidelines for Publicity

We hope to develop a publicity partnership with you to share the good news about the important work represented in your grant. Please educate your constituents and the community about your work.

We want to collaborate on joint press releases and press conferences. We appreciate knowing two weeks in advance when preparing such announcements so we can be sure all external communication is coordinated. We can also assist you with questions on how to leverage media to communicate these efforts.

When preparing announcements about programs funded through this grant, please follow these general guidelines:

- Refer to our organization as “Kaiser Permanente” and/or “Kaiser Permanente Colorado” for materials used within our state, and “Kaiser Permanente Colorado” for any materials used nationally in distribution or presentation. (Please do not use ‘KP’.)

- Contact us for a copy of our logo via email; please indicate how you plan to use the logo – in print, broadcast or electronic form – so we send the correct format and brand guidelines.

- Prior to distributing news externally, please contact russell.h.taylor@kp.org.
  
    o Email a copy, clip, or notification of publicity efforts to:
      Russell Taylor
      Kaiser Permanente Colorado
      10350 E. Dakota Avenue
      Denver, CO 80247
      (303) 344-7447 (office)
      (303) 344-7277 (fax)
      russell.h.taylor@kp.org

Additional communication considerations

- Add our logo to your web page as a sponsor.
- Add russell.h.taylor@kp.org on your external communications regarding your community work.

Social Media Channels

- Web: kp.org/share
- Twitter: @kpcolorado
- FB: facebook.com/kpcolorado
Social Media Message Examples

We’re proud to partner with Kaiser Permanente on our important community work @kpcolorado <insert organization info>

We can move forward with our important work thanks to a grant from Kaiser Permanente @kpcolorado <insert organization info>

We’re passionate about <insert content> and partnering with Kaiser Permanente to change our communities @kp.colorado.org <insert organization info>

About Kaiser Permanente Colorado

Kaiser Permanente Colorado is the state’s largest nonprofit health plan, proudly working to improve the lives and health of Colorado residents for 45 years. Kaiser Permanente Colorado provides comprehensive health care services to more than 624,000 members through 28 medical offices and a network of affiliated hospitals and physicians. The health plan was named “Highest in Member Satisfaction” among Commercial Health Plans by J.D. Power and Associates for the seventh straight year. Kaiser Permanente was recognized by the National Committee for Quality Assurance (NCQA) as the top-ranked commercial health plan in Colorado and the fourth ranked Medicare plan in the nation. Kaiser Permanente was also recently recognized as a 2012 Hypertension Champion by Million Hearts™. In 2014, Kaiser Permanente proudly directed more than $109 million to community benefit programs to improve the health of all Coloradans. For more Kaiser Permanente news, visit kp.org/share or follow us on Twitter @kpcolorado or facebook.com/kpcolorado.

SAMPLE NEWS RELEASE

FOR IMMEDIATE RELEASE

<Date>

For more information: <Contact name> <Contact phone number(s)>

KAISER PERMANENTE COLORADO AWARDS <DOLLAR AMOUNT> GRANT TO <NAME OF YOUR ORGANIZATION>

[CITY] – … through the generous donation of Kaiser Permanente Colorado, <Insert text about the grant and what it will accomplish>
Include on press releases: About Kaiser Permanente Colorado

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Top 10 ideas for publicly celebrating your grant

1. Notify your staff about the grant and congratulate them.
2. Send a letter of congratulations to your board, members, friends, and members of the community who support your organization.
3. Tap into local media. We ask that you please acknowledge Kaiser Permanente’s contribution when speaking with the media.
   - Write a press release to alert media about the grant.
   - Write an editorial for local media to highlight your service to the community. Include a visual with a caption to help tell your story. A picture is worth a thousand words.
   - Attend editorial board meetings to educate local newspapers about your organization and the important role it plays in your community. Take along representatives of the public you serve, such as your community partners, leaders of local community, elected officials who support your work, board members, or friends of your organization.
   - Contact local news and talk shows. Invite reporters from a morning news program to broadcast or tape a story about your organization. Identify a spokesperson from your organization to appear on radio or television talk shows.
4. Host a reception or open house for the community to learn about your programs and services and to help celebrate your grant.
5. Design a commemorative banner or poster to display in your lobby. Please acknowledge Kaiser Permanente’s contribution.
6. Share your success with visitors and others through printed postcards and posters at your site. Please acknowledge Kaiser Permanente’s contribution.
7. Share news of the grant on Facebook and other social media outlets. Please acknowledge Kaiser Permanente’s contribution.
8. Write a feature story about the grant for your newsletter, annual report, or website. Please add a link to Kaiser Permanente’s Community Benefit website, kp.org/communitybenefit
9. Call us to see if we have a Kaiser Permanente professional who can speak at your organization’s events.
10. We also invite you to send us photos and stories about how the grant has benefited your organization so we can help share your story. Send copies of press clips about the grant to Kaiser Permanente:

