



NEWS RELEASE

FOR IMMEDIATE RELEASE

January 18, 2002

Contact: Susan B. Towler, APR
(904) 905-6803

Susan.Towler@bcbsfl.com

The Blue Foundation for a Healthy Florida Awards \$200,000 to Two South Florida Non-profit Agencies

JACKSONVILLE, Fla. – The Blue Foundation for a Healthy Florida, Inc., announced today it has awarded \$201,078 to two South Florida non-profit organizations, representing 20 percent of its inaugural grants. The Blue Foundation awarded \$138,577 to Family Central, Inc., and \$62,501 to the University of Miami Diabetes Research Institute.

Family Central received the grant to create a model of health care support within the subsidized child care system in South Florida. "Healthy Directions" will provide improved preventive and primary health care for young children in at-risk families. The program is modeled after an internationally recognized program of health care service delivery in Israel. Family Central's grant was the largest grant awarded by The Blue Foundation.

The University of Miami Diabetes Research Institute will use its grant to improve diabetes management among high-risk adolescents with Type 1 diabetes. Diabetes is one of the most common chronic illnesses affecting young people. Education and intervention are important in preventing complications later in life.

"We're committed to building a healthy Florida," said Susan Towler, executive director of The Blue Foundation for a Healthy Florida. "We're especially excited about these two grants because they not only help create a healthy Florida today, but also for generations to come."

In all, The Blue Foundation awarded \$925,000 to 16 non-profit organizations throughout Florida in its first grant offerings. The Blue Foundation, the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), provides grants to support programs that positively impact the health and well-being of uninsured and underserved Floridians.

"These inaugural grants represent the significant positive impact that The Blue Foundation is having on the many health care challenges we face in Florida," said Towler. "With the support of BCBSF, we are accomplishing our goal of providing caring solutions through grants that will educate, train and improve the lives of individuals and families throughout Florida."

(more)

The Blue Foundation
Add One
01/18/02

The 16 programs that The Blue Foundation for a Healthy Florida is funding are rich in diversity, from educating older adults about prescription drugs, to training physicians on women's heart disease symptoms, to improving the lives of adolescents with diabetes. The other organizations receiving the first grants are, by geographic area:

- Florida Academy of Family Physicians, statewide, \$24,000;
- Sacred Heart Health System, Pensacola, \$118,938;
- Florida State University School of Nursing, Tallahassee, \$37,000;
- Baker County Council on Aging, Macclenny, \$32,076;
- MaliVai Washington Kids Foundation, Jacksonville, \$16,261;
- Hope Haven Children's Clinic and Family Center, Jacksonville, \$17,255;
- Community Asthma Partnership, Jacksonville; \$25,000;
- University of Florida Department of Surgery Trauma/Critical Care, Jacksonville, \$26,550;
- Cardiovascular Center at Shands Jacksonville, \$100,000;
- Seniors First Inc., Orlando, \$50,060;
- PACE Center for Girls of Pinellas County, \$81,000;
- Gulf Coast Community Care, Tampa Bay, \$67,110;
- Education Foundation of Sarasota County Inc., Sarasota, \$5,000;
- Diabetes Coalition of St. Lucie County Inc., Port St. Lucie, \$123,672.

"Almost 200 organizations applied for grant funding totaling \$24 million in requests," Towler said.

"We were pleased that there was so much interest in our goal to improve the health and well-being of uninsured and underserved Floridians." Following an initial review of all proposals, a team of Blue Cross and Blue Shield of Florida employees made recommendations to The Blue Foundation for a Healthy Florida board of directors, which approved the final grant offerings.

Towler said The Blue Foundation for a Healthy Florida plans to distribute up to \$1 million in grants each year. Beginning in 2002, grants will be distributed twice a year in the spring and in the fall. The next request for proposals deadline is March 8, 2002. For information on how to apply for a grant from The Blue Foundation for a Healthy Florida, contact the foundation office at (800) 477-3736, extension 63215.

The Blue Foundation for a Healthy Florida is a separate, philanthropic affiliate of Blue Cross and Blue Shield of Florida incorporated in the state of Florida. The Blue Foundation for a Healthy Florida, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information concerning The Blue Foundation for a Healthy Florida, please visit its website at www.bcbsfl.com.