



# giving

*We make a living by what we get.  
We make a life by what we give.*

*– Winston Churchill*

**hmsa**  
**foundation**

2013 ANNUAL REPORT



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*giving* back

## President's Message



Aloha,

Thank you for giving back. If you're reading this, like me and all of us at the HMSA Foundation, you have a heart to help those in need.

Though HMSA has the privilege of providing health plans to more than 700,000 members, our reach only goes so far. To extend our reach, the HMSA Foundation funds the initiatives of organizations like the ones featured in this report. Their crucial work puts us all closer to the goal of a sustainable health care system for everyone in Hawai'i for generations to come.

We can't get there alone, but there's no place in the world better suited to giving and achieving goals as a hui. Every day I'm touched by the selflessness, dedication, and generosity of our grantees. They work tirelessly to boost the supply of blood products, treat those suffering from trauma, help a nation near and dear to our hearts recover from a natural disaster, and more. We're honored to support that work and we look forward to continuing our efforts together to advance the health of Hawai'i.

Mahalo,

A handwritten signature in black ink that reads "Michael A. Gold". The signature is written in a cursive, slightly slanted style.

Michael A. Gold  
President



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## Board of Directors, Officers, and Staff

### Board of Directors

**Elena Cabatu**

Community Relations Manager  
Hilo Medical Center

**Robin Campaniano**

Senior Adviser  
CGI Technologies

**Andrew I.T. Chang**

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Hawaiian Electric Industries, Inc.

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President and Chief Executive Officer  
Harold K.L. Castle Foundation

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President and Chief Executive Officer  
Hawai'i Medical Service Association

**Marvin B. Hall**

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Hawai'i Medical Service Association

**Robert P. Hiam**

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Hawai'i Medical Service Association

**Gary K. Kajiwara**

President and Chief Executive Officer  
Kuakini Health System

**Maile Kanemaru**

Director  
Weed & Seed Hawaii

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Chairman

**Michael A. Gold**

President

**Timothy E. Johns**

Vice President

**Steve Van Ribbink**

Treasurer

**Elisa J. Yadao**

Secretary

**Alfred J. Fortin, Ph.D.**

Chairman of the Grants  
Advisory Committee

**Mark L. Forman**

Executive Administrator

**Meryam Cabanilla Leong**

Program Specialist

**Jason Paloma**

Program Specialist



# *giving* focus

## Our Mission

We extend the Hawai'i Medical Service Association's (HMSA's) reach to provide access to cost-effective health care services; health promotion, education, and research; and social welfare for those who need it most.

## Our History

We were founded by HMSA in 1986 to encourage research into health care issues. We became a private foundation in 1998, with a grant-making program to help meet the growing need for education, research, and information during challenging economic times. Today, we help HMSA advance Hawai'i's overall health, well-being, and quality of life through grants, strategic initiatives, publications, and community-wide programs.

## Our Commitment

We support programs that make a real difference in health care. In 2013, we awarded \$1,066,517 to support 31 programs throughout the state that are:

