



Value of Coverage: Healthy Communities

Description

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Health plans focus not just on the health of individual members, they also invest in the health of communities. By helping to build strong communities, health plans support better health outcomes for everyone.

For example:

Since the beginning stages of the pandemic, **Superior HealthPlan** has worked with more than 70 schools and organizations in Texas to launch and fund hygiene closets for lower-income neighborhoods. Grants to the community-based organizations hosting the closets help organizations meet people's basic needs and create community connection.



Representatives of the Odessa Family YMCA and Superior Healthplan cut the ribbon during ribbon-cutting ceremony of a new hygiene closet at the YMCA. (photo credit: Odessa American/Eli Hartman)

Superior also focused on summer fun as a way to serve communities. Examples include a family swim event in New Braunfels and a [special movie screening adapted for children with autism and sensory issues](#)

in Austin. Events like these not only provide quality activities, they are an opportunity to connect families to resources and support. At the swim event, representatives from Superior worked with families to make sure they are ready for the Medicaid redetermination process that will [affect the health care of thousands of Texans](#) when the declared public health emergency is over.

BlueCross Blue Shield [partnered with the National Fitness Campaign](#), awarding \$1,000,000 in funding to municipalities, schools, and other organizations to create equitable access to outdoor exercise programs around the state. The awards fund fitness courts designed by experts and include digital coaching on the free [Fitness Court app](#). There are also opportunities for free fitness classes through an ambassador program featuring local trainers. The courts are strategically located to create safe, accessible activity spaces for communities currently lacking such resources.

Molina Healthcare [partnered with H-E-B to support the Food Bank of the Rio Grande Valley](#) in delivering consistent, nutritious meals to communities across the Valley. They also sponsor [community baby showers](#) where mothers receive infant hygiene, nutrition, and development products and mothers receive helpful information on topics like postpartum care.



Driscoll Health Plans is [hosting back-to-school fairs](#) complete with backpack and school supply giveaways to make sure that kids start school ready to learn. In 2021, they [gave away more than 14,000 backpacks](#) across South Texas.

A healthy Texas is made up of healthy communities. Health plans play a major role. It's all a part of the value of coverage.

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