

# Partnering with Business for Community Health and Action

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**de Beaumont**

[debeaumont.org](http://debeaumont.org)



# About Us

The de Beaumont Foundation creates and invests in bold solutions that improve the health of communities across the country.

Our vision is a nation where every person in every community has the opportunity to achieve their best possible health, regardless of where they live.

Inciting action.  
Driving change.

# Reflections and Learnings

1. Philanthropy can be a catalyst for multi-sector health partnerships
2. Good health is good business
3. Businesses must be activated as partners in the public health ecosystem
4. Communications gaps are real between the private sector and public health
5. Business and public health partnerships must be local and community-centered
6. Conveners should be the most engaged and connected partners



Philanthropy can be a catalyst for multi-sector health partnerships.



# Lifting up, investing in, and driving the national dialogue for public-private partnerships for health



Good health is good  
business.



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# Health and economic well-being rely on having healthy and safe places to live, work, and play



## Good Health Is Good Business

*The Value Proposition of Partnerships Between Businesses and Governmental Public Health Agencies to Improve Community Health*

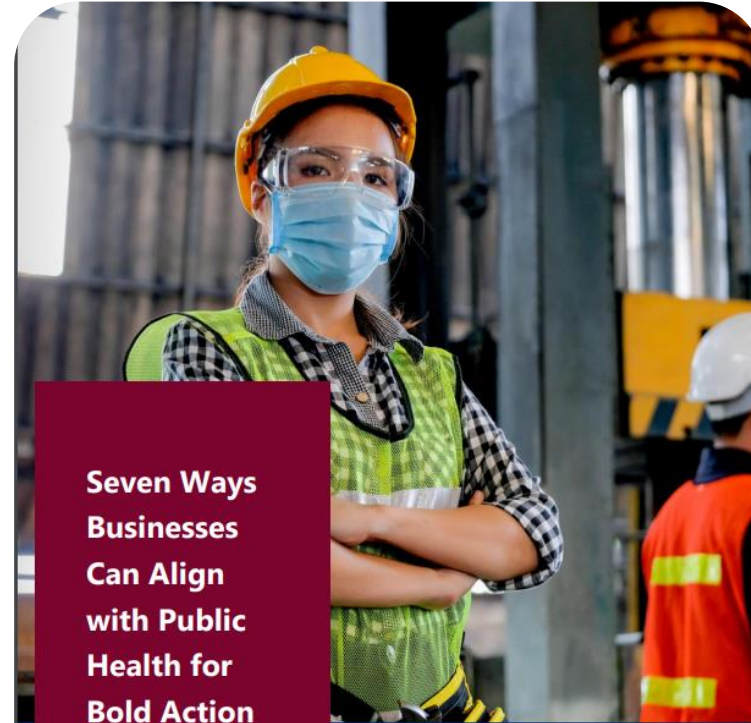
JUNE 2019



BIPARTISAN POLICY CENTER

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BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES.



**Seven Ways  
Businesses  
Can Align  
with Public  
Health for  
Bold Action  
and  
Innovation**



JOHNS HOPKINS  
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BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES.

February 23, 2021

BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES  
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Innovation



