



The Los Angeles Trust for Children's Health



Putting the care in student healthcare



MEETING THE CHALLENGES OF 2020

Top row: Supervisor Mark Ridley-Thomas distributed N95 masks at an on-campus health rally; Executive Director Maryjane Puffer delivered PPE to Dr. Anitha Mullangi, chief medical officer of St. John’s; The L.A. Trust moved its oral health education to social media and television, attracting 1.1 million views. **Center row:** California State Superintendent Tony Thurmond spoke at the virtual California School-Based Health Alliance Conference; Trusters engaged students on Zoom; The L.A. Trust and its partners distributed more than 100,000 toothbrushes during Operation Tooth Fairy. **Bottom row:** Program Manager Eddie Hu helped organize our Y2Y Summit; The L.A. Trust worked with partner FCancer to fight HPV; Superintendent Austin Beutner led LAUSD’s Grab and Go effort, which distributed more than 122 million meals.

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The year that challenged everything

The past year was like no other. The worldwide pandemic hit Los Angeles hard, shutting schools, locking down students and families, closing businesses and causing thousands to lose their jobs. More than 23,000 Angelenos lost their lives.

Last year brought the issue of racism to the forefront once again, reminding us that institutional racism and implicit bias are built into every aspect of American life, including our education and healthcare systems.

The pandemic tested these systems as never before, and students were deprived of critical resources and the face-to-face support of their teachers, healthcare providers and friends.

The Los Angeles Trust for Children’s Health adapted to meet the crisis. Starting last March, we transferred in-person meetings to online platforms like Zoom; expanded education campaigns on social media and television; and masked up and distributed PPE and more than 100,000 toothbrushes and oral care items at Wellness Centers and schools.

We launched a new Student Mental Health Initiative and educated legislators about the need for school-based

healthcare. We convened experts and stakeholders at online forums. We increased community outreach on social media and TV. We engaged student health advocates at our first virtual Summer Academy. And we launched a new website and rallying cry, “Putting the care in student healthcare.”

We weren’t alone in demonstrating resourcefulness. Our partners stepped up to support us as we pivoted. Los Angeles Unified emerged as a national leader in handling the crisis. Healthcare providers saved lives, while risking their own.

The unsung heroes of the pandemic were our young people, who managed online education, nursed sick loved ones and shouldered increased family responsibilities.

We acknowledge all that’s been lost and all that’s been learned: We must address structural racism by investing in healthcare and prevention education in our underserved communities. Student-informed school-based healthcare is more important than ever. And, working together, we can move closer to a world where every student is healthy and successful.

Best regards,



Maryjane Puffer
Executive Director



Will Grice, Kaiser Permanente
Board President



“Of all the forms of inequality, injustice in health is the most shocking and inhuman.”

Dr. Martin Luther King Jr.

The L.A. Trust was a leader in the movement for school-based healthcare.

ADVOCACY

Advancing quality care for kids and teens

We educated policymakers on school-based healthcare

The Los Angeles Trust for Children’s Health supports school-based healthcare as a foundation of healthcare justice for our kids and teens.

In 2020, we backed more than 15 legislative measures, signed petitions, joined online campaigns and helped influence policymakers in Los Angeles, Sacramento and Washington, D.C.

The year started with good news as the Los Angeles Unified School Board approved a resolution designed to expand dental and vision screenings for K-12 students. The resolution, which The L.A. Trust strongly supported, permits free non-invasive dental health and vision screenings for every LAUSD student whose parents or guardians do not expressly opt out.

In September, our staff and Student Advisory Board members joined the California School-Based Health Alliance (CSHA) in educating more than 40 state legislators and their staff on the need for school-based healthcare.

In October, we helped conduct the online California School-Based Health Alliance Conference, attended by nearly 1,000 advocates from across the state.

Our campaign for on-campus care culminated in February 2021, when we joined CSHA in observing National School-Based Healthcare Month with a PR and social media campaign.

Student health is essential to academic success — and school-based healthcare is essential to student health.

Nutrition was the star of our outreach

We went online and to the field to increase our impact

Quarantine didn't stop our healthy living outreach — it expanded it. We moved our healthy living campaign online and to the field to help families eat healthy during the shutdown, reaching hundreds of thousands of students and community members.

