



Improving Equity through Community Partnerships

An integrated, systemwide framework for dismantling systemic inequities and promoting health beyond our walls



Sherry Norquist MSN, RN-ACM

As the director of Sentara Cares, Sherry leads Sentara's efforts to align and integrate Sentara Healthcare's 130-year commitment to our communities by nurturing strong partnerships, overseeing grant opportunities, and driving awareness and engagement.

Our Vision

Sentara Cares is focused on improving the health and well-being of all individuals and the quality of life enjoyed by everyone in the communities we serve. We believe in catalytic philanthropy — creating transformative and **equitable change** beyond simply making financial donations.

Our Integrated Network

Sentara
Leadership

Health Equity
Leaders

Diversity, Equity
& Inclusion
Leaders

Community
Partners

~30K Team
Members



Howard Kern
President & CEO

Sentara Board of
Directors



Iris Lundy
MHL, BSN, RN
Director of Health
Equity



Dana Beckton
VP & Chief Diversity
Officer



Sentara Community
Advancement
Committee
Grantees
Community Leaders



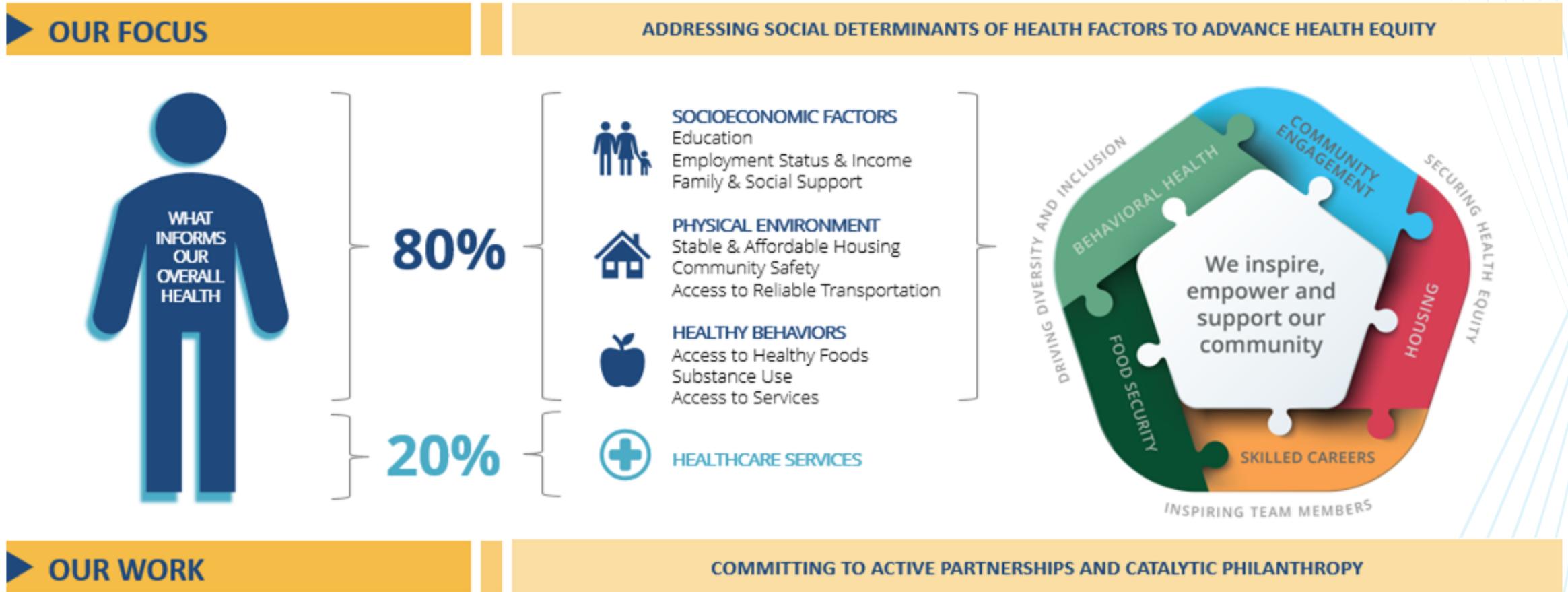
Employee Match
Employee Selections
HOPE Fund

Our Purpose

Building Trust and Hope through Impact

Sentara embraces the essential principle of mutuality when forging successful community partnerships — a process which always begins with careful and genuine listening. We learn about the needs in our communities through active dialog with our partners and then plan together to create true, positive community impact.

