

*COLLABORATING FOR
A HEALTHIER HAWAII'*

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PRESIDENT'S MESSAGE



Aloha,

In our post-September 11th climate, we've learned that business collaborations are more important than ever. We need to continue to work together to help our community rebound, uplifted by the realization that challenging times often bring out the best in each of us.

Under difficult economic circumstances, charitable organizations like the HMSA Foundation must find ways to successfully deal with increased requests for support. As HMSA's primary charitable giving arm, the Foundation was established to make strategic community investments to improve health in Hawai'i.

Last year, the Foundation provided financial assistance to 26 grant recipients, including the Hawai'i Community Foundation's September 11th Fund. Our strategic grantmaking program follows specific goals and guidelines, working closely with grant recipients to help them achieve their project objectives. This is one way we ensure that our investments have the greatest impact on our community.

This report describes the agencies we supported last year and how they are helping the people of Hawai'i lead healthier, happier and more productive lives. You'll also find discussions of key Foundation projects, such as our ongoing support of The Hawai'i Uninsured Project, innovative collaborations with the University of Hawai'i, and the fifth edition of *Health Trends in Hawai'i*, a statistical chart book of health data.

The state's continuing economic challenges make support of research, innovation and social services increasingly important. The HMSA Foundation will continue to work with others in our community to reach out to those in need, and to improve and preserve our health and quality of life.

Sincerely,

A handwritten signature in black ink that reads "Robert P. Hiam". The signature is written in a cursive, flowing style.

Robert P. Hiam
President, HMSA Foundation

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THE HAWAI'I UNINSURED PROJECT



The Hawai'i Uninsured Project (HUP) is a collaboratively led, statewide effort formed to reduce the number of people in Hawai'i who lack health insurance and to strive toward making health care available to all.

In 1999, the Hawai'i State Department of Health initiated an informal gathering of leaders from the community to talk about Hawai'i's growing uninsured population. Though determined to find solutions, the group struggled to keep the discussion flowing without any permanent resources.

In 2000, the HMSA Foundation brought HUP to life by making a three-year funding commitment to provide structure and organizational capacity to the effort. Throughout 2001, the project was incubated at the Foundation while partners were added, planning was done, and other resources were sought. HUP acquired planning grants from the Robert Wood Johnson Foundation and the Hawai'i Community Foundation.

Today, HUP is poised to bring about sound public policy based on fact, research, collaborative leadership, community input and political courage. Highlights in 2001 include:

- Comprehensive research of existing local data and policies throughout the country.
- Over 1,000 people engaged on all islands via community outreach, surveys and panels.
- Widely disseminated information for people losing health insurance after the Sept. 11 attacks.
- A Policy Summit convened in November 2001 by the Hawai'i Institute for Public Affairs brought together 160 stakeholders to contribute to a plan for the next phase of the project. National experts were also brought in to share experiences.

It is now estimated that one in 10 people in Hawai'i — about 120,000—were uninsured prior to Sept. 11. As the economy struggles, the problem may only worsen. The Hawai'i Uninsured Project is a unique collaboration of over 100 community partners to change public policy and address this critical issue.

HEALTH TRENDS



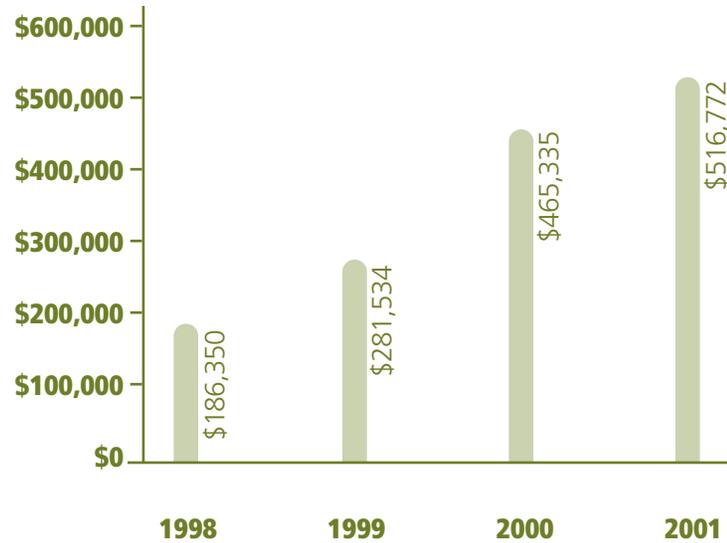
Health Trends in Hawai'i covers the entire spectrum of subjects relating to health care demographics, health status, Hawai'i's health marketplace, health resource availability, and utilization. The Foundation supports this biannual publication as a means of providing objective, reliable health care data in an easy-to-use format for use by businesses, organizations and government agencies in making decisions and setting policies.

