

Healthier people.
Healthier communities.
Healthier world.

2013 Annual Giving Report



Our mission is to promote wellness, health and access to high-quality health care for everyone, while supporting the communities we serve.

www.aetnafoundation.org

Since 1980, Aetna and the Aetna Foundation have contributed more than

\$445 million

in grants and sponsorships.

Healthier **people.**

Healthier **communities.**

Healthier **world.**



Aetna and the Aetna Foundation are building on a legacy of corporate philanthropy and employee involvement that stretches back more than a century. Our work has taken many forms over the years, evolving to become ever more focused on improving community wellness, particularly among underserved populations.

There's a reason for this focus: the increasing challenge to America's health by a combination of factors, which include poorer nutrition, less exercise and increasing disparities among vulnerable populations for whom the health care system often does not provide the needed level of quality and effectiveness.

We are committed to helping America weather these challenges — and become a healthier, more vital nation. We are doing this through large-scale partnerships with organizations and academic institutions that are pioneering new methods for improving health for entire populations of people. At the same time, we are pursuing on-the-ground action at the local level, making grants to nonprofits in cities and towns across the country that are emphasizing *nutrition* and *motion* — two critical ingredients in improving health in every community.

Moving forward, we will be working with our nonprofit partners to reach more people, deliver real results and develop effective models that can be replicated for success in communities everywhere. A key dimension of this work will be our significant commitment to digital health care technologies, which we believe hold promise for motivating healthier behaviors by engaging people in their everyday lives.

We are proud to support the dedicated, creative organizations that you will read about in this report. And we look forward to helping them build healthier communities, a healthier nation and a healthier world in the years ahead.

A handwritten signature in black ink that reads "Garth Graham".

Garth Graham, MD, MPH
President
Aetna Foundation

Reshaping health on a grand scale

Aetna and the Aetna Foundation are committed to building a healthier world. This means that we partner with organizations and support initiatives that have the potential to affect the health of large populations of people. Such partnerships are designed to explore the potential of personal technology in improving health, to bring together experts to create innovative health policies and to build practical, universal models to help jump-start positive change.

We are proud to work with a number of esteemed partners to effect large-scale health improvements in the U.S. and around the world.

Trustees of Dartmouth College

An important first step in helping people adopt healthier behaviors is to hold up a mirror to what they are doing now. We are supporting Dartmouth in a project that will use an electronic health risk assessment to measure the baseline health status and risk of a community in the Upper Connecticut River Valley. The project will test ways to engage the community to get the assessment, then share the results with community stakeholders to help them champion evidence-based health interventions. What's more, subsequent assessments will help these leaders gauge the impact of the interventions, providing insights that could serve as a model for communities elsewhere.

American Public Health Association

How can school-based health centers make an impact on America's high school dropout rate? That's the question being explored by this Aetna Foundation-supported pilot program, which aims to demonstrate and evaluate an expanded role for school-based health centers, one in which they address the social determinants of health, including the elements of chronic stress that impede both graduation and adult health. In doing so, these centers will step beyond their traditional role of providing primary care and mental health services to individual students — to also lend momentum to public health prevention strategies that reduce social barriers to educational success and increase the well-being of all students.

Peking University

Can the workplace become a springboard for reducing chronic disease in China? That's the question Peking University will try to answer as it launches a tailored, evidenced-based intervention in select workplaces. The study will involve education, training, and environmental and policy support that aim to reduce tobacco consumption, improve nutrition and promote active living. The study's findings will enhance knowledge of what works and what doesn't in workplace settings and provide valuable strategic insights to the Chinese government, the United Nations and the World Health Organization.

Institute for eHealth Equity

Combining the power of mobile technology with the fortitude of faith communities, the *Text4Wellness* program aims to inspire community members to make healthier lifestyle choices and take part in group fitness activities. With our support, *Text4Wellness* is enrolling African American women ages 19 to 55 in a two-way text messaging campaign managed by the women's local health ministers. The campaign delivers actionable exercise, wellness, disease prevention and lifestyle messaging tailored to the culture of the local African American faith community. Why focus on adult women? Beyond managing their own health, they are most likely to be decision-makers regarding household food choices, meal preparation and wellness activities.