Russell Taylor  
Community Benefit & Relations  
Communications Consultant  
Kaiser Permanente Colorado  
10350 East Dakota Avenue  
Denver, CO 80247  
office: 303-344-7447  
email: Russell.H.Taylor@kp.org
IN THE COMMUNITY

WE INVEST IN OUR COMMUNITIES TO HELP COLORADANS THRIVE.

Kaiser Permanente is the largest nonprofit health plan in Colorado, proudly working to improve the lives and health of Coloradans for more than 45 years. We help improve the health of Coloradans through charitable contributions, sponsorships, preventive health education, community service work, community health initiatives, and more.

We invest our expertise, time, and passion—in addition to dollars—to help the most vulnerable populations in our communities gain access to quality health care services. We believe everyone has the right to high-quality, affordable health care because it’s the right thing to do.

Good health is more than a doctor’s care or a hospital visit. To be completely healthy, people need access to healthy and nutritious food, clean air, effective schools, safe parks and playgrounds.

While spending time in schools and meeting with local groups we listen to people who are accessing services to understand their needs. We conducted a health needs assessment to determine the highest community needs and we create strategies to address those needs.

As a result, we focus our efforts on the following:

» Healthy People
» Healthy Environments
» Health Knowledge
» Arts Integrated Resources
» Community Relations
HEALTHY PEOPLE

Care and coverage
Improving access to health care for people with limited incomes is fundamental to our mission. We make health care affordable through our innovative Charitable Health Coverage program and through traditional charity care in our medical offices and partner hospitals. We participate in public programs such as Medicaid, Child Health Plan Plus (CHP+); and Medicare low-income programs.

Care equity
The Care Equity Project (CEP) is designed to assist community health care providers, staff, and physicians improve health equities for patients living with limited financial resources. CEP changes health care delivery by personalizing the type of care, promoting empathetic care, and enriching the quality and hospitality of care. Our Arts Integrated Resources team educates through educational and experiential activities.

Safety Net partners
We work closely with community health centers, public hospitals, and health advocacy groups to exchange knowledge and expertise for improvement and expansion of services. We provide technical assistance, as well as educational and financial support. We help build Safety Net capacity through workforce development, quality improvement, and community resource integration.

HEALTHY ENVIRONMENTS

Healthy communities
We support sustainable, comprehensive initiatives in schools, worksites, and communities that affect the overall health of Coloradans. We want to help surround people with healthy options by influencing public policy and organizational practices that focus on Healthy Eating and Active Living (HEAL). We leverage resources to increase access to healthy affordable food, walking and biking, and behavior change programs so that all Coloradans can make healthy choices.

Environmental stewardship
Practice Greenhealth recently presented us with the ‘2014 Partner for Change Award.’ This award is given to organizations that have shown significant progress in improving environmental performance. Our significant presence in communities around Colorado means environmental health is part of our business. We're taking a leading role in sustainable design of our medical offices, reducing greenhouse gas emissions, waste minimization, and supporting sustainable food systems.

HEALTH KNOWLEDGE

Developing and disseminating knowledge
We're committed to advancing health through research, education, and training. Our research teams have been at the forefront of some of the most exciting medical findings. We share this knowledge by educating practitioners, translating findings into clinical practice, empowering consumers, and keeping policy makers informed with evidence-based data. Knowledge is powerful medicine, sharing makes it even more potent.

ARTS INTEGRATED RESOURCES

Healthy students, teachers, communities, and schools
Three million Coloradans have increased their knowledge and awareness of healthy solutions through award-winning educational theatre, youth engagement projects, and experiential learning. By integrating the creative arts we create healthy learning opportunities that tackle nutrition, physical activity, poverty, hunger, substance abuse, violence, bullying prevention, stress relief, and effective communication. The arts have long been recognized for their power to heal communities.

COMMUNITY RELATIONS

Service and more
We further support community needs, activities, and events through sponsorships, board placements, and community service.

