



# **Community Health Improvement Overview**

**Doneisha Bohannon, MPH, Director, Community Health Partnerships &  
Collaboration (She/Her)**

**Christopher Nolan, MPA, Director, Anchor Initiatives (He/Him)**



**BJC** The world's best medicine. Made better.

# MAKING AN IMPACT REQUIRES MULTIPLE STRATEGIES IN DISTINCT FOCUS AREAS

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## HEALTH EQUITY

### ANCHOR STRATEGY

#### Anchor Institution Strategy

Leverages BJC's role as major employer, purchaser and investor

Creates inclusive economic opportunity

### PARTNERSHIP

#### Community Partnership and Collaboration

Is informed by the lived experience of impacted communities and conducted with other actors and sectors

Ensures efficacy, builds collaborative infrastructure and amplifies impact

### POLICY

#### Policy to Address Social Determinants of Health

Advocates for and advances evidence-based, local, state and federal policy

Sustains efforts, strengthens social supports and creates opportunity infrastructure

## OUR MISSION AND VISION ARE TO SERVE ALL IN NEED, *STARTING IN ST. LOUIS CITY AND NORTH COUNTY*

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### MISSION

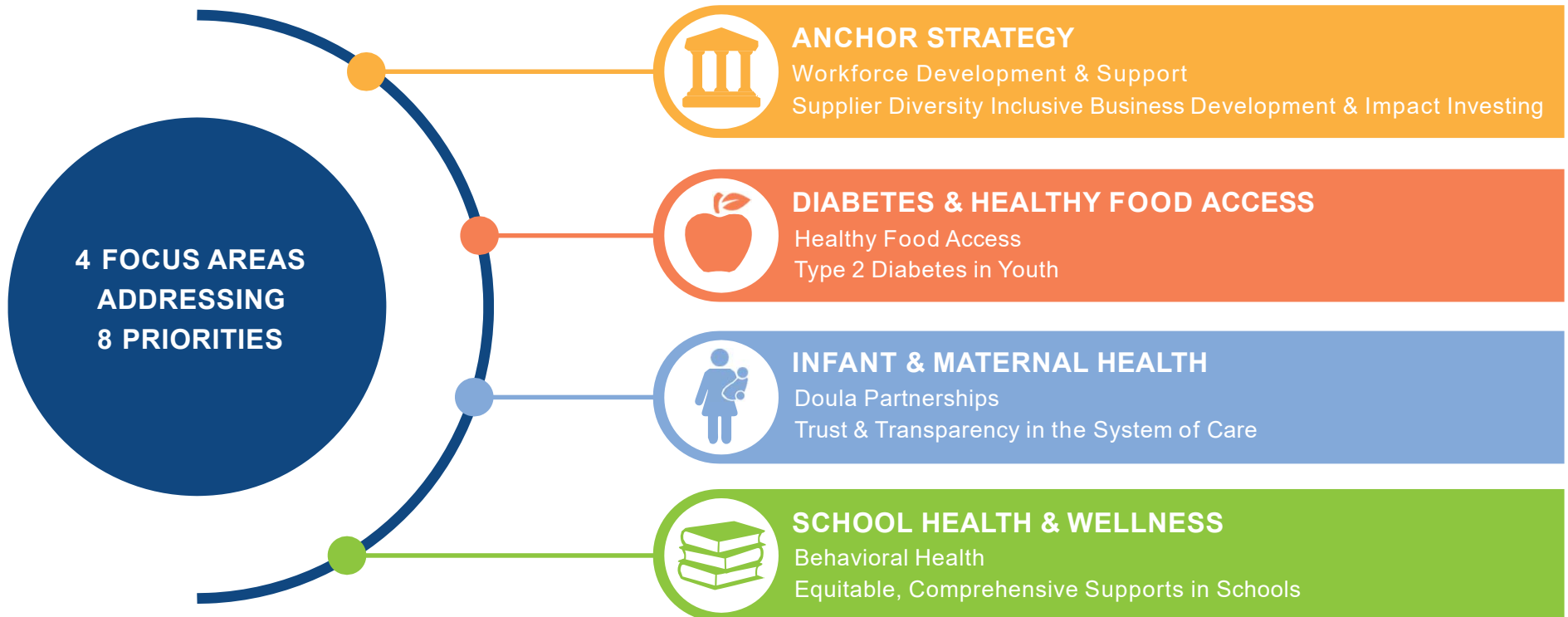
BJC Community Health Improvement advances health equity for those most impacted by health disparities in the urban and rural communities that BJC serves through authentic and equitable partnerships with community stakeholders and community members.