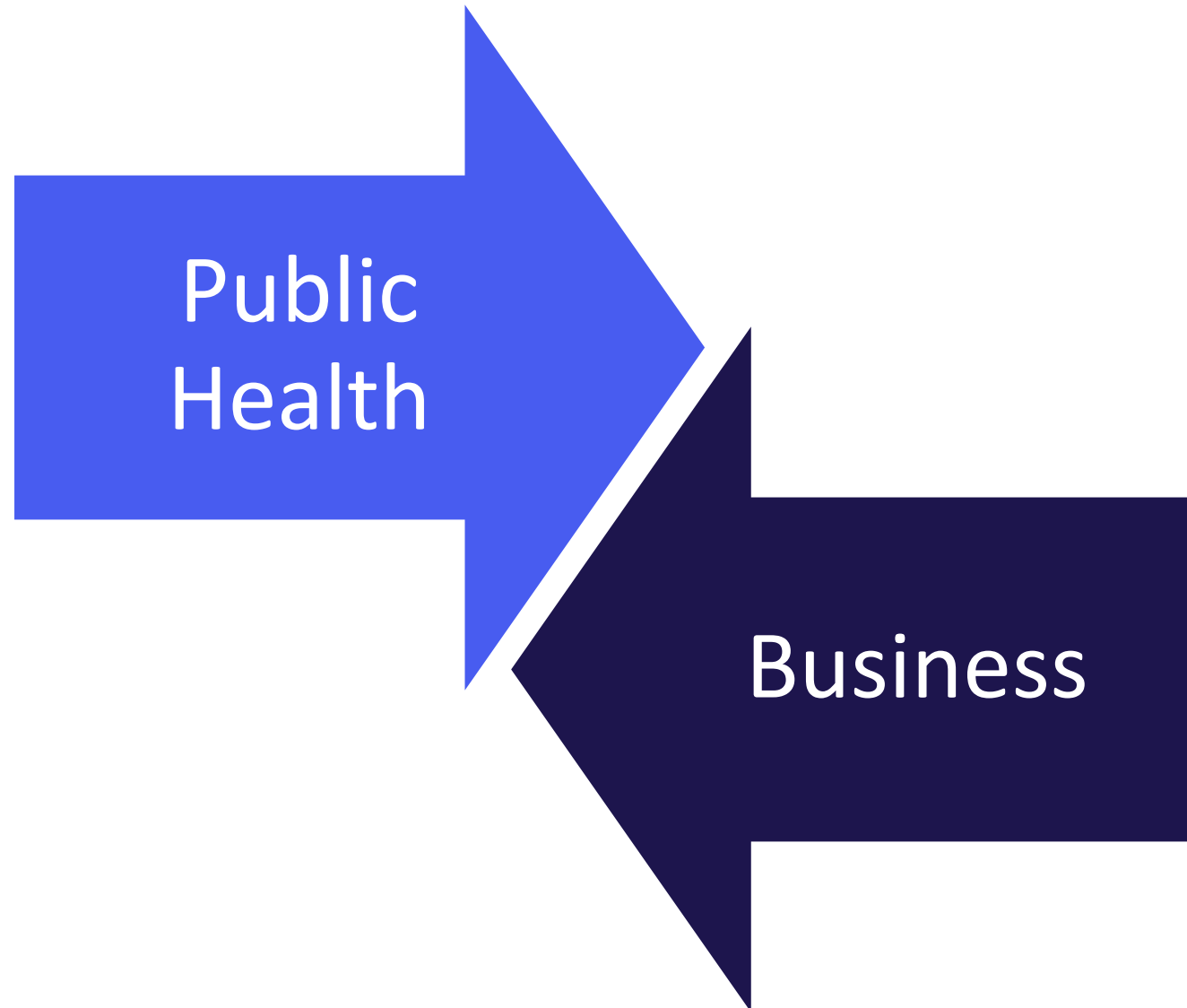
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# Value Proposition for Public-Private Partnerships





Businesses must be activated as partners in the public health ecosystem.





We know good health is good business.

Health Action Alliance is the country's largest employer network operating at the intersection of business and public health.