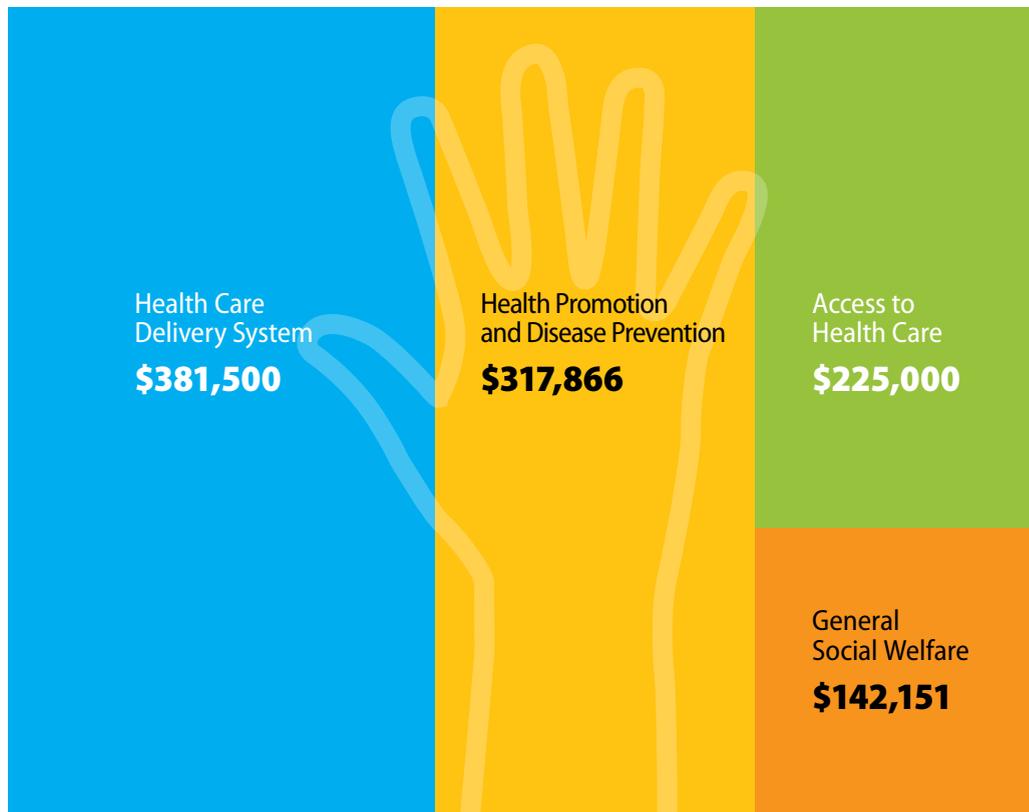
- **Improving access to high-quality, affordable health care**  
through service planning and care coordination, programs for the uninsured, and outreach initiatives.
- **Promoting overall social welfare and healthy communities**  
through information and referral, emergency assistance, and community development.
- **Maintaining and improving the quality of health care services**  
through health care delivery models, measurement and quality improvement, provider delivery systems networks, performance measurement, financing and reimbursement, data collection and analysis, and disease management.
- **Promoting healthy lifestyles and preventing disease and injury**  
through injury prevention and safety, disease-specific education, substance abuse prevention clinical preventive services, physical activity promotion, improving the quality of prevention programs, and nutrition education.

## Where Our Money Comes From

We fund our grants through the annual investment income we've earned on the Foundation's original endowment. We don't use HMSA members' health plan premiums to fund the Foundation. For more information, please visit [www.hmsafoundation.org](http://www.hmsafoundation.org).