80% of Health Outcomes Stem from the Social Determinants of Health



Sentara's 5 Focus Areas: Social Determinants of Health

Community engagement initiatives extend beyond basic healthcare services to address systemic health-related issues and disparities in the communities we serve.



Sentara Cares

Partnering to Fight Hunger: “We Care” Program with the Federation of Virginia Food Banks



Sentara Cares

Sentara has been a long-standing partner with food banks and relief organizations operating within the markets we serve:

- Healthy food Rx initiatives to support chronic disease management and curb readmissions
- Community garden initiatives (Healthy Harvest Community Garden, Halifax)
- Optima Family Care Plan HealthySavings® program (monthly discounts on healthy food for plan members)
- Financial contributions
- Food drives
- Volunteer events



However, the COVID-19 pandemic allowed us to broaden our lens and reexamine the scope of impact we could help to create

Food bank operations in the Richmond region upended by coronavirus concerns

By SEAN GLENNAN and JUSTIN MASTRONCZP Richmond Times-Dispatch | Apr 22, 2020



© AP/Wide World. Edgery Capone, Barbara Moore and Peggy Boyd prepare to help chicken soups into containers at Memorial United Methodist Church in Charles City Thursday, March 18, 2020. The church and The Apple Blossom encouraged the effort and will give the soup out on Monday to the needy after pantries that feed them are experiencing food shortages because of the reaction to the COVID-19 outbreak. (AP/Wide World)

Food banks are seeing volunteers disappear and supplies evaporate as coronavirus fears mount

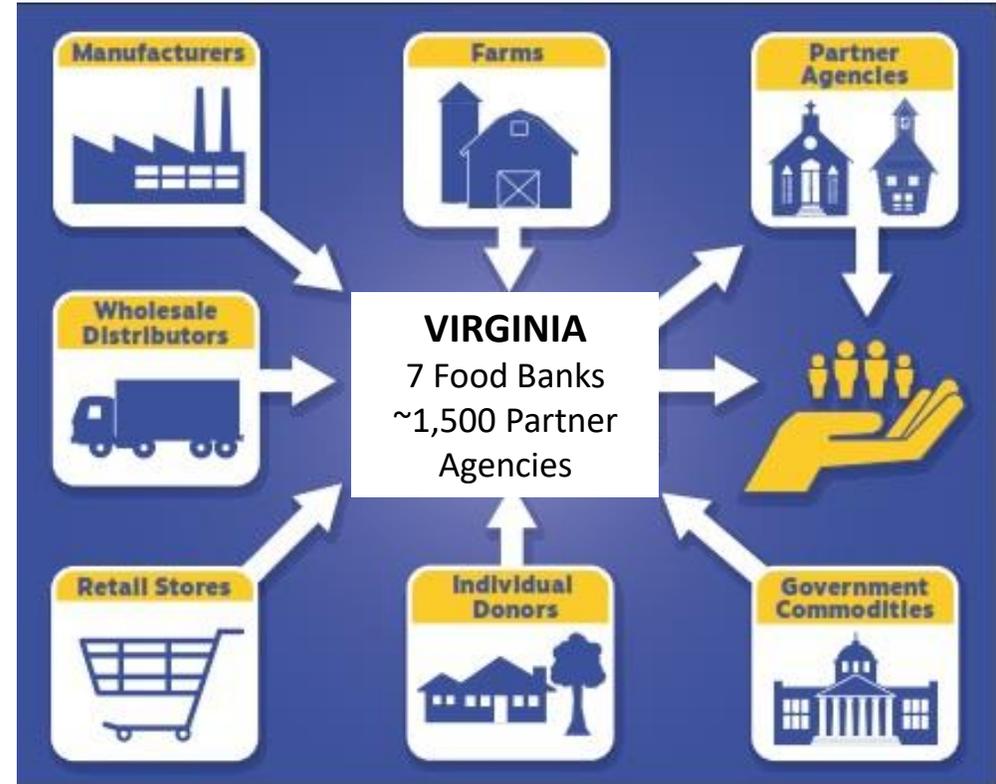
Food and cash donations have sharply decreased, even as the logistics of feeding the hungry have become more complex.



AP/Wide World. Amy Thompson is a volunteer at the Capital Area Food Bank in the District. (AP/Wide World)

Sentara Cares

We didn't want to just get more money into the hands of food banks, we wanted to better understand the entire statewide food support network, tap partners throughout that network, and develop a scalable solution to meet unprecedented demand.