FOUNDED IN 2021 BY

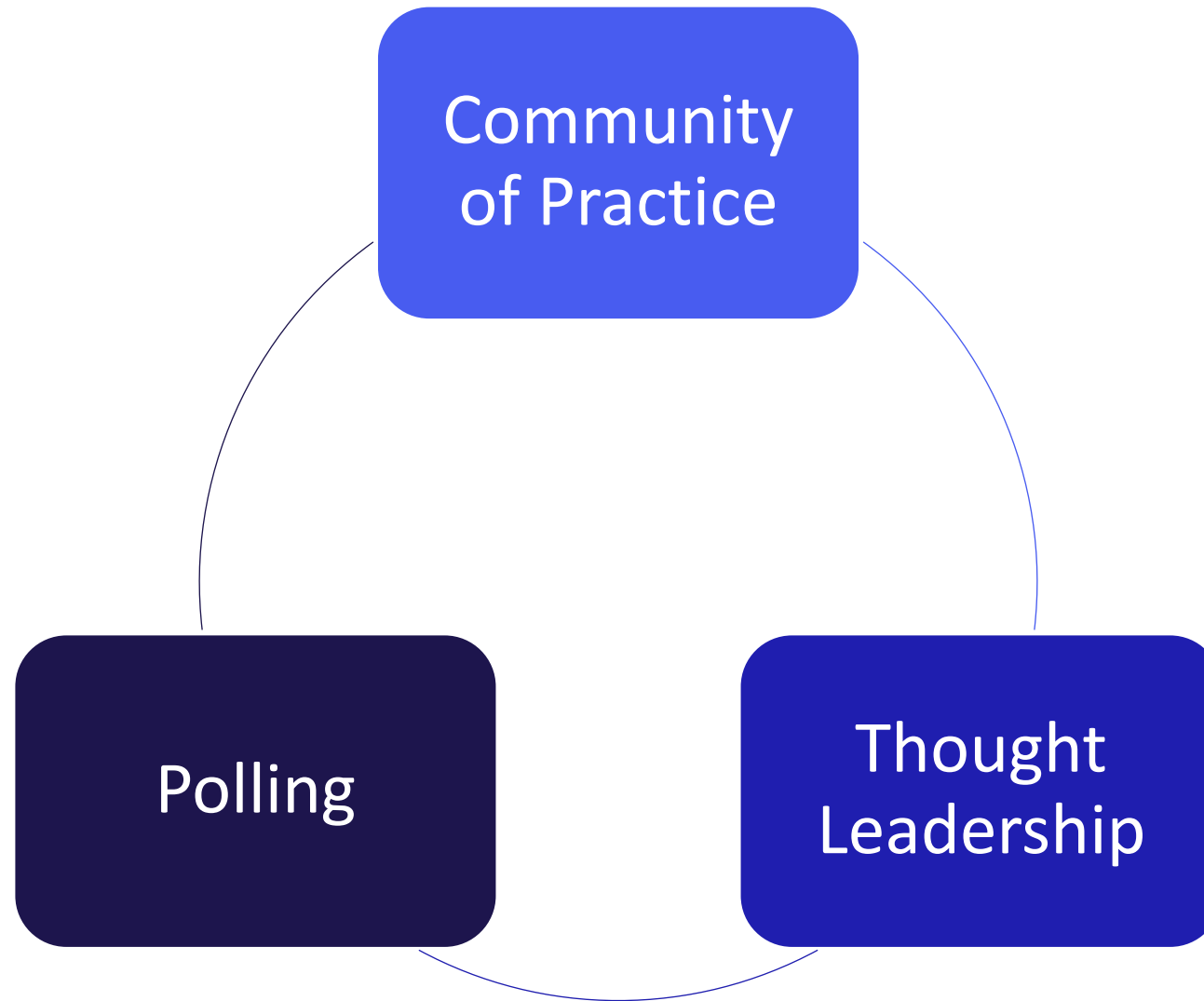


# IMPACT in Public Health

**Innovative, Multi-sector Partnerships for Community Transformation (IMPACT) in Public Health** fostered collaboration between governmental public health departments and the private sector to advance shared community health goals.



# de Beaumont Foundation's Current Work



Communication gaps  
between the private  
sector and public health  
are real.