## Grants by Program and Population Area

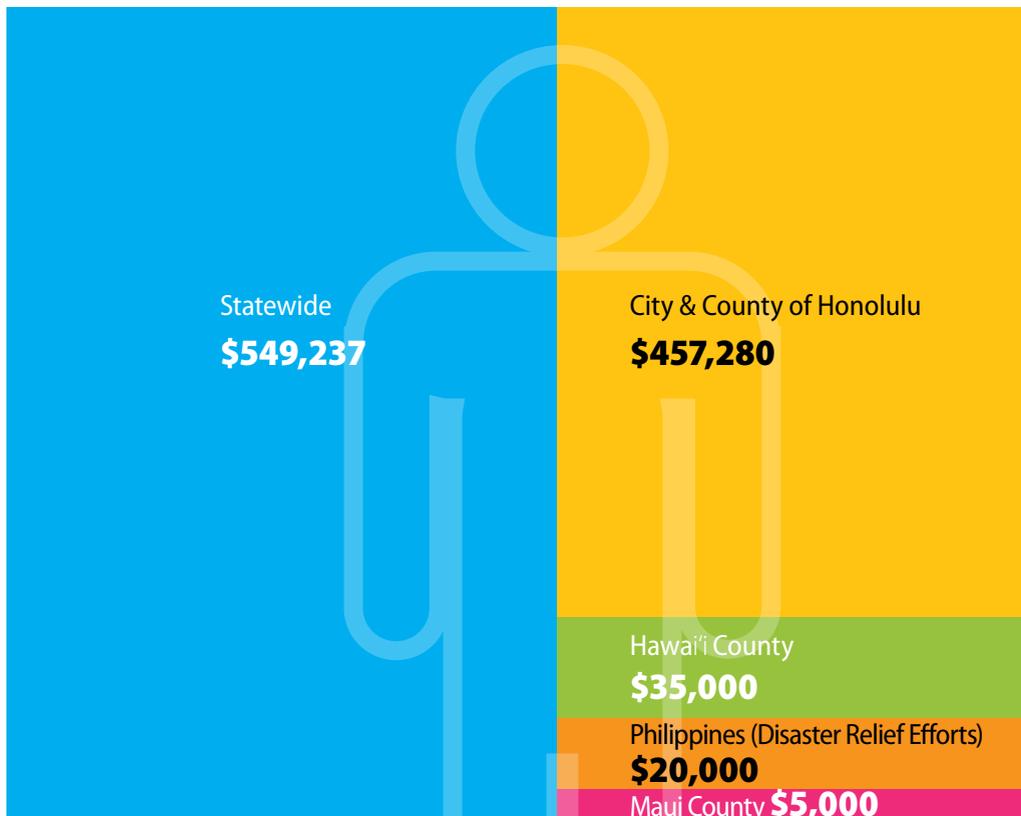
### Grants by Program Area



TOTAL **\$1,066,517**



Grants by **Population Area**



**TOTAL \$1,066,517**



*giving* support

## 2013 Grant Recipients

### **Aloha Medical Mission \$50,000**

This grant helps Hawai'i's only free dental clinic provide direct dental service and community outreach for Hawai'i residents in need.

### **American Cancer Society \$100,000 over two years**

The American Cancer Society is using this grant for Hope Lodge Hawai'i, which gives free temporary housing to Neighbor Island cancer patients and their caregivers when they travel to Honolulu for treatment. Hope Lodge Hawai'i provides a comfortable, nurturing environment and access to quality care and support.

### **American Diabetes Association \$5,000**

This grant helps improve care for people with diabetes through patient and provider behavioral change. Care includes culturally sensitive traditional and non-traditional care, health practices used by Native Hawaiians and other Pacific Islanders, and updates to the standards of medical care for diabetes.



### **Blood Bank of Hawaii \$50,000**

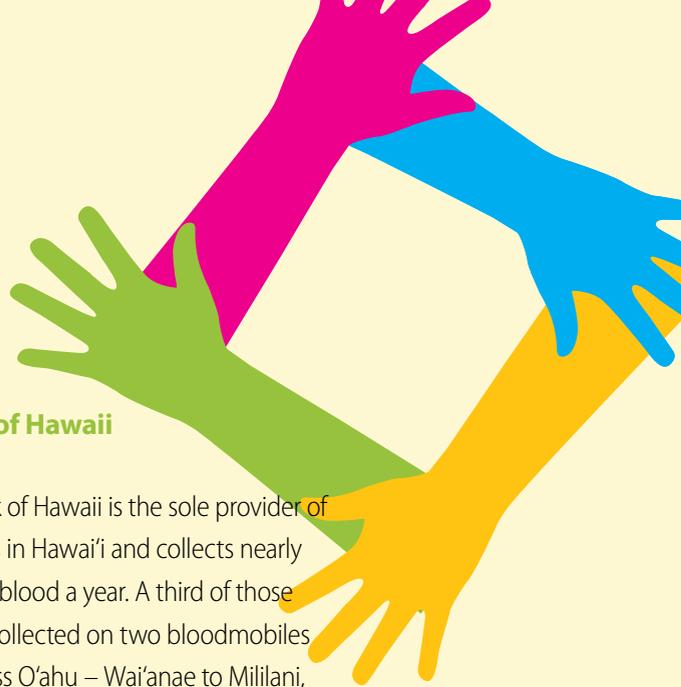
The Blood Bank of Hawaii is the sole provider of blood products in Hawai'i and collects nearly 58,000 pints of blood a year. A third of those donations are collected on two bloodmobiles that travel across O'ahu – Wai'anae to Mililani, Hale'iwa to Lā'ie, and Kāne'ohe to Hawai'i Kai – to collect blood from donors who couldn't donate otherwise. This grant paid for a new bloodmobile and energy efficiency improvements for the oldest vehicle in the fleet.

### **Catholic Charities Hawai'i \$15,000**

These funds allowed Catholic Charities Hawai'i to co-host the 10th Annual Hawai'i Conference on Assessing, Treating, and Preventing Child, Adolescent, and Adult Trauma. The conference covered a range of topics, training, and presentations for prevention and treatment of abuse. Health care professionals learned culturally competent approaches to helping Native Hawaiians and the underserved.

### **Catholic Charities Hawai'i \$15,000**

Catholic Charities Hawai'i used this grant to co-sponsor the 11th Annual Hawai'i Conference with the Institute of Violence, Abuse and Trauma. The conference featured the latest research, prevention, and intervention techniques for dealing with trauma, maltreatment, and long-term effects if they're not treated.



