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Chairman of the Board and CEO

Promoting Community Health

Johnson & Johnson

UCLA/Johnson & Johnson Health Care Institute

Community Initiative Theme

- Improving the lives of the nearly 1 million economically disadvantaged *Head Start* families by providing health materials written at a low literacy level to help parents gain the knowledge and skills needed to make informed decisions about their children's health.

Program Goals

- Enable and empower *Head Start* parents to become better caregivers by improving health care knowledge and skills.
- Enhance the confidence and self esteem of *Head Start* parents in caring for their children.
- Contribute to reducing escalating health care costs.

Program Components

- A strategic model for the successful implementation of health literacy programs.
- Partnerships include: The Trustee's Philanthropy Fund of the Fidelity Charitable Gift Fund and the Center for Community Partnerships at UCLA, Pfizer, and the Washington State Legislature expand the program further.
- Easy-to-understand health care reference guides that include topics such as common ailments, diabetes, and nutrition.
- Interactive training sessions for *Head Start* parents and train-the-trainer sessions for employees of *Head Start*.

Program Highlights

- More than 43,000 families served by programs that are offered in 7 languages and in 38 states.
- "In a study of 10,000 families, significant reductions in unnecessary health care utilization—\$554 per family totaling \$5.5 million annually. <http://www.anderson.ucla.edu/Documents/areas/ctr/jandj/HCI-2pager.pdf>."

Value Proposition

Businesses and health care providers have a shared interest in improving the health of their communities. Businesses are realizing that they will have the capacity to help health care systems gain greater efficacy, control costs, and maintain quality through partnerships within the larger health care community.⁵¹ By working with health care providers, corporations can have a significant impact on the distribution, supply, quality, utilization, and efficiency of health care delivery in their communities, which ultimately will improve the health of the resident population and the viability of the local economy.

Business Case

Corporations partnered with health care providers can help to improve health care quality and access for the local population.

- Through their involvement with community-based health coalitions, business leaders can help:
 - Advise, design, and provide guidance for locally appropriate care models.
 - Provide and secure funding for services through third party payers, government programs, and grant-awarding foundations.
 - Examine and identify the needs of the local health care infrastructure using data and other analytics to understand problems and develop potential solutions.
 - Develop programs that incentivize and reward physicians for providing quality care.⁵²

Ideas That Work

- Develop partnerships with organizations and health care institutions that deliver health care and screenings to rural or other underserved areas. This work could include:
 - Identifying, funding, implementing, and sustaining access to care initiatives.