As a result, economic vitality and healthy communities are supported. We make it easy for employees to give back to our local communities by allowing them paid time away from their everyday job responsibilities to engage with local nonprofit organizations.
In the past five years, we invested more than $37 million in Colorado’s Community Health Initiatives:

- LiveWell Colorado's mission is to advance policy, influence environmental and lifestyle changes to prevent and reduce obesity. Since 2006, LiveWell has reached more than 730,000 people and supported over 400 long lasting community changes that make it easier for healthy choices.

- Denver’s Bike Sharing program provides access to active transportation. With 82 stations and 750 bikes in circulation, users burned 16 million kilocalories and effectively avoided 1 million lbs. of carbon emission.

- Denver Botanic Gardens Community Supporting Agriculture Farm provides fresh produce to people in need. In 2013, 50,374 lbs. of produce were harvested reaching 287 families and 1,709 lbs. of produce was donated to local organizations.

- Hunger Free Colorado Hotline connects individuals to nutrition assistance programs and emergency food resources. Since 2011, it’s helped more than 21,000 people get connected to over 40,000 food programs.

- PlayWorks programs prevent bullying, improve recess behavior and readiness for class; they create safer schools through healthy and inclusive play and activity. Daily they impact 18 schools and more than 10,000 students.

- Weigh and Win is designed to help people achieve a healthier weight by utilizing incentives and a kiosk weigh-in system. Since 2011, it reached more than 45,000 people.

- Care and Share is the only food bank to serve Southern Colorado; of the 31 counties served, 9 have a poverty rate of 20% or higher and child poverty rates above 30%. In 2012, they distributed more than 14.6 million meals.
We promote community health through focusing on the following areas:

**Leveraging Organizational Assets**
We leverage the unique assets and expertise of our organization (e.g. clinical, research and evaluation, media resources) to create healthy communities.

**Educational Theatre Programs**
Educational Theatre provides free, award-winning, health education, and youth engagement programs reaching almost three million people in Colorado since 1985. The interactive programs and plays promote healthy choices and engage teenagers as change agents and advocates for health in school and community settings and healthy environments at state, regional, and local levels.

**Community Coalitions**
Collaboration within the community is essential. We invest and participate in a variety of boards and coalitions at the state, regional, and local levels to share our clinical and organizational expertise.

**Health Activism**
We work with leaders, elected officials, residents, and community partners to understand the community’s health problems and identify mechanisms to improve health through their decisions. Mobilized residents are key to community transformation.

**Community Investments**
We utilize grants, sponsorships, and community service to further the work of government agencies and community based organizations, to make healthy food and physical activity the easy choice.

**Environmental Stewardship**
Our commitment to total health includes a leading role in minimizing impacts on the environment through business operations. We lead aggressive efforts in using safe chemicals, reducing greenhouse gas emissions, minimizing waste, and supporting sustainable food systems.

[kp.org/communitybenefit](http://kp.org/communitybenefit)
What is Thriving Schools?

Kaiser Permanente Thriving Schools, a partnership for healthier students, staff and teachers, is a national effort dedicated to improving the health of students, staff and teachers in K-12 schools through a focus on healthy eating, active living, school employee wellness and positive school climate. We work to improve the health of students, staff and teachers in schools by:

• Partnering with other organizations involved in school health. Through our valued partnerships, we are intentional about coordinating our own knowledge and existing work with that of our partners.

• Aligning Kaiser Permanente’s diverse resources and expertise. We engage multiple departments within Kaiser Permanente to include areas of expertise such as workforce wellness, union engagement, employee volunteerism, community health and more.

• Building a culture of wellness and empowering wellness champions. We want to put the best tools and resources we have into the hands of people supporting school wellness. We also work to further the alignment of education and health policy agendas at the local, regional and national levels.

About Kaiser Permanente

Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America’s leading health care providers and not-for-profit health plans. Founded in 1945, our mission is to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve approximately 9.3 million members in 8 states and the District of Columbia.

Care for members and patients is focused on their total health and guided by their personal physicians, specialists and team of caregivers. Our highly trained and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education and the support of community health.
The power of partnership

Collaborative partnerships are fundamental to the work of Thriving Schools. By bringing together the strengths of our partner organizations, Thriving Schools offers a unique opportunity to reach farther and deeper to better influence the health of schools in our communities.

Kaiser Permanente, the Alliance for a Healthier Generation, School-Based Health Alliance, Safe Routes to School National Partnership and several other leading organizations are partnering to create a culture of health and wellness in schools. We recognize that no one organization can accomplish school and community health alone. By working together, we have the potential to affect greater change in schools and school districts, changes that are ultimately long-lasting, sustainable and impactful.