Washington University School of Medicine

For over a decade, the Your Disease Risk suite of health risk assessment tools has offered the public evidence-based, scientifically validated personalized prevention plans. In 2012, this suite was distilled and optimized for use on a tablet computer under the app name *Zuum*. Now, with our support, the University is launching a yearlong pilot project to assess the feasibility and potential benefits of integrating *Zuum* into a range of clinical care settings in urban St. Louis, MO, and rural Illinois, which serve largely low-income and underinsured populations.

Landon Pediatric Foundation

A grant to the California-based Landon Pediatric Foundation will expand the organization's My Healthy World beta program to five additional school districts and evaluate its ability to encourage kids to adopt healthier lifestyle habits. Successfully piloted in 2011 in schools in low-income communities in Arizona, California and Maryland, the program's K-12 digital health curriculum combines the fun of online capabilities with a classroom-like health education experience that encompasses diet and nutrition, exercise and fitness, and disease prevention and management. After the program curriculum has been refined based on evaluation, the program will be positioned for a national rollout.



The impact of technology

The Aetna Foundation recently expanded its commitment to supporting the use of digital health technology, including mobile health or mHealth solutions, among vulnerable and minority populations. The Foundation's \$4 million, three-year digital health commitment will help to implement and evaluate technology innovations that can help address health disparities by reaching people with real-time, health-oriented solutions that easily fit into their daily lives.

Sparking creative solutions

Aetna and the Aetna Foundation brought together a range of thought leaders, experts and innovators in 2013. The goal of these convenings was to create dialogue, share ideas and focus intently on major health issues facing the nation and the world.

Our sponsored events included:

- Quality Health Care and Population Health Outcomes Convening
- Strategies to Decrease Racial and Ethnic Health Disparities in Birth Outcomes
- Developing Health Leadership to Improve Population Health
- Improving Population Health Through Quality Health Care
- Developing a Framework for Farm to School Evaluation

Cultivating medical talent

Our sponsorship of the new Primary Care Fellows Program created by National Medical Fellowships (NMF) will provide underrepresented minority medical students with a mentored service program. We also are continuing to support the Aetna Foundation/NMF Healthcare Leadership Program, which awards scholarships to medical students from underrepresented minority groups.

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COMMITMENT TO DIGITAL HEALTH:
Using Technology to Improve Outcomes

1 in 3
CELL PHONE OWNERS
HAVE USED THEIR
PHONE TO LOOK FOR
HEALTH INFORMATION
(Pew Research Center)

NEARLY 25%
OF AMERICA'S
LOW-INCOME ADULTS
OWN A SMARTPHONE
(Pew Research Center)

38%
Healthcare

29%
Exercise

**MILLENNIALS THINK
TECHNOLOGY COULD
MOST IMPROVE**
(Intel)

**Technology innovations help build
healthier communities, a healthier
nation and a healthier world.**

**The Aetna Foundation's
Digital Health Initiative**
supports projects that implement and
evaluate innovative technology solutions
and promote healthy choices at the
community level.

**Technology reaches
individuals where they live,
work and pray,** and in ways that
best fit their individual health and
wellness goals.

BRIDGING THE HEALTH DIVIDE
Reaching Vulnerable and Minority Communities

People can take charge of managing their health with the help of
technology innovations:

**A K-12 digital health curriculum that covers diet and
nutrition, exercise and fitness, and disease prevention and
management.** Students can collaborate on projects using
social media capability and access the curriculum outside
of school with their smartphone or other mobile device.

**A two-way text faith-based messaging campaign targeting
African American women ages 19 to 55 is managed by
local health ministers.** The campaign delivers actionable
exercise, wellness, disease prevention and lifestyle
change-related messaging that is tailored to the culture
and needs of the local African American faith community.

www.aetna-foundation.org

Cultivating healthy communities

It's well known that good nutrition and physical activity can improve health. Yet it can be difficult to adopt healthier behaviors, particularly in low-income neighborhoods where there may be limited safe places to exercise and a dearth of available fresh produce. This is why the Aetna Foundation provides grants to community-based initiatives that encourage healthy eating and active living through our *GoLocal: Cultivating Healthy Communities* program.

