GIVING BACK TO CREATE HEALTHY IDAHO COMMUNITIES

Where we live has a tremendous impact on our health. A person’s ZIP code is more important to predicting health than his or her genetic code.

Staying healthy is more than a yearly visit to the doctor’s office. Good health comes from the food we eat, daily exercise and the community surrounding us - it’s time to create healthy Idaho communities.

Through collaborative partnerships, innovative programs and grant making, the Blue Cross of Idaho Foundation for Health is creating changes within communities to improve health. Change cannot occur without partnerships, and together we can create a healthier Idaho.
The Blue Cross of Idaho Foundation for Health is dedicated to improving the health of all Idahoans through programs and grants within the Foundation’s three initiative areas:

**CHILDHOOD OBESITY PREVENTION**
Through programs, partnerships and grants for innovative programs, the Blue Cross of Idaho Foundation is working to promote healthy eating, physical activity and health education among Idaho children.

**ACCESS TO CARE**
The Blue Cross of Idaho Foundation has formed partnerships and provided funding to increase access to medical care throughout Idaho, particularly in rural areas.

**COMMUNITY GIVING**
The Blue Cross of Idaho Foundation also gives back to Idaho communities by providing support to programs and events that promote health and wellness throughout Idaho.

$947,110 will be AWARDED to grantees, programs and projects promoting health in Idaho in 2014
FIGHTING CHILDHOOD OBESITY

The Blue Cross of Idaho Foundation for Health is dedicated to making childhood obesity a top public health priority in Idaho. One way we are fighting this epidemic is through creating healthy communities that promote access to physical activity and healthy foods.

Children living in neighborhoods that are walkable, have access to parks and healthy foods are 59% less likely to be obese.
The Blue Cross of Idaho Foundation for Health launched the High Five Children’s Health Collaborative – a statewide effort to fight childhood obesity. High Five focuses on preventing childhood obesity using five proven strategies:

1. Increased physical activity
2. Improved access to healthy and affordable foods
3. Healthier schools and childcare facilities
4. Education for parents to make healthier choices
5. Promotion of public policies that fight the causes of obesity

The health of Children in Idaho matters more now than ever.
COMMUNITY TRANSFORMATION GRANTS

To fight childhood obesity in Idaho, the High Five Children’s Health Collaborative, powered by the Blue Cross of Idaho Foundation for Health, awarded $750,000 to four Idaho communities to fight childhood obesity. These communities are focusing on sustainable changes that promote physical activity and access to healthy foods.

Over three years these communities will use the High Five strategies to fight childhood obesity in their communities.
CONNECTING WITH FAMILIES TO FIGHT OBESITY

Parents and guardians play a vital role in fighting childhood obesity and developing healthy children.

High Five is connecting with parents and helping them make healthier choices. We provide families easy recipes, tips on how to be active and alerts to healthy family events.

Through collaborative partnerships, High Five is promoting resources that help families lead healthier lives.
Sign up for the Dish+Dash to receive healthy family tips at www.highfiveidaho.org.

Try this wonderful recipe with your homegrown goodies, or visit your local farmer’s market to pick up some supplies.

TOMATO SALAD WITH BASIL AND FETA CHEESE

INGREDIENTS
• 4 large red tomatoes, cored and diced
• 1/2 cup crumbled feta cheese
• 2 tablespoons chopped fresh basil leaves
• 1 tablespoon olive oil
• 1/4 teaspoon salt

INSTRUCTIONS
• Put the tomatoes, feta, and basil in the bowl.
• Drizzle with the olive oil and sprinkle with the salt.
• Serve right away or cover and refrigerate up to overnight.

Recipe from High Five’s partner, Chop Chop
GoNoodle

With childhood obesity on the rise, there is a need for physical activity in school settings. Brief physical activity breaks in school classrooms have been shown to not only improve health but decrease behavioral issues and improve academic performance in students. This is why the Blue Cross of Idaho Foundation and Saint Alphonsus have partnered to provide an educational resource called GoNoodle to all K-5 schools in southwestern Idaho.

GoNoodle allows children to participate in a vigorous exercise activity in short five minute bursts, right alongside their desks. Last year, 2,555 Idaho teachers used GoNoodle in the classroom, accessed nearly 50,000 “brain breaks” with their class. This means students achieved nearly 2,500,000 minutes of physical activity in the school year!
COLOR ME HEALTHY

Because we recognize that it’s important to teach children healthy behaviors at a young age, the Blue Cross of Idaho Foundation has continued to offer the Color Me Healthy program to child care centers throughout Idaho.

Color Me Healthy is a nutrition and physical activity program developed for preschool age children in childcare settings. It consists of interactive lessons that teach preschool children about eating fruits and vegetables of different colors and physical activity.