# Gaps in understanding

Private sector's perspectives of public health

Health is medical

Public health is not  
top of mind

Public health is  
Medicaid or  
Medicare

PH professionals are  
academic and aren't  
practical

Partnerships are  
transactional

Health is based on  
individual behaviors  
NOT upstream  
factors

# Overlaps in understanding

Private sector's perspectives of public health

Good employee health  
can improve business

Public health  
governmental agencies  
can promote community  
health

Smart use of data can  
help create change

Environments can  
directly cause injury or  
illness

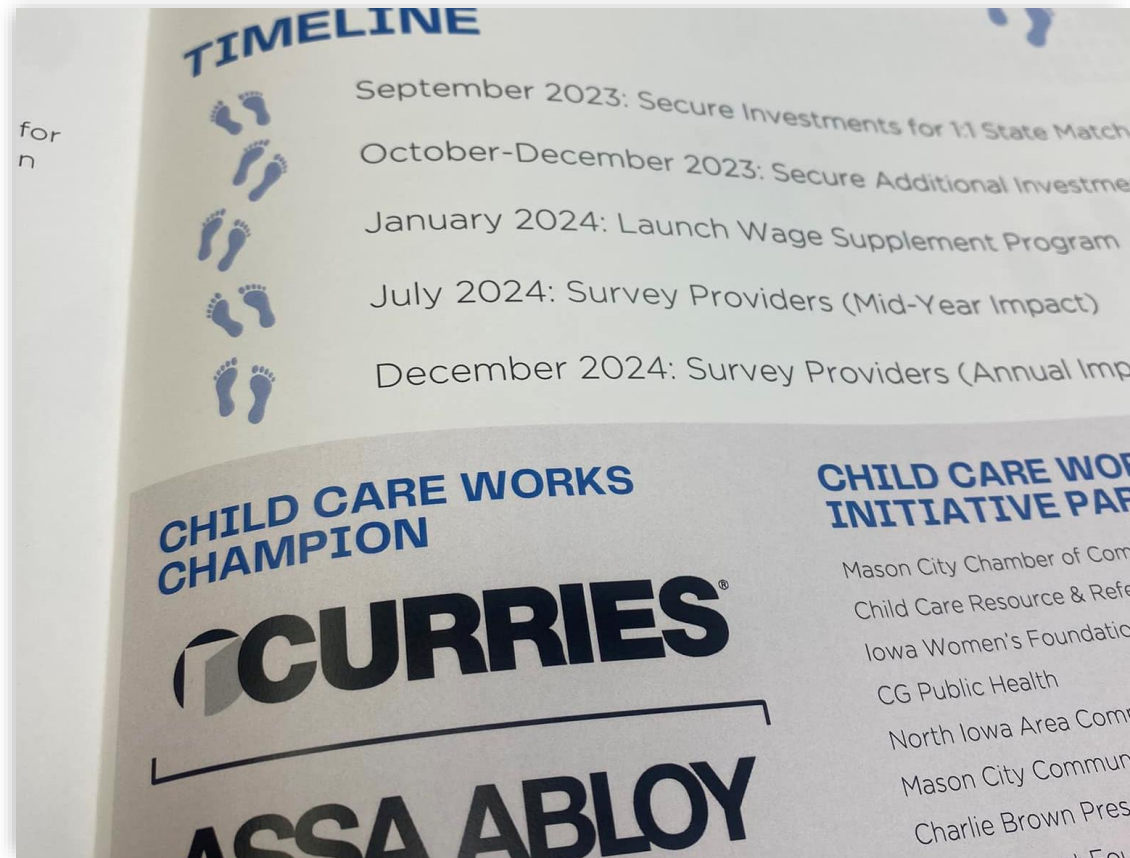
Business and public health partnerships must be local and community-centered.





