

CHC: Creating Healthier Communities

Community Led Strategies for Longevity and Health 2025

CHC: Creating Healthier Communities exists so that every person in every community has an opportunity to live their healthiest life.

CHC brings nonprofits, businesses and communities together to improve community health. Our focus is health equity, addressing underlying issues and removing barriers so everyone can thrive.

About CHC: Creating Healthier Communities

We innovate in building community led solutions and enhance capacity to sustain needed programs.

CHC is a bridge between **public, private and nonprofit sectors**. We center and uplift the lived experiences of those most affected by inequities. For **nearly 70 years**, we have brought together traditional and nontraditional partners to solve the root causes and barriers to health.

The Opportunity

Inequities in the US health system cost approximately \$320 billion today and could eclipse \$1 trillion in annual spending by 2040.

The human and economic costs of health inequities is weighing on the United States. **Studies indicate that clinical care influences only about 20% of health and wellness.** The remaining **80% of health is driven by health-related behaviors** (~30%) and **physical environment and socioeconomic factors** such as education, employment and community safety (~50%).



*“A person’s ZIP code is a greater indicator of living a long, healthy life than their genetic code. **We must eliminate disparities in life expectancy**, or we risk irreparable damage to American families, communities, a stable housing and employment market, businesses and the U.S. economy. **Every resident of every neighborhood** deserves the same **number of years** to grow old with their spouses, play cards with their friends, check books out of the library, and watch their grandchildren grow up.”*

Jean Accius, PhD
CHC President & CEO



Our Approach

Scalable Community Engagement

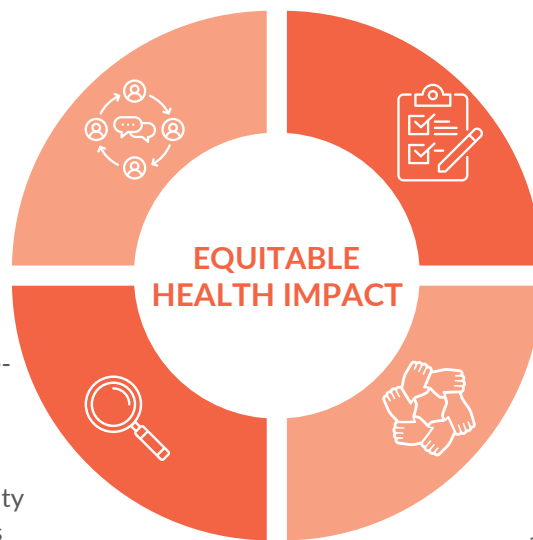
We center and ground our work in the lived experiences of those closest to and knowledgeable of health disparities because we believe the communities experiencing health disparities hold the answers to solving them.

Community Informed and Led

We intentionally seek community perspectives and insights; actively listening, sharing learnings and co-creating to foster trust and sustain partnership.

Evidence-Driven

Our work is both evidence-informed and evidence-based. We are guided by what both the existing research and the community tells us. We use interviews and data analytics to understand the core drivers of inequities in communities.



Fidelity Focused

We prioritize programmatic integrity and quality while recognizing the need to carefully plan and to adapt our approaches to community realities and evolving priorities.

Equity and Justice Centered

We apply an equity and justice focused lens to all our work; aiming for population and community health impact by addressing the access, systemic and structural barriers in communities most affected by the social drivers of health.



CHC hosts community listening sessions and focus groups across the U.S. to inform our health equity work



Addressing Social Determinants of Health

PROJECT HIGHLIGHTS

Black Birthing Initiative

The U.S. maternal mortality rate is more than double that of most high-income countries, with **Black women being 3x more likely to die from pregnancy related causes**. In 2022, CHC launched the innovative Black Birthing Initiative. The program impacts families in **15 states and the District of Columbia**. Through our partnerships with Community-Based Organizations (CBOs), we lead **program development, landscape assessment and capacity building**.

Through this program, we have **screened 364 pregnant people**; provided funding for **15 doulas and birth advocates**—providing equitable compensation for their valuable services; provided ongoing support to **180 Black women enrolled in the program** and welcomed **69 babies born in the program**.

“Being a doula in Black communities, I feel like I am part of the positive change in the history of Black birthing experiences. Whenever I have the opportunity to support a Black mother during childbirth, I'm contributing to the history and the future of maternal health”



Devida M. Willis
Birth Doula
Birthing Beautiful Communities,
CHC CBO Partner

With nearly 70 babies born into the Black Birthing Initiative so far this year, we see our model working as proven by an estimated 31% reduction in expected preterm births, 8% reduction in maternal stress, reduced food insecurity, and more.