As part of a new child care ordinance in the city of Boise, the Color Me Healthy curriculum will be included in trainings for child care providers and every licensed child care program in Boise will receive the Color Me Healthy program.
Creating Healthy Communities Summit
HEALTHY COMMUNITIES

High Five partnered with St. Lukes Children’s Hospital, Saint Alphonsus, Idaho Department of Health and Welfare, Central District Health Department, Idaho Department of Education, COMPASS, Valley Regional Transit and many more to create the Health Communities Summit that was held April 17 and 18, 2014 in Boise.

At the Summit, more than 300 attendees from different sectors and industries collaborated to discuss how each organization and individual participant could do their part to fight obesity and also create healthier communities. Keynote speakers include Dr. Richard Jackson, the host and narrator of the PBS series, “Designing Healthy Communities,” and Tyler Norris, Vice President of Total Healthy Partnerships at Kaiser Permanente. Keynote speakers discussed how our surrounding environment impacts our health.
IMPROVING ACCESS TO CARE THROUGH SUSTAINABLE CHANGE

Through collaborative partnerships and charitable giving, the Blue Cross of Idaho Foundation is working to improve access to medical care in Idaho.
The Blue Cross of Idaho Foundation for Health is committed to improving access to medical care in rural Idaho communities. To achieve that goal, the Blue Cross Foundation has provided grant funds to the Family Medicine Residency of Idaho (FMRI) to help sustain resident rotations in 28 rural sites throughout the state. In recognition of these grant funds, two such sites – Preston and Sandpoint – have been designated Blue Cross Foundation sites. During 2014, 35 residents participated in rural rotations at 15 different sites. Since 2010, grant funding from the Blue Cross Foundation has assisted the Family Medicine Residency of Idaho to provide rural rotation education in Idaho to promote practice selection in locations with the most need. Since the support of the Blue Cross Foundation grant, FMRI has now graduated 13 rural training track residents, five of which have chosen to continue to practice in rural or underserved communities. A nationally recognized program, the Family Medicine Residency Program, currently ranks 8th in the nation in its ability to retain physicians in Idaho.
COMMUNITY GIVING

The Blue Cross of Idaho Foundation gives back to Idaho communities by providing support to programs and events that promote health and wellness.
This year Terry Reilly Health Services and the Blue Cross of Idaho Foundation for Health teamed up and merged their charity bike rides. The Bob LeBow Bike Tour and the Blue Cruise Charity Ride became one great Idaho ride: The Bob LeBow Blue Cruise. This ride benefited Terry Reilly Zero Pay Fund, which helps Terry Reilly’s neediest uninsured patients get the primary care they need.
The Blue Cross of Idaho Foundation for Health started a Giving Garden on the vacant lot to the west of the Blue Cross of Idaho campus. More than 20 Blue Cross of Idaho employees regularly volunteer to help with the garden. The majority of produce grown in the garden is donated to local charities. Since starting the garden, more than 1,000 pounds of produce has been donated to the Meridian Food Bank and the Boys & Girls Club of the Treasure Valley.

This year, the garden volunteers formed new partnerships with area businesses in Meridian. Businesses and other volunteer organizations have been sending volunteers to participate in daily garden maintenance and monthly “Dig In” volunteer days.
2014 GRANT OR COMMUNITY GIVING RECIPIENTS (AS OF AUGUST, 2014)

THE BLUE CROSS OF IDAHO FOUNDATION FOR HEALTH WORKED WITH A NUMBER OF PARTNERS IN 2014 ON VARIOUS PROGRAMS AND PROJECTS FOCUSED ON CREATING SUSTAINABLE IMPACT AROUND THE STATE OF IDAHO.

- Be Outside Idaho
- Boise Bicycle Project
- Boise Urban Garden School
- Boys & Girls Club of Ada County
- City of Kuna
- City of Lapwai
- City Middleton
- City of Meridian
- City of Moscow
- City of Nampa
- City of Pocatello
- Family Medicine Residency of Idaho
- FUNDSY
- Idaho Foodbank
- Idaho Primary Care Association
- Idaho Commission on Libraries
- Idaho Public Television
- Learning Lab
- Let’s Move Boise
- Meridian School District
- Nampa Criterium – Children’s Ride
- Northwest Nazarene University
- One Stone
- Ponderosa Elementary
- Saint Alphonsus
- St. Luke’s Children’s Hospital/YEAH! Program
- St. Vincent de Paul
- Terry Reilly Health Services
- Treasure Valley Down Syndrome Association
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Dave Jeppesen
Scott Whipple
David Slonaker
Tim Olson
Gary Dyer
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