**Damien Memorial High School  
\$30,000**

This grant helps the students of Damien Memorial High School organize health education, wellness programs, and health screenings to benefit the Kalihi-Pālana community. The students gain hands-on experience in event planning and learn organizational skills, accountability, and the virtues of a healthy lifestyle.

**East Hawaii IPA Foundation  
\$2,500**

The East Hawaii IPA Foundation used this grant for its Annual Health Care Symposium, which raises awareness about current trends and issues for health care professionals. Topics include the Affordable Care Act, accountable care organizations, electronic medical records, patient-centered medical care, and payment reform.

**Easter Seals Hawaii  
\$50,000**

Easter Seals Hawaii's day health programs give adults with autism spectrum disorder access to innovative programs and behavior therapies. This grant expands services for the treatment of autism and helps adults develop the skills they need to be more independent.

**Filipino Community Center  
(Aloha for Philippines)  
\$20,000**

These funds support disaster relief efforts in the wake of Typhoon Haiyan in the Philippines. The Aloha for Philippines efforts generated more than \$500,000 in donations to the Consuelo Foundation, which generously matched the contribution dollar-for-dollar.

**Frank De Lima's Student  
Enrichment Program  
\$10,000**

Frank De Lima's Student Enrichment Program provides guidance to students who are exposed to negative influences like drugs, alcohol, smoking, and bad nutrition. The program offers support and education to help children develop positive attitudes as they mature.

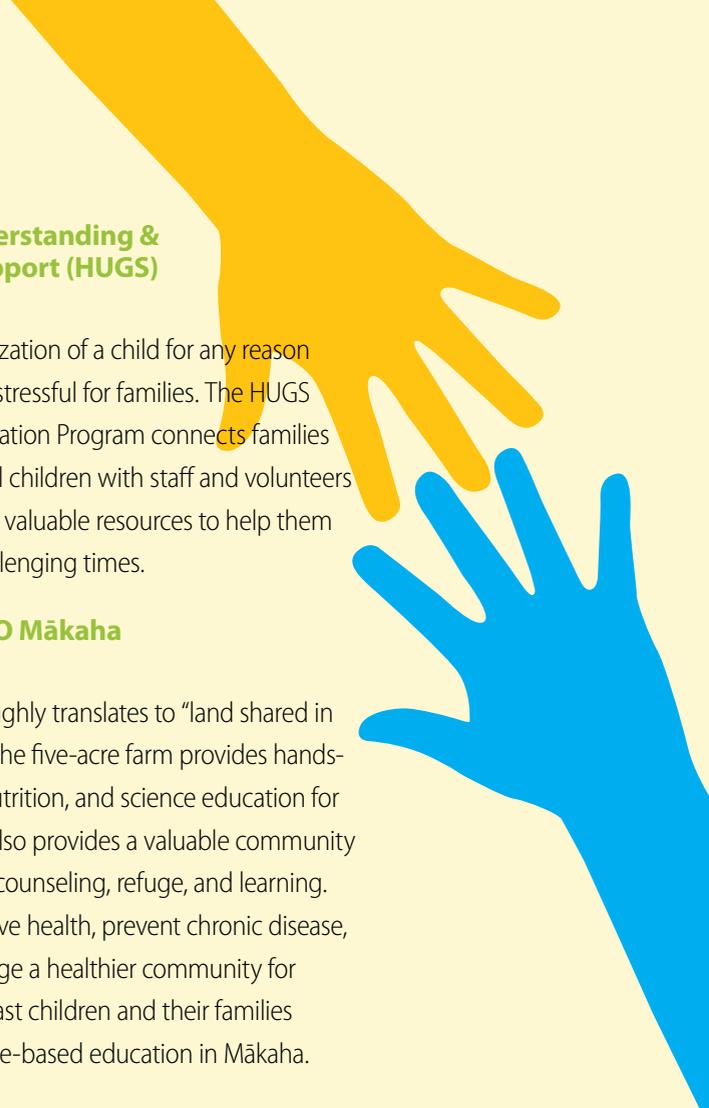
**Hawaii Children's Discovery Center  
\$25,000**

Funds were used to bring the "Run, Jump, Fly! Adventures in Action" traveling exhibit to Hawai'i. This exhibit, which is produced by the Minnesota Children's Museum, promotes healthy lifestyles for children and families.

**Hawaii Surfing Association  
\$5,000**

This grant helps to fund Mentoring Court-Referred at-Risk Youth with Surfing, a program that connects young boys and girls with role models. Surfers who've successfully balanced careers and family with surfing help court-referred youths grow into outstanding, contributing members of the community.





