



# THE HERTEL REPORT

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The **BIG** Idea



An Independent Licensee of the Blue Cross Blue Shield Association

## The Blue Cross Blue Shield of Arizona Foundation for Community & Health Advancement Invests in the Health of Arizona

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Finding new ways to promote health – whether it is our own health or the health of our community – is an important and complex undertaking. It often requires focused dedication from groups of individuals who are collectively working together to make an impact and improve health.

With the launch of the Blue Cross Blue Shield of Arizona Foundation for Community & Health Advancement last year, we leveraged these key components – focus, investment, and engagement from other community partners – to improve health for all Arizonans.

The foundation formalizes our commitment to investing in the health of our state. By working alongside dedicated community partners statewide, we are better positioned to meet the evolving needs of our community.

In its first year, the foundation funded 88 grants totaling nearly \$3 million. That is millions of dollars invested in nonprofit organizations and academic institutions to expand services and programs that promote the health and well-being of Arizonans. And there is no better investment than that.

The foundation strengthens Blue Cross Blue Shield of Arizona’s philanthropic investment in the health of our state as we build on its 84-year legacy of corporate giving. The foundation funds the efforts of changemakers who want to expand the reach of health-focused programs and services to create a more vibrant Arizona.

**“Where innovation and collaboration meet comes the ability to influence change and improve lives. It’s the intersection that inspired us to establish the Blue Cross Blue Shield of Arizona Foundation for Community & Health Advancement.”**



### MENTAL HEALTH FOCUS

Even before the pandemic, we knew we needed to shine the brightest spotlight on mental health because it touches everyone. According to America’s Health Rankings 2022, Arizona ranks 46th in the nation for access to mental healthcare, and rural areas are affected the most.

In the foundation’s first year we joined forces with community partners providing boots on the ground outreach and service in each of Arizona’s 15 counties. Together, we were able to increase access to clean drinking water, provide access to showers and hygiene services to unhoused people, connect visually impaired individuals to mental health services, offer academic counseling to students from low-income backgrounds, prevent substance use, help people manage their diabetes, educate the public on the importance of early cancer detection, and so much more.

In 2023 the foundation’s efforts will focus on funding vital work being conducted by community partners as well as measuring the impact of this work. We don’t simply want to distribute dollars, we want to forge meaningful partnerships with our grantees. We galvanize these partnerships by working collaboratively with our grantees and telling their stories because their wins are a win for all of Arizona.

### The Blue Cross Blue Shield of Arizona Foundation for Community & Health Advancement

Partners with organizations tackling Arizona’s most pressing, unmet health needs, specifically:

1. Chronic Health Conditions
2. Health Equity
3. Mental Health
4. Substance Use Disorder

**“Together we can cultivate vibrant communities, impact health, and even save lives this year and for years to come.”**