Data for *Health Trends'* graphs and charts are gathered via a broad collaboration of local public and private organizations. Data analysis and production are done locally by the Hawai'i Health Information Corporation (HHIC), Hawai'i's leading health care information organization. Bringing together experts from key areas of the industry,

HHIC accesses the expertise of management and medical consultants, physicians, researchers, medical records experts, quality management consultants, health services planners, and information systems specialists.

As a public service, the Foundation and HHIC distributed 1,500 print versions of *Health Trends* throughout Hawai'i. However, demand continues to grow. In response to this, the Foundation has introduced an improved online version at www.healthtrends.org. The entire print version can be viewed at the Web site, and there are other enhancements. Users can download tables containing the raw data behind each graph, there are links to source data sites, and the site will be continuously updated by HHIC.

UNIVERSITY OF HAWAI'I



Since it began making grants in 1998, the HMSA Foundation has committed over \$1.4 million in support of collaborations with the University of Hawai'i. These projects have generally been large scale—combining top-notch research, community-based implementation, and broad information dissemination on important health topics. The Foundation views the University as a vital community partner in improving health in Hawai'i.

Some notable projects include:

Department/School	Grant	Description
Center on Aging	Appropriate End-of-Life Care \$130,687 ■ 3 years	To develop, test and provide training to improve end-of-life care for older adults in nursing homes.
College of Business Administration	Clinical Use of the Internet \$189,740 ■ 2 years	To assess the clinical use of the Internet by pediatricians, including a field test of a demonstration Web-based pediatrics program.
Department of Kinesiology & Leisure Science	Childhood Obesity in Hawai'i \$317,285 ■ 3 years	To evaluate and assess physical activity programs throughout the nation that could effectively reduce and prevent obesity in the children of Hawai'i.
Laboratory of Intelligent & Parallel Systems	Diabetes Self-Management \$126,000 ■ 1 year	To develop a secure Web-based diabetes registry and a self-management support system.
School of Medicine	School Health Education \$95,246 ■ 1 year	A collaboration of JABSOM and high school health education teachers to promote healthy lifestyles and prevent injury and disease in teenagers.
School of Nursing	Community-Based Pediatric Extended Care System \$408,462 ■ 3 years	To provide information about the cost and quality correlates of community-based alternatives to pediatric intensive care (pediatric day care and home care) for medically fragile children in Hawai'i.
School of Social Work	Ho'ola la Na O Kupuna 'ihi \$138,865 ■ 2 years	To train social workers in geriatrics with an emphasis on multidisciplinary practice and cultural competence.
University of Hawai'i, Maui Nursing Division, Challenge Grant	Native Hawaiian Diabetic Renal Failure Telehome Health Project \$58,017 ■ 1.25 years	A telehealth project focused on the care of Native Hawaiians with diabetes.
University of Hawai'i at Hilo	Home Safety Monitoring \$80,000 ■ 2 years	A program that makes seniors aware of household conditions that may cause injury, and how they can retrofit their homes.

GRANTMAKING PRIORITIES/HIGHLIGHTS IN 2001



The HMSA Foundation has a unique approach to grantmaking. Rather than viewing itself as a gatekeeper of scarce resources, the Foundation reaches out to community and government organizations as an equal partner in search of a healthier Hawai'i.

The needs of our society are far too complicated to blindly throw money at problems. Instead, the Foundation actively pursues opportunities where many organizations combine their strengths and approach problems creatively and efficiently. Toward that end, Foundation staff members offer assistance whenever possible in funding strategies, project design, partnership formation, grant writing and organizational capacity building.

As charitable public investment grows in importance, foundations must realize that they cannot solve problems alone. Strong collaborations are our best hope for positive change.

The HMSA Foundation is especially interested in funding programs that have clear and logical plans, show promise of key stakeholder support, leverage local money to obtain grants from outside of Hawai'i, are innovative and replicable, and build the capacity of our local

organizations and institutions.

The following projects are a few ongoing examples of the Foundation's collaborative work.