**Hawaii D.A.R.E. Officers Association  
\$5,000**

Funds help the Drug Abuse Resistance Education (DARE) Program present new DARE curriculum to elementary and middle school students in Maui County. The curriculum, "Keeping It Real," has interactive lessons that help kindergarteners through 9th graders learn the risks of substance abuse, make smart decisions, and improve anti-drug beliefs and attitudes.

**Hawaii Foodbank  
\$20,000**

This grant supports the Ohana Produce Plus Program, which collects, delivers, and distributes fresh produce and food to 20 underserved communities on O'ahu.

**Hawai'i Fire Department  
\$35,000**

The Emergency Medical Service (EMS) Bureau of the Hawai'i Fire Department has expanded its role in public outreach, injury prevention, and education. EMS now supports the Hawai'i Fire Department's EMT and paramedic students during their training in Hilo and on O'ahu, educates the community on fall prevention, provides CPR training, and raises awareness of stroke and cardiac emergencies. The grant funds community outreach, education, emergency response, and a subsidy for the cost of a vehicle.

**Help, Understanding &  
Group Support (HUGS)  
\$25,000**

The hospitalization of a child for any reason is incredibly stressful for families. The HUGS Hospital Visitation Program connects families of seriously ill children with staff and volunteers who provide valuable resources to help them through challenging times.

**Hoa 'Āina O Mākaha  
\$75,000**

Hoa 'āina roughly translates to "land shared in friendship." The five-acre farm provides hands-on health, nutrition, and science education for students. It also provides a valuable community resource for counseling, refuge, and learning. Funds improve health, prevent chronic disease, and encourage a healthier community for Wai'anae Coast children and their families through place-based education in Mākaha.

**Kokua Kalihi Valley Health Center  
\$42,045**

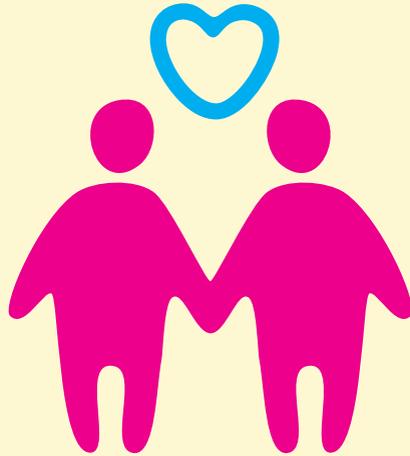
The Kalihi 'Āina to Table is a culturally based building project that connects low-income families to nutritious food through 'āina (land) and culture.

**Laulima Eco-Friendly Alliance  
of Farms Hawaii, Inc.  
\$8,000**

This grant gives the Waimānalo community the opportunity to learn about Hawaiian medicinal plants, the practice of la'au lapa'au, and growing fresh foods. A keiki kūpuna learning garden helps pass knowledge to the next generation.

**Life Foundation**  
**\$30,000**

Funds went to a new campaign that helps members of the Native Hawaiian, Asian, and Pacific Islander communities to get tested for HIV. The campaign also raises awareness about lifesaving case management services and teaches how to prevent the spread of the disease.



**Mental Health America of Hawai'i**  
**\$47,738**

This grant funds the Preventing Youth Suicide and Bullying program, a joint effort of Mental Health America of Hawai'i and Hawaii Youth Services Network. The program uses a "train the trainers" model to teach youth workers, school personnel, and other professionals how to prevent youth suicide and bullying.

**The Queen's Medical Center**  
**\$29,999**

These funds help the Ahonui Group Tobacco Cessation Intervention, an intensive six-week tobacco intervention program for Native Hawaiians, pregnant patients, and those diagnosed with a chronic disease.

**St. Francis Healthcare System of Hawaii**  
**\$10,000**

The St. Francis International Center for Healthcare Ethics used this grant to fund its 10th International Bioethics Conference, Caring for our Kūpuna: Balancing Human Dignity and Economics. The conference featured internationally recognized speakers and local experts in the areas of bioethics, economics, and insurance to address the ethical aspects of caring for the elderly.

**University of Hawai'i, Department of Native Hawaiian Health**  
**\$84,000**

With the help of community-based organizations, the Department of Native Hawaiian Health will use these funds to expand its Partnership to Improve Lifestyle Interventions (PILI) 'Ohana Program. The program focuses on Native Hawaiians and other underserved ethnic groups.