We made grants totaling nearly \$3.5 million to nonprofits in 2013, including:

- **Georgia Campaign for Adolescent Power & Potential**, which is partnering with several local churches in metro Atlanta to help faith leaders, youth and their families collaborate on teen obesity prevention strategies
- **Great Lakes Adaptive Sports Association**, to provide targeted physical activity, wellness and nutrition programs to youth, adults and injured military veterans in Illinois, who have a physical or visual disability
- **Hartford Food System, Inc.**, to help the city's youth learn how to buy and create nutritious snacks through education, peer interaction and hands-on cooking
- **Junior Blind**, to connect low-income, visually impaired children with their sighted peers in after-school activities — team sports, nutrition education and academic enrichment — in the Los Angeles area
- **Reading Terminal Market Corporation**, to tap into the resources of its indoor market to help school students in Philadelphia learn about sourcing ingredients from merchants, cooking and engaging in food tastings and culinary competitions
- **Seniors in Service of Tampa Bay, Inc.**, to provide healthy snacking, nutrition education and physical activity for young children and to encourage healthy, active living among senior volunteers who implement the program for the younger participants
- **UNC Chapel Hill Center for Health Promotion and Disease Prevention**, to show parents, teachers and cafeteria staff in three Charlotte elementary schools how to help children develop healthy eating habits at an early age
- **United Way of Central Ohio, Inc.**, to work with corner-store owners in Columbus to enhance their layouts, increase offerings of healthful foods and develop marketing and point-of-sale strategies that promote healthier food choices
- **VALLEYLIFE**, to introduce healthier foods and guide staff in preparing nutritious meals for people with disabilities residing in the organization's group homes in Phoenix





The power of motion

Exercise and other physical activities — in a word, *motion* — are a critical complement to better nutrition as we strive to improve the health of our communities.

Many of our grantees emphasize exercise, including several that focus on running — an activity that builds stronger bodies as well as self-confidence.

We provided grants to these motion-oriented programs in 2013:

- **Center for Self Discovery**, for its Teens Run DC program, through which low-income, at-risk youth in the Capital region run several times weekly and complete races, while working with mentors who teach about responsibility, discipline, perseverance and goal setting.
- **Girls on the Run**, to help young girls achieve greater fitness and self-esteem by training for, and running in, a 5K noncompetitive race. Our funding helped reach thousands of girls who are participating in new or expanded programs in Chicago, IL; Atlanta, GA; Akron, OH; and Hillsborough, NJ.
- **San Antonio Sports Foundation**, for an eight-week program that prepares students to take part in a one-mile fun run as part of the city's marathon event, reinforcing a one-mile-at-a-time approach to sustaining good health.
- **Students Run America**, to pair volunteer teachers with at-risk Los Angeles teenagers to prepare for and run in the LA Marathon.
- **Texas Medical Association Foundation**, for a program in Austin in which participants walk at their own pace while asking questions of local physicians who are taking part in the walk alongside them.

Fertile soil for improved health

The Aetna Foundation is placing increased emphasis on helping communities improve access to healthy fruits and vegetables.