Health Promotion and Disease Prevention

To promote healthy lifestyles and prevent injury and disease.

- Safety/injury prevention
- Substance abuse prevention
- Physical activity promotion
- Nutrition
- Disease-specific education
- Clinical preventive services
- Improving quality of prevention programs

Highlights

Under the leadership of dedicated faculty at the University of Hawai'i John A. Burns School of Medicine, medical students and pre-medical students are working with educators in public schools to help teach the health education curriculum to teenagers. The result is a unique win-win-win experience. Public school educators who are often unfamiliar with health concepts learn to create more substantive lessons. University students get an important community health experience and gain school credit through public service. High school students learn about important health topics. This would not be possible without the continuing cooperation between the university, school principals and the Department of Education.

With the help of an HMSA Foundation grant, the Straub Foundation conducted another of a long line of successful health symposia. In 2001, the topic was women's health and speakers were gathered from numerous organizations to talk about issues such as breast cancer, eating disorders, gastric bypass surgery, cardiovascular disease, hormone replacement therapy, incontinence, osteoporosis, plastic surgery, and contraception. Hawai'i is small enough that it is possible to assemble our entire health community, but it takes tremendous coordination by leaders such as the Straub Foundation.

In another collaboration with the University of Hawai'i and the Department of Education, faculty from the Department of Kinesiology and Leisure Science continued their three-year project to combat childhood obesity in Hawai'i. In the exciting second phase of the effort, university researchers and national experts trained teachers in the Kahuku complex of schools in a physical education program designed to increase physical activity and teach skills. The results of pre and post tests will be examined to determine the impact of regular physical education.

Access to Health Care

To improve access to high-quality, affordable health care.

- Service planning and care coordination
- Outreach initiatives
- Programs for the uninsured

Highlights

Working together, the Hawai'i Primary Care Association and the Hawai'i Health Information Corporation designed a grant proposal and presented it to the HMSA Foundation. The plan would set the foundation for a larger project using federal funds that would meet a critical need of community health centers—a dynamic information infrastructure. Collecting and reporting health data is extremely important for the financial stability of health centers. It also serves as the basis of research for improving care. Without the partnership between health centers, federal agencies, state agencies, data specialists and grantmakers, a project like this would be unlikely to get off the ground.

Hawai'i Covering Kids is a massive conglomeration of service organizations, government agencies, and businesses united for a common goal—to ensure that all children have health insurance. By providing guidance to agencies, organizing information and communicating to the public, Hawai'i Covering Kids continues to make strides, particularly in making more people aware of government-sponsored health insurance for poor children and in simplifying the process of enrolling them in those programs.

Community Clinic of Maui is a true community fixture. Bursting at the seams of their tiny Kahului offices, the clinic performs an unbelievable volume of services for the people of Maui. Through a grant from the Foundation, the clinic was able to expand its pediatric services to ensure that underserved and uninsured children receive the immunizations and preventive services they need.

GRANTMAKING PRIORITIES/HIGHLIGHTS IN 2001 (CONTINUED)

Health Care Delivery System

To maintain and improve the quality of health care services available to Hawai'i residents.

- Health care delivery models
- Measurement and quality improvement
- Provider delivery systems networks
- Performance measurement
- Financing and reimbursement
- Data collection and analysis
- Disease management
- Consumer/patient satisfaction

Highlights

Modern health care has brought amazing advances. But with it have come some of the most challenging ethical questions in human history. Issues such as human cloning, genetic profiling, medical research and life prolonging technology require open dialogue. The St. Francis International Center for Healthcare Ethics has taken a leadership role in assembling experts to present to health professionals, clergy, community leaders, policy makers, and others in Hawai'i who will wrestle with these issues. With the help of a Foundation grant, a successful program was held in 2001.

Following up on its impressive work in end-of-life care education to community organizations, the University of Hawai'i's Center on Aging has embarked on a new three-year project to provide end-of-life care training to nursing home personnel. Those with loved ones in nursing homes will soon receive greater guidance in navigating the challenging legal, personal, medical and spiritual issues that too often beleaguer families at an already difficult time.

General Social Welfare and Healthy Communities

To support local community programs and activities that promote overall social welfare and healthy communities.

- Domestic violence/child abuse prevention
- Information and referral
- Emergency assistance
- Community development

Highlights

The Foundation provided program support to the Friends of the Children's Justice Center of O'ahu to provide self-esteem building, sex education and healthy relationship skills to victims of sexual abuse. The program, called PICS 808, has been an important healing step for abused girls.

