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Blue Cross Blue Shield of Michigan Foundation

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Sponsor Profile:

Blue Cross Blue Shield of Michigan Foundation



Blue Cross Blue Shield of Michigan Foundation's Commitment to West Michigan Addresses Social Determinants of Health

Over the past 42 years, the Blue Cross Blue Shield of Michigan Foundation's ongoing grantmaking efforts have improved the community's capacity to conduct research and implement and evaluate community-inspired programs to improve health. This increased capacity is key to discovering innovations to improving health outcomes across Michigan and access to quality, high-value care for all.

The history of the Foundation speaks to Blue Cross Blue Shield of Michigan's historic Social Mission: increasing access to affordable health care, enhancing the quality-of-care patients receive, and improving the health of Michigan's citizens and communities. Grants support both creative solutions in health care and efforts to ensure access to care for Michiganders.

Specific to West Michigan, the Blue Cross Blue Shield of Michigan Foundation has helped to fund various grant projects in both scope and size that are held together by a common thread: to address social determinants of health, or the conditions in the environment where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.

Addressing Food Insecurity

The Blue Cross Blue Shield of Michigan Foundation, Blue Cross Blue Shield of Michigan, the Michigan Health Endowment Fund, and the W. K. Kellogg Foundation partnered with Michigan-based nonprofit organizations for evidence-based, sustainable initiatives that address food and nutrition insecurity to improve health equity through Michigan's local food systems. These initiatives focus on improving access to healthy, nutrient-rich food that addresses a social determinant of health, prevents chronic diseases, and improves overall health and well-being.

West Michigan grantees include:

Access of West Michigan

\$50,000

Support for "Refresh Now, Fresh Markets and Good Food Systems"
Kent County; West Michigan

Barry County Community Foundation

\$50,000

Establish a local food policy council, build sustainability for School-to-Community Garden, and complete a market analysis Barry County; West Michigan

Community Action House

\$50,000

Support for “Healthy Eating & Nutrition Advocacy” at Holland/Zeeland Food Club
Ottawa County; West Michigan

Roosevelt Park Neighborhood Association

\$20,000

Support for expansion of Cesar E. Chavez Farmers Market Services and Community Garden programs
Kent County; West Michigan

Advancing Maternal Health Equity

Blue Cross Blue Shield of Michigan and the Blue Cross Blue Shield of Michigan Foundation have partnered to provide funding through the Advancing Maternal Health Equity grant program to support Michigan community-based organizations implementing sustainable initiatives that advance health equity and reduce a birthing person’s risk of maternal mortality and severe maternal morbidity. Michigan Regional Perinatal Quality Improvement Collaboratives, including Region 8 (Southwest Mich.), were invited to apply.

Region 8 grantees include:

Bronson Health Foundation Inc. (Southwest Michigan Perinatal Quality Improvement Collaborative (SWMPQIC))

\$50,000

Region 8 (Berrien, Calhoun, Cass, Kalamazoo, Saint Joseph, Van Buren counties)
SWMPQIC Perinatal Mood and Anxiety Disorder Initiative

Young Women’s Christian Association of Kalamazoo (Cradle Kalamazoo)

\$50,000

Region 8 (Kalamazoo County)
YWCA Kalamazoo Resource Hub: Addressing Maternal and Infant Mortality

Building a Diverse Health Care Talent Pipeline

In 2022, the West Michigan Health Careers Pipeline Program (HCPP) doubled its capacity, introducing dozens of West Michigan high school students from underrepresented and minority populations to a variety of careers in health care fields, with the ultimate goal of increasing the number of highly qualified health and human service professionals from those groups. The program represents a partnership including the Western Michigan University College of Health

and Human Services, Spectrum Health, and the Michigan State University College of Human Medicine.

Awarded additional funding by the BCBSM Foundation, Western Michigan and MSU will engage with students from last year's cohort to provide them with hands-on mentorship and job shadowing opportunities to increase networking, personal growth, and leadership qualities.

About the Blue Cross Blue Shield of Michigan Foundation

The Blue Cross Blue Shield of Michigan Foundation, a 501(c)(3) nonprofit organization, is the philanthropic affiliate of Blue Cross Blue Shield of Michigan, Blue Care Network, and is an independent licensee of the Blue Cross and Blue Shield Association. For more information about our work and grant programs, please visit bcbsm.com/foundation.