**University of Hawai'i, Hawaii Initiative for Childhood Obesity Research and Education (HICORE)**  
**\$15,000**

The Hawaii 5210 Schools project helps schools engage parents and families so that students can benefit from health and wellness activities, promotions, and policies.

**University of Hawai'i,  
Center on Aging  
\$19,151**

The Center on Aging used funds to partner with 'Iolani School and implement a new class called the One Mile Project. Students focused on elderly needs in Mō'ili'ili and Kapahulu, experienced real-world social problems, and took action to create change in the community.

**University of Hawai'i, School of  
Nursing & Dental Hygiene  
\$100,000**

Future health care providers learn motivational interviewing as a framework for evidence-based counseling methods and patient-centered communication strategies. The framework strengthens a patient's motivation to improve health-related behavior such as diet, exercise, and smoking cessation.

**University of Hawai'i, School of  
Nursing and Dental Hygiene  
\$100,000 (5th year)**

Funds helped create the Translational Health Science Simulation Center, the only simulation center of its kind in the state. The center addresses the growing need for nursing education in Hawai'i.

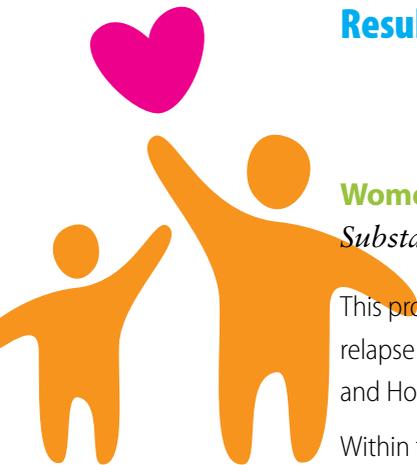
**University of Hawai'i,  
School of Social Work  
\$43,084**

The Myron B. Thompson School of Social Work and Hā Kūpuna, the National Resource Center for Native Hawaiian Elders at the University of Hawai'i at Mānoa, are working together to help O'ahu's senior population improve their health and well-being. Funds help organize and promote seminars and community presentations and expand the Hā Kūpuna website to make it more culturally appropriate and easier for seniors and caregivers to use and understand.

**Waikiki Health  
\$50,000**

This grant helps Waikiki Health establish the Makahiki Medical and Dental Clinic to provide patients and the community with increased access to oral health services. The clinic houses the center's first dental services program to provide oral health services for uninsured, disadvantaged, and homeless adults and children.





## Results of Past Grants & Programs

### Women in Need – \$15,000

#### *Substance Abuse Relapse Prevention*

This program provided tools, knowledge, and a support system to help prevent substance abuse relapse on Kaua'i and O'ahu. On O'ahu, the program developed partnerships with TJ Mahoney and Ho'omau Ke Ola to provide additional treatment services.

Within four 12-week cycles, 98 clients participated in the program. The program helped clients feel confident making healthy decisions, learn about personal triggers that lead to relapse, and gain support from the program's staff. Seventy-seven percent of clients didn't have a relapse during the program. A six-month follow-up showed that 68 percent of clients continued to be drug free and 47.9 percent had stayed out of prison.



*LeAnna\* and her daughter attending a Life Skills Class offered by Women in Need.*

*\*Name changed to protect privacy.*



*Elizabeth, health services manager, providing care to a client.*

**The Institute for Human Services, Inc. (IHS) – \$35,000**

*Establishing a Nurse Managed Health Clinic at the IHS Emergency Homeless Shelter*

This grant helped IHS redevelop the Sumner Street Clinic, which was vacated by Kalihi-Palama Health Center's Health Care for the Homeless Project. The clinic expanded its hours and improved access to health care for homeless men. The clinic has provided 1,534 homeless men with health screenings, 134 men with primary care, 135 men with psychiatric care, and given 48 people complex case consultations. The clinic has also organized or participated in 47 outreach events.

*giving* guidance

## Family Promise of Hawai'i – \$20,000

### *Supportive Services for Transitioning Homeless Families with Children: A Health Perspective*

Family Promise of Hawai'i provides 24-hour emergency shelter and other supportive services to homeless families with children on O'ahu. The program focuses on sustainable independence and provides access to shower facilities, laundry facilities, shelter, meals, computers with Internet access, weekly case management, budgeting assistance, a mailing address, and health and hygiene essentials.