Ronald McDonald House Charities of Hawai'i provides all varieties of assistance to the families of severely ill children. Simply put, at the time of greatest anxiety, Ronald McDonald House is there to provide comfort and to keep a family together. Working with Kapi'olani Medical Center for Women and Children, Ronald McDonald House Charities will use a Foundation grant to equip and renovate a new on site family room to provide respite and comfort.

In its third year, the Agenda for Building Community Fund (ABC Fund) continues to support community development through operational grants to community agencies that are catalysts for collaborative activities that enhance health, education, economic development, and general welfare in local neighborhoods. The ABC Fund — a collaboration of eight funding partners — provides important capacity building grants to community organizations in Kalihi-Palama, the North Shore, Papakolea, Waipahu and Wai'anae on O'ahu, and on Kaua'i and Moloka'i.

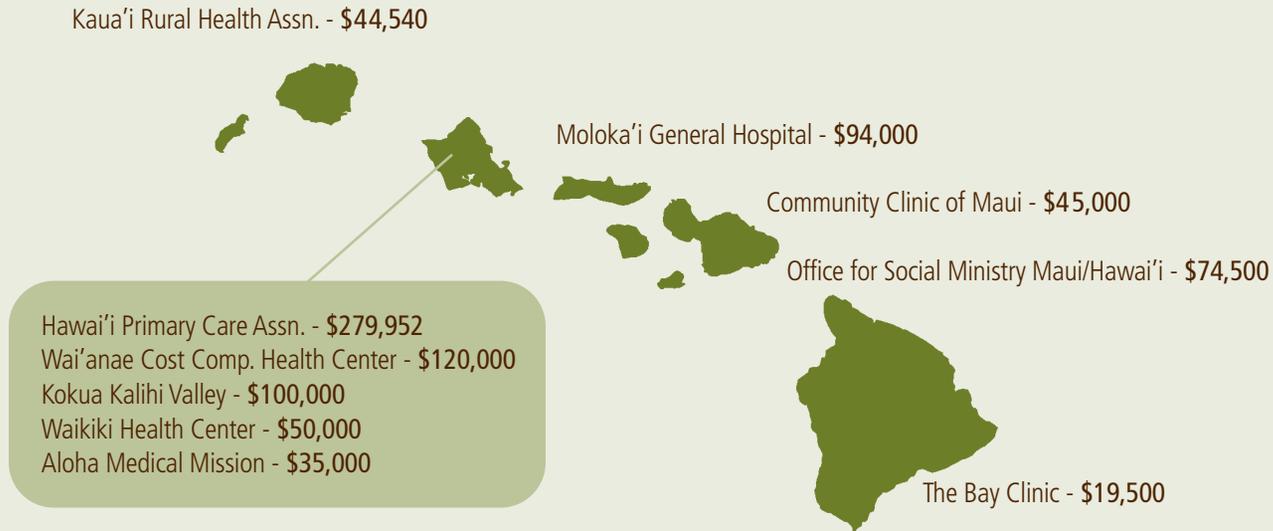
2001 GRANT RECIPIENTS

American Lung Association, Year 3 of 3.....\$7,000 Asthma Day Camps: Helping young people manage their asthma	Hawai'i Island Hospice Organizations.....\$15,000 Public awareness campaign on end-of-life care issues
American Red Cross Hawai'i State Chapter, Year 2 of 2\$48,300 Youth Power CPR: Increasing CPR training capacity in communities	Hawai'i Poison Center, Year 2 of 3\$50,000 Poison Prevention Education Program
Community Clinic of Maui\$10,000 Pediatric Services	Hawai'i Primary Care Association\$49,098 Information infrastructure for Hawai'i's community health centers
Friends of the Children's Justice Center of Oahu, Inc.\$10,000 PICS 808: Support program for sexually abused teenagers	Hawai'i Primary Care Association, Year 2 of 3\$53,275 Hawai'i Covering Kids: Collecting data on uninsured children
Grantmakers in Health\$5,000 2001 Annual Meeting on Health Philanthropy	Kapi'olani Medical Center for Women & Children, Year 2 of 3\$65,936 Improving the quality of life for children treated for acute leukemia
Hawai'i Community Foundation\$50,000 ABC Fund: Building communities through capacity building	Pacific Basin Rehabilitation, Research & Training Center, Matching grant.....\$40,000 Traumatic Brain Injury Evaluation Program: Matching funds for HRSA grant
Hawai'i Community Foundation\$15,000 The September 11th Fund	
Hawai'i Health Information Corporation, Year 2 of 2\$100,000 Data analysis to reduce high-cost births, low birth weight, and pre-term delivery	