Our work in schools & communities

Kaiser Permanente believes that our mission is best carried out when we are deeply engaged in the health of the communities - where people live, work, learn and play. This means addressing health needs at every level, from individuals and families to homes, schools, worksites, neighborhoods and the broader society.

Schools are a long-standing locus of Kaiser Permanente’s involvement and investment because we believe they are an optimal place to reach our members and our communities and improve health. For the past 25 years, Kaiser Permanente has worked to advance health in school communities through a wide variety of efforts including:

- Bringing health education to communities through our Educational Theatre Program.
- Support for improved workplace wellness for school employees through HealthWorks.
- Volunteer efforts that include the support of Kaiser Permanente clinicians on school campuses.
- Investments in school-based health programs including onsite clinics and health education.
- Providing safe walking and bike paths, healthier school food policies, fresh food outlets and other healthy initiatives through our, Healthy Eating, Active Living (HEAL) collaboratives.
- Efforts to improve policies, systems and environments through our Community Health Initiatives.
Denver/Boulder

Kaiser Permanente Colorado is a nonprofit, integrated health care delivery system operated by Kaiser Foundation Health Plan of Colorado and the Colorado Permanente Medical Group (CPMG). Together we have provided comprehensive health services to Kaiser Permanente members in Colorado for more than 45 years.

Fast Facts Kaiser Permanente Colorado:

- Colorado's largest nonprofit health plan
- More than 630,000 members
- 29 medical offices
- 7,000 staff and physicians
- One of Colorado's largest private employers
- The Colorado Permanente Medical Group (CPMG) employs more than 1,000 physicians representing all medical specialties and major sub-specialties
- Kaiser Permanente provides care for members in Denver, Boulder, Southern Colorado and Northern Colorado (Fort Collins, Loveland, Greeley and surrounding areas)

Quality Accolades:

- Kaiser Permanente Colorado consistently ranks among the top health care organizations in the country for clinical quality and service
- Recognized by the National Committee for Quality Assurance (NCQA) as the top-ranked private and Medicare health plans in Colorado 2014-15
- 22 Kaiser Permanente Colorado medical offices and more than 300 individual physicians have earned the top-level Patient-Centered Medical Home designation from the National Committee for Quality Assurance (NCQA)
- The U.S. Health and Human Service's Medicare agency, CMS, awarded Kaiser Permanente Colorado 5 Stars, the highest possible rating for a Medicare plan in 2014-15
- Kaiser Permanente Colorado was recognized as a 2012 Million Hearts™ Hypertension Control Champion

Electronic Health Record:

Kaiser Permanente's integrated approach to health care delivery makes it easy for members to connect with their caregivers and support services, whether in-person, online or by phone. With innovative Web-based tools through www.kp.org and the recently launched app for mobile devices, members have access to the information in their secure medical record, as well as tools to communicate with their caregivers. My Health Manager on kp.org gives members the ability to schedule appointments, check lab results, order prescriptions and email their doctors. In addition, Kaiser Permanente physicians routinely use electronic health records when caring for patients.

Community Benefit:

Kaiser Permanente is committed to improving the health of our members and the communities we serve. Through a variety of efforts, including grant making, sponsorships, volunteer work and community health initiatives, our goal is to help Coloradans thrive. In 2014, Kaiser Permanente directed more than $100 million to services, partnerships and programs directly benefiting Colorado communities, including discounted and free care to more than 54,000 low income patients. Community programs supported by Kaiser Permanente Colorado include LiveWell Colorado, Weigh and Win and both Denver and Boulder B-cycle.
Institute for Health Research:

Kaiser Permanente Colorado’s Institute for Health Research is a nationally recognized leader in health services and health policy research. Now in its 23rd year of operation, the IHR is responsible for many landmark findings including:

- Vaccine safety and vaccine refusal
- Home blood pressure monitoring
- Research that identified life-saving practices for heart attack patients in the Emergency Room

Labor Management Partnership:

Kaiser Permanente works closely with organized labor unions in the most ambitious Labor Management Partnership of any industry in the United States. Kaiser Permanente’s Labor Management Partnership is designed to deliver high-quality care and service to members, improve organizational performance, and actively involve the unions and individual workers in decisions that affect the workplace.

Leadership:

Donna Lynne, DrPH
Executive vice president Kaiser Foundation hospitals and health plan, Group president for Kaiser Foundation Hospitals, Kaiser Foundation Health Plan, Inc. and Kaiser Foundation Health Plan of Colorado. She is also responsible for Kaiser Permanente’s Pacific Northwest and Hawaii regions.