CHC Staff Celebrated Commitment to Action at the Clinton Global Initiative (CGI) 2023 Meeting in New York



Preventable Cancers and Unmet Social Needs

Cancer Prevention and Equity

Cancers caused by HPV are preventable. CHC partners with health systems and CBOs to **reduce cancer rates and vaccination inequities**. We are in the process of reaching **500,000 people with HPV awareness** through our **rural vaccine confidence initiative** – providing education, resources, and connections to screening.

Through our cancer care continuum program, we brought together two women's health centers creating a resource collaborative that now extends **Spanish-language breast cancer screening resources** to patients at both centers—a **new** resource for the Atlanta community that will reach hundreds of Latine women.

In 2024, CHC announced three new partnerships in the state of Georgia addressing **cervical cancer prevention efforts in Augusta, Macon, Savannah, and the surrounding counties**.

Cervical cancer rates tend to be particularly high when access to healthcare and prevention services are hindered by unmet social needs. Georgia at 62% lags behind the US overall in up-to-date HPV vaccination.

“Education, early detection, and preventative measures like vaccination are critical to decrease cervical cancer rates. Community awareness and trust are the best ways to ensure that more Georgians have access to these interventions.”



Valerie L. Rochester,
CHC Chief Equity &
Impact Officer



CHC hosted a community conversation on barriers to wellness for Black and Latine women in Atlanta

Additional Innovative Partnerships

- **Anthem Foundation** and CHC developed a first-of-its-kind **health equity database** and new typology for defining community partnerships
- We partnered with **Unite Us** in Ohio to help community-based nonprofits gain access to an **online coordinated care platform** to improve community health outcomes.
- CHC partnered with the **Cleveland Cavaliers** to host multiple health equity convenings, including speakers from the **Cleveland Clinic, MetroHealth, KPMG, and more.**
- CHC is partnering with **Merck** to design and scale a comprehensive community-based initiative to address **SDoH-related barriers** accelerating **breast and cervical cancer inequities** in counties surrounding Atlanta, Ga.
- CHC designed **custom volunteer projects** for the employees of **MetLife** and **Saks Fifth Avenue.**



Urban League of Greater Cleveland CEO Marsha Mockabee and Cleveland Department of Public Health Commissioner, Division of Health Equity and Social Justice Lita-Marie Wills, MPH, at Cleveland event with CHC moderator Valerie Rochester



Multisector Network



Our Corporate Leadership Council represents more than 60 top global social impact leaders.

Our council is dedicated to advancing social impact issues, providing a network for practitioners, and promoting learning while supporting the next generation of corporate social responsibility (CSR), environmental social governance (ESG), and diversity equity inclusion (DEI) leaders. Our council members represent global organizations such as Pfizer, IBM, Amazon, Starbucks and dozens more.

CHC impacts **more than 5,000 nonprofits** annually. America's most trusted nonprofits trust us. These health-focused organizations educate, support and advocate for local communities on issues such as **mental health, cancer, Alzheimer's, pediatric health and more.**



5000+



CHC partners with more than 650 businesses and organizations representing 17-21 million individuals.



Partnership Opportunities

Health Equity Partnerships

CHC offers program development and **strategic community alliances** to tackle root causes and systemic issues.

Community Connection

Learn more about our **customized consultation services**:

- **comprehensive landscape assessments**, including asset mapping, community listening sessions, and key informant interviews
- **capacity enhancing support** including coordination, administration, fundraising, fiscal sponsorship, financial management and responsive grant-making
- **community engagement activities** including storytelling, events and convenings, awareness-building, community validation to support buy-in and creating and supporting community councils
- **curriculum creation, training and education** across all learning styles and generations
- **community-informed, participatory research and data collection**
- **screenings** and referrals through vetted nonprofits
- comprehensive **evaluation and reporting**
- **social impact programs** including giving platforms, volunteer opportunities, and employee engagement
- **backend services** including nonprofit vetting and payment processing



Connecting Cross-Sector Leaders Towards Action

CHC also organizes **convenings, leadership roundtables, events, keynotes and webinars** addressing relevant issues with thought leaders and subject matter experts.

Elevance, Merck, MetroHealth, Hilti, Saks and hundreds more choose CHC for impact and results.



CHC, along with community-based organizations and Native American experts, hosted a Mental Health and Substance Use Disorder Convening in Oklahoma

Thank You



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