2001 GRANT RECIPIENTS (CONTINUED)

<p>The Queen's Medical Center\$6,000 Breaking the Code of Silence: Conference on Patient Safety</p> <p>The Queen's Medical Center, Year 2 of 3\$82,653 Hawai'i PET Assessment Project</p> <p>Ronald McDonald House Charities of Hawai'i\$45,000 Respite room for families of seriously ill children at Kapi'olani Medical Center</p> <p>St. Francis Center for Healthcare Ethics\$20,000 Bioethics Update 2002: Conference on issues of medical ethics</p> <p>State of Hawai'i, Department of Health, Year 2\$61,855 Partners Against Asthma: Reducing negative consequences of asthma in Hawai'i</p> <p>Straub Foundation\$20,000 Eve in Paradise: Conference on women's health</p> <p>University of Hawai'i, Center on Aging, Year 1 of 3\$45,812 Training to improve end-of-life care in nursing homes</p>	<p>University of Hawai'i, College of Business Administration, Year 2\$89,740 Assessing the clinical use of the Internet by pediatricians</p> <p>University of Hawai'i, Department of Kinesiology & Leisure Science, Year 2 of 3\$137,615 Researching and addressing physical activity and obesity in children of Hawai'i</p> <p>University of Hawai'i, School of Medicine\$95,246 School Health Education Program: Collaboration with DOE health educators</p> <p>Waikiki Health Center\$10,000 Friendly Neighbor Program: Outreach and assistance to frail elderly in Waikiki</p> <p>Waikiki Health Center/Kokua Kalihi Valley/ University of Nevada at Reno\$45,000 Developing a Transportable Cost-Effective Integrated Care System</p>
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SAFETY NET



Community-based health care provision is critical for the most vulnerable segments of our society. Furthermore, these health care providers play an important role in making our communities strong and cohesive. Unfortunately, many of these institutions are struggling to stay afloat as health care costs rise and resources dwindle. The Foundation has always been a strong supporter of these efforts. Even more importantly, the Foundation works closely with these organizations to build capacity and sustainability so that they may serve Hawai'i's people with quality services for many years to come.

GRANT APPLICATION GUIDELINES

Mission

The mission of the HMSA Foundation is to extend HMSA's commitment to providing access to cost-effective health care services; health promotion, education and research; and the promotion of social welfare.

History

The HMSA Foundation is a private foundation established in 1986 by the Hawaii Medical Service Association to stimulate research aimed at some of the pressing issues that confront Hawai'i's health care industry. Through grantmaking, strategic initiatives, publications, and community-wide programs, the Foundation is dedicated to improving health in Hawai'i.

In response to tough economic times and the ever-growing need for education, research, information and financial support to help people understand and adapt to the rapidly changing health care market, the HMSA Foundation established a grantmaking program in 1997. The HMSA Foundation provides a vehicle by which HMSA can invest resources in a cost-effective manner to enhance the overall health and quality of life for the communities we serve.

The Foundation's current four program areas are general social welfare and healthy communities, access to health care, health promotion and disease prevention, and health care service delivery. In all its programs, the Foundation emphasizes the quality of health care.

Grantmaking Process

The process for obtaining a grant from the HMSA Foundation is a competitive one. Each quarter, many more requests are received than can be funded and, thus, the Foundation board must often decline good proposals. The board members select those projects that they believe are the most meritorious and most closely fit the Foundation's purpose.

It is to your advantage to contact the Foundation office before you submit a proposal. The Foundation staff will gladly assist you and answer any questions prior to application. After your grant proposal is submitted, you will receive an acknowledgement letter. The Foundation staff may then schedule a site visit or call for additional information. The grant proposal will be placed on the quarterly docket for decision making at the next board meeting. Board meetings are regularly scheduled in March, June, September and December. Experts from HMSA and the community at-large are often enlisted to give advisory comments.

