

HUMANA'S APPROACH TO COMMUNITY HEALTH IMPROVEMENT

Strategy: Humana Inc., Humana Foundation and syndication partners align their distinctive assets to improve and sustain positive health outcomes.

UPSTREAM
SOCIAL FACTORS

DETERMINANTS OF HEALTH

DOWNSTREAM
MEDICAL MODELS

SOCIAL INEQUALITIES INSTITUTIONAL POWER NEIGHBORHOOD CONDITIONS RISK BEHAVIORS DISEASE AND INJURY HEALTH STATUS

Social isolation Food insecurity Depression Diabetes

HUMANA BOLD GOAL | communities served are 20% healthier by 2020

HUMANA FOUNDATION | co-creates communities where leadership, culture and systems work to improve and sustain positive health outcomes

Post-secondary success & sustaining employment Asset security Social connection Food security

GEOGRAPHIC AREA OF FOCUS:
Louisville, KY

GEOGRAPHIC AREAS OF FOCUS:
Baton Rouge, LA; Broward County, FL; Jacksonville, FL; Knoxville, TN;
New Orleans, LA; Tampa Bay, FL; San Antonio, TX

Source: Upstream/Downstream Spectrum adapted from "The Context of Health: What is the Role of Leadership?" (Dr. Tony Hon)

January 2018

Humana
Foundation

GCHK5BEN 0118

SOCIAL DETERMINANTS OF HEALTH: A NEW APPROACH

The Humana Foundation co-creates communities where leadership, culture and systems work to improve and sustain positive health outcomes. By focusing on social determinants of health, the Humana Foundation aims to give people more Healthy Days.

WHAT ARE SOCIAL DETERMINANTS OF HEALTH?

- Your environment: where you are born, live, work, play and worship
- Affects your health and quality of life outcomes and risks
- Your access to social and economic opportunities, resources and support
- Quality and nature of your social interactions and relationships?



TAKING THE UPSTREAM AND DOWNSTREAM APPROACHES TO HEALTH

Upstream: The focus is on improving fundamental social and economic structures and to decrease barriers in order to support people in achieving their full health potential.

Downstream: The focus is on providing equitable access to care and services to mitigate the negative effects of disadvantage on health.³



HEALTH EQUITY VS. EQUALITY

Health equity means that everyone has a fair opportunity to be healthier. This requires removing obstacles to health such as poverty and discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.⁴