### VISION

BJC envisions a thriving bi-state region in which all people have an equal opportunity to live their healthiest lives.



## REALIZING THE VISION REQUIRES INVESTMENT & FOCUS IN 4 STRATEGIC AREAS



# ANCHOR FRAMEWORK: INVESTING IN ST. LOUIS CITY & NORTH ST. LOUIS COUNTY

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**CLOSE RACIAL WAGE & WEALTH GAPS TO IMPROVE INDIVIDUAL & COMMUNITY LEVEL HEALTH**

## **WORKFORCE DEVELOPMENT & SUPPORT**

Increase hiring and advancement of Black employees

Invest in community development in neighborhoods where Black employees live

## **SUPPLIER DIVERSITY, INCLUSIVE BUSINESS DEVELOPMENT & IMPACT INVESTING**

Expand spending with Black-owned enterprises

Leverage investable assets for impact investments

# BJC EQUITABLE COVID-19 VACCINE EFFORTS

The screenshot shows the BJC HealthCare website. At the top left is the BJC HealthCare logo. To the right are links for 'Contact Us', 'MyChart', and a search bar with a 'GO' button. A pink notification bar reads: 'Do you need a COVID-19 test? Visit our new COVID-19 Testing Resource page for more information.' Below this is a hero section with a blue background and a photo of a doctor in a white coat and blue surgical mask. The text 'Ready for your COVID-19 Vaccine?' is followed by three buttons: 'Schedule Your Vaccination' (orange), 'Need a COVID-19 Test?' (white), and 'COVID-19 Testing Resources' (white). A dark blue navigation bar contains the following menu items: 'INFECTION & TESTING', 'COVID-19 VACCINES', 'STAYING SAFE', 'PLANNING YOUR VISIT', 'NEWS', and 'FAQ'. Below the navigation bar, the breadcrumb 'CORONAVIRUS | COVID-19 VACCINES' is shown. The main heading is 'COVID-19 VACCINES'. Below this are the logos for 'BJC HealthCare' and 'Washington University Physicians'. The text states: 'The COVID-19 vaccine is now approved and recommended for all individuals ages 5 and above. The Pfizer vaccine is the only vaccine currently available for children ages 5-17. Children under 18 must be accompanied to their appointment by a parent or legal guardian. Click the link below to schedule a vaccine.' It then says: 'Everyone ages 18 and older is eligible for a booster shot. Ages 12-17 may receive a Pfizer booster if their original vaccine doses were Pfizer. BJC is offering the Pfizer vaccine.' A bulleted list follows: '• If you received Pfizer as the initial series, the booster dose should be given at least 5 months after completing the series.', '• If you received Moderna as the initial series, the booster dose should be given at least 5 months after completing the series.', and '• If you received Johnson & Johnson (Janssen), the booster dose should be given at least 2 months after the initial vaccination.' The final sentence reads: 'Individuals may choose which vaccine they receive as a booster dose.'

<https://www.bjc.org/Coronavirus/Covid-19-Vaccines#Vaccination-Community-Events>

# DISCUSSION & QUESTIONS



## CONTACT INFORMATION

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DONEISHA BOHANNON, MPH (SHE/HER)  
DIRECTOR, COMMUNITY HEALTH PARTNERSHIPS & COLLABORATION  
DONEISHA.BOHANNON@BJC.ORG

CHRISTOPHER NOLAN, MPA (HE/HIM)  
DIRECTOR, ANCHOR INITIATIVES  
CHRISTOPHER.NOLAN@BJC.ORG

BJC COMMUNITY HEALTH IMPROVEMENT  
<https://www.bjc.org/community-health-improvement>

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