The L.A. Trust nutrition team held one-hour workshops weekly on Facebook Live in English and Spanish, giving community members timely advice on food benefits, pantry cooking and smart shopping.

In addition to live workshops, The L.A. Trust produced 30 Spanish- and English-language Nutritious Bites cooking videos. The healthy recipes — ranging from Berry French Toast to Mango Chicken — gained 800,000 views on KLCS TV and reached nearly 30,000 online.

We posted more than 200 times on social media during the school year to support CalFresh Healthy Living, the nation's largest nutrition education program. This campaign reached an additional 46,000 and garnered thousands of online interactions.

The L.A. Trust distributed free grocery bags, gloves and recipe cards to the Fremont Free Food Fair, a food site organized by the UMMA Community Clinic, Community Health Councils and Food Forward. We also purchased more than 2,800 cookbooks and gave them to families during the pandemic.

COVID-19 worsened L.A.'s food crisis, and we lent our support to food banks, food fairs and LAUSD's massive Grab & Go effort, which served more than 122 million meals.



“We demonstrated how to maintain nutritious eating during quarantine.”

Esther Yopez
Program Manager
The L.A. Trust

Our videos and workshops proved that nutritious didn't mean boring or expensive.



“Your training taught valuable tactics and mindsets all youth practioners should have.”

Andres De La Peza
Director of Learning
Woodcraft Rangers

Amid the pandemic, we launched The L.A. Student Mental Health Initiative.

MENTAL HEALTH

We expanded mental health awareness

Confronting COVID, racism and healthcare inequity

Year 2020 increased pressure on our students and stressed our already burdened education and healthcare systems.

Last fall we responded by launching The L.A. Trust Student Mental Health Initiative, funded by Ballmer Group, Cedars-Sinai, Dignity Health and Health Net.

The initiative includes social media campaigns by students and The L.A. Trust, and training in Youth Mental Health First Aid (YMHFA), designed to teach adults how to help adolescents experiencing a mental health or addiction challenge, and Question, Persuade and Refer (QPR), a suicide prevention program.

YMHFA training started with The L.A. Trust staff in October — our first training for after-school providers

was conducted in March 2021 (a total of 125 adults who work with students received the 8-hour training from The L.A. Trust). Students on our Student Advisory Boards were trained by The L.A. Trust in QPR.

Crucial to the initiative is the Youth Mental Health Collaborative, first convened in March 2021.

The collaborative brings together key stakeholders in student mental health, including LAUSD School Mental Health, LAUSD Student Health and Human Services, youth mental health providers, The L.A. Trust and student representatives.

Its purpose is to identify and overcome barriers to students accessing mental health services and co-create improvements in partnership with youth.

ORAL HEALTH

Helping families brush up on oral health

We innovated to fight childhood dental disease

The Los Angeles Trust for Children’s Health has a long commitment to children’s oral health, and that commitment grew stronger during the pandemic.

Children with poor oral health are nearly three times more likely to miss school and perform poorly. According to the latest L.A. County Smile Survey, nearly half of the county’s children have experienced tooth decay by the time they enter school, and 4,500 kindergarten and third-grade children need urgent dental care on any given day.

Since 2012, The L.A. Trust’s Oral Health Initiative has worked to improve student oral health by coordinating free Kindergarten Oral Health Assessments in L.A. schools and providing in-person oral health education.

During the pandemic, online education took center stage. Oral health TV spots, produced by The L.A. Trust and featuring Program Manager Esther Yopez, were shown 150 times on KLCS TV, reaching a viewership of more than 1.1 million. These kid-friendly videos reached thousands more on social media and the internet.

In June and February 2021, we distributed oral care items worth \$475,000 as part of Operation Tooth Fairy, including more than 100,000 toothbrushes, toothpastes and other donated dental health items. Our February event coincided with National Children’s Dental Health Month and got wide media coverage.

In November, QueensCare awarded The L.A. Trust a one-year grant to provide much-needed oral health education at nine elementary schools in Los Angeles.



“I salute The L.A. Trust’s continued commitment to educating our children on oral health.”

Dr. George J. McKenna III
Los Angeles School Board

School Board Member Scott Schmerelson and Executive Director Maryjane Puffer brought brushes and education to schools.