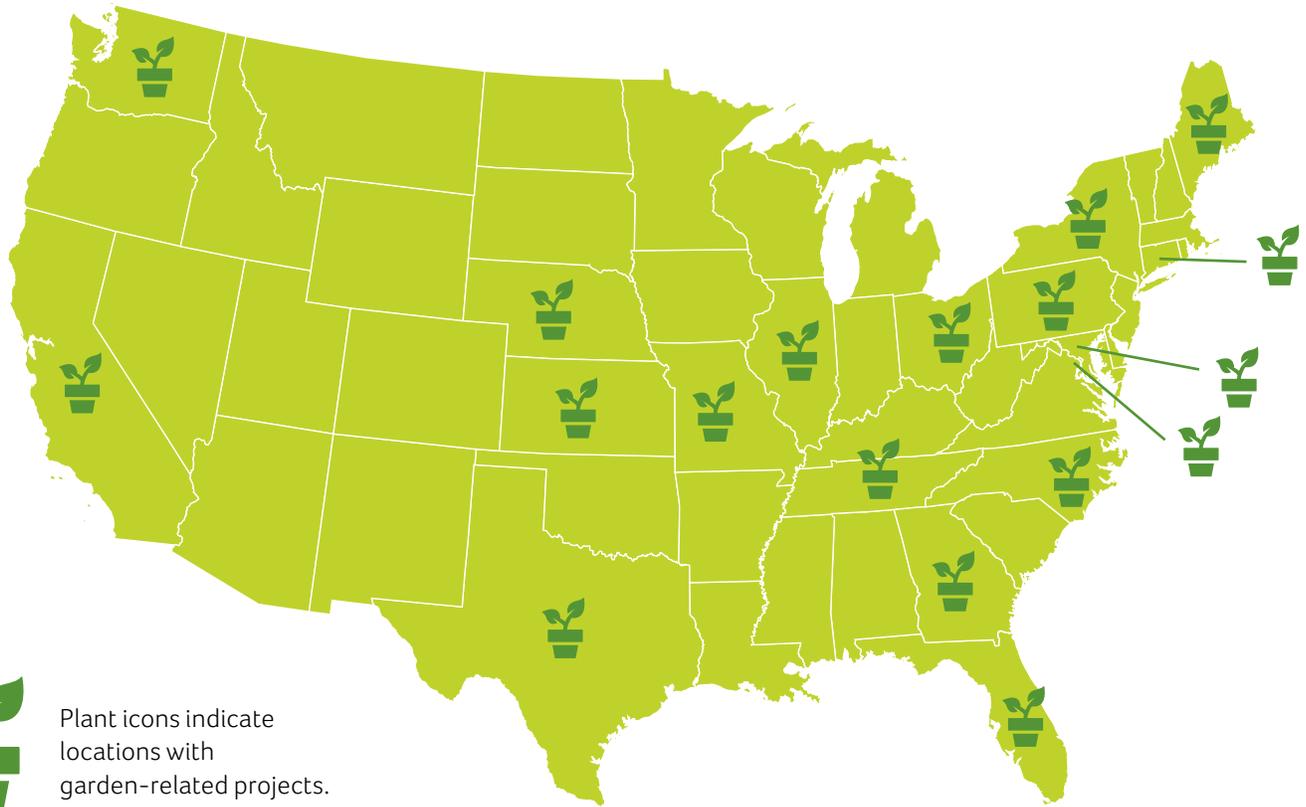
We do this, in part, by providing grants for programs that involve community gardens, urban farming and related activities.

2013 grants in this area include:

- **American Heart Association**, for Teaching Gardens, a national program that gives underserved elementary school students a laboratory for learning about growing and harvesting food, while teaching the value of good eating habits and physical activity
- **AsianWeek Foundation**, to create gardens on a former brownfield site in San Francisco, where families can grow vegetables
- **Billings Forge Community Works, Inc.**, for a pilot program involving enrichment classes in nutrition, healthy cooking and gardening for low-income, minority children and families in Hartford
- **Govans Ecumenical Development Corporation**, for an urban farming initiative in Baltimore that will offer a blend of recreational, entrepreneurial and leadership development opportunities for at-risk youth and low-income seniors
- **Green Plate Special**, to provide low-income, ethnically diverse middle school students in Seattle with the opportunity to grow, prepare and eat healthy food
- **Men for Change, Inc.**, to provide gardening and other healthy activities for school-aged children, adult volunteers and their families in Texas
- **Shelby County Board of Education**, for teaching gardens that will allow Memphis school children to learn to grow food and sample what they grow
- **The Horticultural Society of New York**, for learning gardens at schools near the North River Wastewater Treatment Plant, where students, faculty and others will enhance their environmental and nutritional literacy while growing vegetables and herbs
- **The Opportunity Alliance**, to turn a neighborhood recreation center and outdoor playground area in South Portland, ME, into a springboard for health — with nutrition education, yoga classes, youth empowerment, playground boot camp, gym exercises and a community garden
- **YWCA of Greater Miami-Dade**, to give families residing in food deserts greater access to urban gardens, fresh fruits and vegetables, health education workshops and physical fitness classes



Grantees advancing community garden, urban farming and related initiatives



Plant icons indicate locations with garden-related projects.