Eligibility & Limitations

In general, the Foundation only makes grants to organizations that are tax-exempt 1) because they are a unit of government or 2) because they are a 501(c)(3) type of organization that is not a private foundation. The Foundation does not make grants to individuals.

The Foundation does not generally support requests for endowments, development campaigns, scholarship funds, lobbying or voter registration funds. A flat rate of 5 percent of total indirect costs will be allowed.

Grants usually run for one year. Funding amounts and grant periods should be commensurate with the size and scope of the activity. Contact the Foundation staff to discuss the project before finalizing your request.

What We Look For

Most likely to be funded: Research projects, demonstration projects, organizational or community capacity building efforts, start-up programs.

Less likely to be funded: Start-up organizations, event support.

Unlikely to be funded: General program support, general organizational support, capital improvement projects, "emergency" support.

Particular consideration will be given to projects that:

- Have clear, logical, realistic plans.
- Are led by strong, proven organizations and individuals.
- Already have support of key stakeholders (clients, community, intended partners, etc.).
- Leverage HMSA Foundation funds to acquire or match grants from outside of Hawai'i.
- Employ an innovative approach to the defined problem.
- Suggest opportunities for replication.
- Have realistic plans for long-term sustainability.
- Build an organization's own capacity to carry out its mission in the future.
- Advance the quality of health care for the residents of Hawai'i.

How to Apply

Anyone interested in applying for a grant should contact the HMSA Foundation staff at least two weeks before the due date. The staff may be able to assist you in refining your project and proposal.

Because outcome-based evaluation is pervasive in the field, the HMSA Foundation believes it is important to use consistent terminology. Unfortunately, grantmaking jargon too often hinders good projects. In simple terms, the basis for any proposal is to answer the following questions:

- Why is your project important?
- What exactly do you plan to do?
- What difference will you make?
- How will we know you have made that difference?
- Why is your organization able to achieve this plan?
- How much will it cost?

The grant proposal should be organized as follows:

1. Cover sheet (obtain from HMSA Foundation).
2. Proposal on organization's letterhead (no more than eight pages).
 - Statement of need: What is the desired long-term effect of your project and why is it so important that it have this effect? Stronger proposals cite evidence such as statistical data, published reports, recent studies, or reliable anecdotal evidence.
 - Activities and outputs: What would be the key actions or events during the grant period? What would be the products of those actions or events? Outputs, sometimes called "deliverables," might be numbers (1,000 students, 10 classes, 4,000 brochures) and/or tangible items (published report,

GRANT APPLICATION GUIDELINES (CONTINUED)

strategic plan, training manual). You may want to include a proposed timeline of work.

- Outcomes: What key changes in skills, knowledge, values, attitudes, behaviors, conditions, etc., will result from your activities? These differences might be made in individuals (students will learn life-saving skills), communities (reduction in the incidence of a disease), or organizations (clinic will be more responsive to patients). List only those outcomes that you intend to achieve within the grant period.
 - Indicators: Sometimes called "evaluation," indicators are observable and measurable data that you can collect to track your success in achieving your outcomes. Strong indicators such as statistical data are not always available. Well-designed and objective surveys, interviews and analyses may also produce sufficient indicators.
 - Description of your organization and its qualifications: Stronger proposals also indicate that the organization has the necessary support of other organizations and people that will be involved in the project.
 - Budget: Indicate the amount you are requesting, the proposed use of funds and other sources of funding currently being sought.
3. Copy of your current IRS determination letter, indicating tax-exempt status.
 4. List of the organization's officers and directors and their affiliations.
 5. Recent annual financial statements of the organization.
 6. Relevant letters of support.
 7. Other relevant appendices (qualifications of key staff, sample program materials, etc.).

Deadlines and Meeting Dates

You may submit your proposal at any time. However, requests will be reviewed according to the schedule indicated below:

Received or postmarked by	Reviewed in
Jan. 1	March
April 1	June
July 1	September
Oct. 1	December

If the date falls on a weekend or holiday, the deadline will be the next working day. Generally, only one request per organization will be considered in a calendar year.

Responsibilities if Grant is Awarded

Grantees will be required to sign a grant agreement that will specify the terms of the grant and provide a formal acknowledgement of receipt of the contribution. Grantees will be expected to meet Foundation requirements for submission of periodic reports, including a written final report to be submitted within three months after completion of the grant. Failure to meet the requirements of the grant agreement may preclude future grants from the Foundation.

Letters of inquiry and questions should be directed to:

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