William Wright, MD, MSPH
Executive medical director of the Colorado Permanente Medical Group. Dr. Wright is responsible for shaping the medical care delivered to one in seven insured Coloradans in the Denver/Boulder area, who are members of Kaiser Permanente of Colorado.

History:

Kaiser Permanente was founded by industrialist Henry J. Kaiser and Sidney Garfield, MD in the early 1940’s. The pair demonstrated the viability of prepaid group practice health care on projects such as the Grand Coulee Dam and during World War II in the construction of Liberty Ships. Kaiser Permanente was opened to community enrollment in 1945. Today, Kaiser Permanente operates in California, Georgia, Hawaii, Maryland, Oregon, Washington, Virginia and the District of Columbia and serves more than 9.5 million members nationwide.
Northern Colorado

Kaiser Permanente Colorado is a nonprofit, integrated health care delivery system operated by Kaiser Foundation Health Plan of Colorado and the Colorado Permanente Medical Group (CPMG). Together we have provided comprehensive health services to Kaiser Permanente members in Colorado for more than 45 years.

Fast Facts Kaiser Permanente in Southern Colorado:
- More than 27,000 members in Northern Colorado
- Kaiser Permanente provides both health care and coverage to members living in Northern Colorado at three Kaiser Permanente medical offices: Loveland, Fort Collins, and Greeley
- Northern Colorado members can choose to see Colorado Permanente Medical Group (CPMG) physicians at any of the 29 Kaiser Permanente Colorado medical offices across the state
- Kaiser Permanente has donated more than $3 million in Northern Colorado community programs in the past three years

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Community Benefit:
Kaiser Permanente is committed to improving the health of our members and the communities we serve. Through a variety of efforts, including grant making, sponsorships, volunteer work and community health initiatives, our goal is to help Coloradans thrive. In 2014, Kaiser Permanente directed more than $100 million to services, partnerships and programs directly benefiting Colorado communities, including discounted and free care to more than 54,000 low income patients. In Northern Colorado, Kaiser Permanente has provided more than $1 million in funding to LiveWell in Greeley and CanDo in Fort Collins and Loveland since 2006, and also directed approximately $1 million in funding to Red Cross Wildfire Relief, the Colorado Meth Project and the North Colorado Health Alliance in the past two years.
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Southern Colorado

Kaiser Permanente Colorado is a nonprofit, integrated health care delivery system operated by Kaiser Foundation Health Plan of Colorado and the Colorado Permanente Medical Group (CPMG). With more than 630,000 members up and down the Front Range, we have provided comprehensive health services to Kaiser Permanente members in Southern Colorado since 1997.

Fast Facts Kaiser Permanente in Southern Colorado:

- More than 61,000 members in Southern Colorado
- Comprehensive network of local providers throughout Southern Colorado, including primary and specialty care
- Kaiser Permanente provides both health care and coverage to members living in Southern Colorado at two Kaiser Permanente medical offices in Colorado Springs and one in Pueblo
- Southern Colorado members can choose to see Colorado Permanente Medical Group (CPMG) physicians at any of the 29 Kaiser Permanente Colorado medical offices across the state
- Kaiser Permanente has donated more than $2 million in Southern Colorado community programs in the past three years
- Hospital care for all inpatient services (depending on plan type) for Kaiser Permanente members is coordinated through network facilities, including: Memorial Hospital North, Memorial Hospital Central, Children’s Hospital at Memorial Hospital Central, Penrose Hospital, and St. Francis Medical Center in Colorado Springs; Parkview Medical Center and St Mary-Corwin Medical Center in Pueblo; Pikes Peak Regional Hospital in Woodland Park; and St. Thomas More Hospital in Cañon City
- Kaiser Permanente offers a variety of health plan options to employers, individual/families, and seniors
- Southern Colorado members can also take advantage of additional services, including personalized and coordinated care from a dedicated Kaiser Permanente Care Connections (KPCC) nurse; health coaching; chronic condition management; worksite wellness programs; and prescriptions through the Kaiser Permanente mail order pharmacy
- Kaiser Permanente’s has a hospitalist medicine team in place at contacted hospitals and a partnership with the Colorado Regional Health Information Organization (CORHIO), the state-designated entity for health information exchange. This agreement will allow for enhanced care coordination and improved quality of care through health information exchange with Southern Colorado hospitals

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