California

- AsianWeek Foundation
- CommunityGrows
- LA Plaza de Cultura y Artes
- Special Service for Groups
- The Edible Schoolyard Project

Connecticut

- Billings Forge Community Works, Inc.
- Gifts of Love, Inc.

Florida

- YWCA of Greater Miami-Dade

Georgia

- Truly Living Well Center for Natural Urban Agriculture

Illinois

- Chicago Youth Programs

Maine

- Cultivating Community
- The Opportunity Alliance

Maryland

- Amazing Grace Evangelical Lutheran Church
- American Heart Association
- Govans Ecumenical Development Corporation

New York

- Praxis Housing Initiatives, Inc.
- United Community Centers, Inc.
- The Horticultural Society of New York
- SCO Family of Services
- Business Outreach Center Network

North Carolina

- Johnson C. Smith University

Ohio

- Action for Children

Tennessee

- Shelby County Board of Education

Texas

- Men for Change, Inc.
- Positive Image Productions, Inc.
- Sustainable Food Center
- The University of Texas — Pan American Foundation

Washington

- Boys & Girls Clubs of King County
- Green Plate Special

Washington, DC

- Friends of the National Arboretum

Multi-state

- American Heart Association (Connecticut, Georgia, Illinois, Kansas, Missouri, Nebraska, Ohio, Pennsylvania, Texas)

A sustained commitment to making a difference



During 2013, Aetna employees, retirees and directors extended their hands to help their communities as well as disaster-ravaged areas across America. Together they donated \$6.8 million through the company's matching gift program.

Aetna's employees also gave generously of their time in 2013, volunteering more than 400,000 hours to support a range of community initiatives. They collected food, walked in fundraisers, stuffed backpacks with school supplies and assisted local nonprofits in hundreds of other ways. Our 54 Aetna Volunteer Councils in 46 cities across America helped to organize and encourage these activities.

Some of the year's community involvement highlights were:

- **American Heart Association** — We continued a long-standing tradition of support for the organization with strong employee participation and fundraising for Heart Walks, as well as our sponsorship of *Go Red for Women* luncheons. In an exciting volunteer initiative, Aetna nurses and clinical staff spent time working with children at American Heart Association Teaching Gardens at five elementary schools across the country.

- **Mercedes Benz Corporate Run** — We were a major sponsor of this annual event, Florida's largest 5K race, which raises money for charity while promoting active lifestyles. More than 200 Aetna employees took part in the race.
- **Arizona Special Olympics** — Aetna was proud to sponsor this annual sports event, which provides athletes with a gateway to empowerment and acceptance. Aetna employees were heavily involved as volunteers at the event.
- **Susan G. Komen Race for the Cure Connecticut** — The company was a major sponsor of this event, and Karen Rohan, executive vice president of Aetna's Local and Regional Businesses, acted as Honorary Race Chair. Aetna registered more than 350 runners and Team Aetna was the event's number-one fundraiser, raising \$18,000.
- **American Diabetes Association** — Our employees again took part in the *Step Out: Walk to Stop Diabetes* events in locations across the country, including a group in Florida of more than 225 Aetna and Coventry employees.
- **March of Dimes** — As part of a large, growing partnership, Aetna employees across the nation took part in events, including a cake-decorating fundraiser in Connecticut that attracted 500 employees.
- **Habitat for Humanity** — More than 275 employees in Woodland Hills, CA; Chicago, IL; Blue Bell, PA; and Hartford, CT assembled teams of designers, builders and decorators for a festive gingerbread house building competition. The tasty houses were auctioned off to benefit Habitat's important home-building work.

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To learn more about our philanthropic programs and how our grantees are enhancing community wellness and advancing quality health care, join us at www.aetnafoundation.org.

In 2013, Aetna and the Aetna Foundation awarded more than

\$19 million

in grants and sponsorships.

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