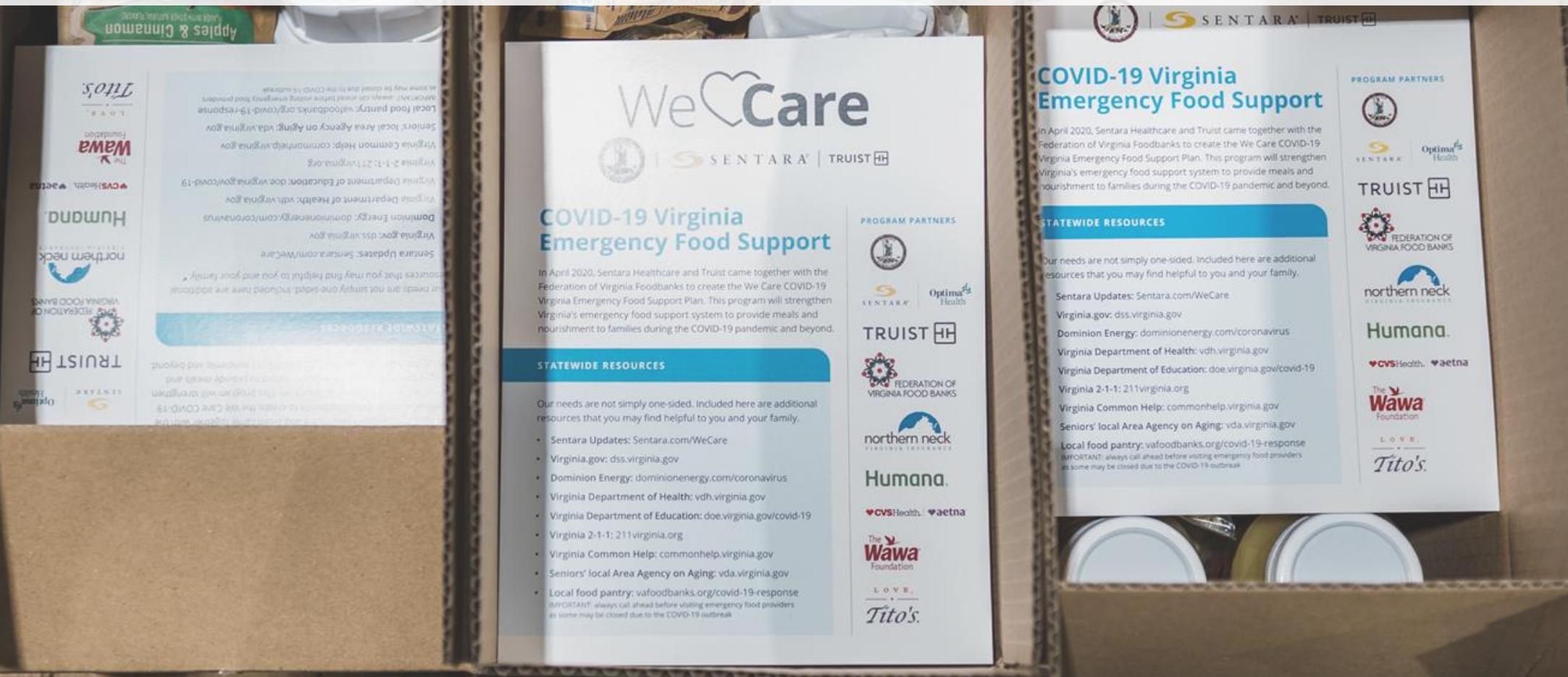


Sentara Cares

We also wanted our commitment to serve as a catalyst for other partners to come on board.



The result: Roughly 200,000, 20-pound, five-day supply food boxes distributed so far





“As a human crisis, not just a healthcare crisis, the COVID-19 pandemic has brought renewed attention to the broader Social Determinants of Health — food security chief among them. No one should have to worry about where their next meal will come from, and the ‘We Care’ initiative is a poignant reminder that there’s help and there’s hope.”

– The Honorable Ralph S. Northam, Governor of Virginia

What's Next: Enhancing Partnership and Building Capacity

Strengthening SDOH Referral Network



Learning from Partners and Expanding Knowledge



Connecting Partners through a Joint School of Public Health



Supporting Grassroots Efforts through Healthier Communities Fund Grants



Questions?