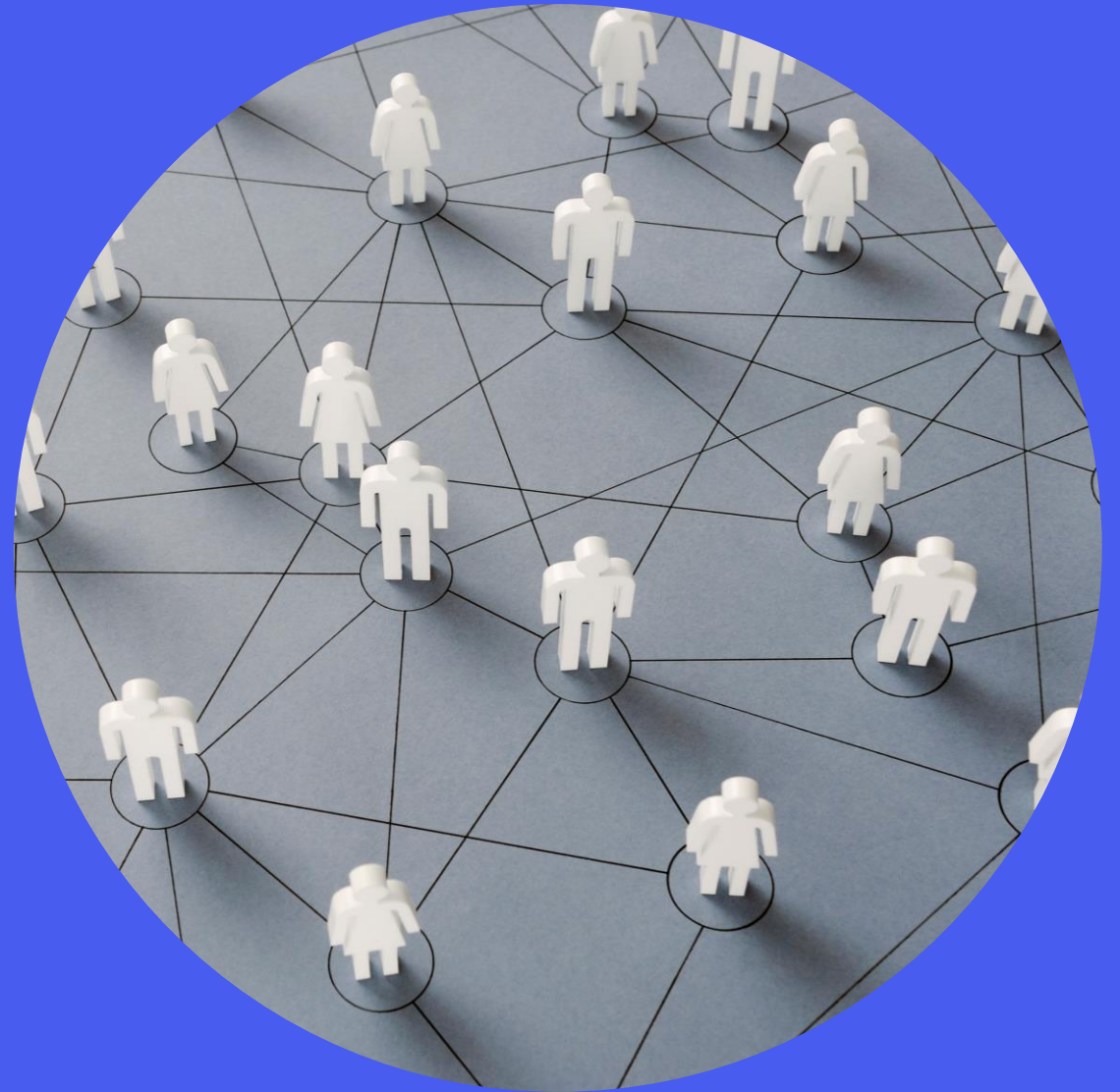
# Cerro Gordo County Public Health Department, Iowa

## Child Care Works Collaborative



- **Partners:** Public Health, *Chambers*, Education, Child Care Providers, Parents, YMCA, *Businesses*
- Launched a **Wage Supplement Program** for child care Providers (\$2/hr)
- Launched a **Child Care Ready Certificate Program** for high school students

Conveners should be the most engaged and connected partners.



# Wellness Council of Indiana (IN Chamber of Commerce)

## Indiana Healthy Communities

- Evidence-based collaboration process designed to help communities focus on implementing and sustaining a culture of well-being to spur economic vitality.
- **Community partners** have included:
  - Businesses
  - Chambers of commerce
  - Local government
  - Health departments
  - Health care institutions
  - Benefits groups
  - Universities

# Call to Action

Determine the issues and hook to bring private sector to the table and the partners that can lead this work.





# Resources

# Resource - Health Action Alliance

**Health Action Alliance** is the country's largest employer network operating at the intersection of business and public health. They do this by:

- Empowering employers with science-backed tools and training
- Providing insights and research to inform business decision-making
- Connecting a vast network of employers and public health experts to amplify our collective impact



[healthaction.org](https://healthaction.org)

# Resources

**de Beaumont’s “Business & Public Health”  
webpage**

<https://debeaumont.org/businesspublichealth/>



**Public Health Reaching Across Sectors  
(PHRASES)** on communicating with  
business and the private sector:

<https://www.phrases.org/resource-category/business-public-health/>



# Contact Us!



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