Funds helped 116 parents and children receive temporary shelter and an additional 129 receive day program services. The program distributed 66 health and safety kits and provided 10,696 nights of shelter and 32,088 meals. Family Promise of Hawai'i has a great success rate, with more than 80 percent of participating families maintaining housing for more than a year and 100 percent of families improving their employment situation.

*Recently housed families showing their appreciation.*



**giving** hope



*Students in Donna Revard’s multi-age classroom at Mid-Pacific Institute were treated to a party courtesy of Hawaii 5210 and Executive Chef Sven Ullrich of the Hyatt Regency Waikiki Beach Resort and Spa. The students assisted Chef Sven in creating delicious fruit smoothies for the party.*

**University of Hawai’i, Department of Pediatrics, Hawaii Initiative for Childhood Obesity Research and Education – \$120,000**

*Hawaii Initiative for Childhood Obesity Research and Education (HICORE) and Hawaii 5210 Let’s Go Initiative – Powering Our Community*

Funding helped create environments that support healthy eating and active living for children and families. The accomplishments listed below are only some highlights of these extensive initiatives.

Castle-Kahuku and Kailua-Kalaheo school complexes used Hawaii 5210 planning materials to make health and wellness a priority for more than 14,500 students on 32 campuses. With help from program partner YMCA A+, Breakfast and Sleep Go! kits were distributed to 63 schools and reached more than 9,000 students. Water Go! kits were developed and distributed to four youth programs, 17 community organizations, 92 schools, and three community health centers. Through a partnership with Read Aloud America, the 5210 program reached 760 adults and 1,116 children.

HICORE helped form a taskforce on nutrition guidelines for government agencies (SBR 15) and provided support for 2013 legislation, including the Hawai’i Sugary Beverage Fee (SB 1085), formation of the Hawai’i Obesity Council/Taskforce (SBR 18, HB 914), and the Honolulu County Farmers Market/EBT Bill (Resolution CD 13-1).

## Malama Na Makua A Keiki – \$21,443

### *Baby SAFE Program*

This program restored the Baby SAFE Prevention Program that previously operated for 12 years. Its mission is to reduce infant mortality and morbidity with outreach, education, and referrals to pregnant women who use high-risk substances. The program reached more than 1,000 women through community health fairs, outreach, screenings, and treatment.

One hundred percent of women who participated in classes or screenings were referred to some form of substance abuse treatment. Eight women gave birth while participating in the program. Of those eight births, six infants tested negative for alcohol and substance abuse. The two women whose babies tested positive received more resources from Baby SAFE services to support them and their newborns.



*BabySAFE client Breeze and her daughter, Jamecca, who was born healthy almost one year ago. Breeze was enrolled in the BabySAFE Program when she gave birth to her daughter last year.*

*We make a living by what we get.  
We make a life by what we give.*



*– Winston Churchill*



*giving* opportunities

## How to Apply for a Grant

Visit [hmsafoundation.org](https://www.hmsafoundation.org) for instructions on submitting a grant application and more:

- The grantmaking process.
- Eligibility and limitations.
- What we look for.
- How to apply.
- Deadlines and meeting dates.
- Responsibilities if grant is awarded.

If you have a great idea that'll benefit the community, submit a grant application! We're always looking for a variety of proposals and we carefully consider each one. When you apply, consider a level of funding that'll help your project eventually become self-supporting.

Application dates are January 1, April 1, July 1, or October 1. For more information or to apply online, please go to [www.hmsafoundation.org](https://www.hmsafoundation.org).



*giving* for the good

## Call for Proposals Addressing Health Disparities in Hawai'i

Although we consider all proposals, we're currently looking for some that focus on reducing health disparities between Native Hawaiians and other racial/ethnic groups in Hawai'i. We're particularly interested in programs that address obesity, physical activity, nutrition education, and smoking cessation through one of the following approaches:

- **School-based projects.** New or enhanced projects to create, test, or improve programs that encourage physical activity and/or healthy eating (such as health education curricula, sports, and physical education programs).
- **Community-based projects.** Projects that focus on improving or creating policies that promote physical activity and/or healthy eating (such as access to healthy foods and safe opportunities for physical activities).
- **Health care setting approaches.** Projects that focus on cultural, social, or physical changes in services or environments that facilitate health improvements (such as weight management through employee wellness programs, staff education, and appropriate behavioral and/or weight management counseling and follow-up).

**HMSA Foundation**

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