“The Data xChange gives us a good baseline for future strategy.”

Pia V. Escudero
Executive Director
LAUSD Student Health
and Human Services

Our Data xChange links health and academic data to develop strategies for success.

RESEARCH

Digging into the data to find what works

The L.A. Trust Data xChange is a first-in-the-nation initiative

Prevention, intervention and education programs can make all the difference to a young student, and evidence-based solutions are key.

The L.A. Trust Data xChange is a ground-breaking initiative designed to improve health and academic outcomes. It integrates anonymized Wellness Center health data and Los Angeles Unified academic and attendance data to determine how health and wellness impact achievement.

Last year we issued Data xChange reports to L.A. Unified leaders, principals and Wellness Center clinic operators on the state of student health, including a landmark 5-year report on Wellness Center performance published in October.

The L.A. Trust has independently raised more than \$1.7 million to create the Data xChange, which we consider essential to the future of school-based health in our region and nation.

The Data xChange work is guided by a 20-member Expert Advisory Council, with representatives from L.A. Unified, healthcare providers, academia and leading nonprofit organizations.

In addition to the Data xChange, The L.A. Trust partners with other agencies and academic institutions to research issues vital to student health. A prime example is our partnership with the University of San Francisco on a research project and app that promotes adolescent contraceptive care.

SEXUAL AND REPRODUCTIVE HEALTH

Supporting education, contraception and care

Awareness and screenings were central to our approach

The L.A. Trust advocates for sexual and reproductive health because students with access to sex education, screening and treatment achieve more and get a better start on life.

Adolescents are often left to navigate issues of sex and sexuality on their own. These issues include contraception, consent, sexually transmitted infections, sexual orientation and gender identity.

During the 2020 school year, The L.A. Trust and our Student Advisory Boards increased awareness of these issues and made prevention of sexually transmitted infections like HPV, HIV and chlamydia a top priority.

With the support of Essential Access Health, we helped students build awareness among their peers and promoted prevention and screenings at Student and Family Wellness Centers.

Our fall HPV campaign, sponsored by FCancer, adapted to school closures by expanding its online outreach to students during the quarantine.

Nine of these student-led HPV campaigns received nearly 7,000 engagements on Instagram, TikTok and SMS text in the fall semester alone.

Students have a right to contraception, pregnancy prevention and education about sex. The stakes are high. Only about 50% of teen mothers receive a high school diploma by age 22 compared to 90% of women who do not give birth during adolescence.

We partnered with UC San Francisco on “Health-E You/Salud iTu,” an app encouraging adolescent contraceptive care. Funding for the project was unanimously renewed in March 2021 by the governors of PCORI (Patient-Centered Outcomes Research Institute).



Student engagement was key to our outreach on sexual and reproductive health.

“Almost half of all new STIs are among youth aged 15-24.”

Centers for Disease Control



**“The greatest
takeaway was that
we all have a beautiful
purpose in this life.”**

Irma Rosa Viera
Cal State Northridge student
Former SAB member

Student health advocates were all-in at The L.A. Trust Youth to Youth Summit.

STUDENT ENGAGEMENT

Students made the best health advocates

Our Student Advisory Boards reached 30,000 peers

The work of our Student Advisory Boards (SABs) and their Adult Allies was challenged but not stopped by school closures and the pandemic.

The L.A. Trust sponsored SABs at 11 Wellness Center campuses (see page 12), helping students hone their leadership skills and become student health advocates. Last school year, more than 100 students served as SAB members, and their campaigns reached more than 30,000 students.

Student campaigns addressed topics like mental health, sexual and reproductive health, HPV vaccination, substance use, bullying, and COVID. Followers and engagement soared on social media and other online platforms as SABs ramped up their digital outreach during the pandemic.

An HPV awareness campaign sponsored by

FCancer gained thousands of engagements through Instagram, SMS text and Schoology, L.A. Unified’s student-teacher portal. Nearly 80 SAB members and their Adult Allies received HPV training.

Each student board is facilitated by an Adult Ally, such as a Healthy Start coordinator or health teacher. Members of The L.A. Trust staff serve as Adult Allies for five high schools and The L.A. Trust supervises Adult Allies at six more campuses.

Throughout the year, The L.A. Trust conducts training for SAB members and their Adult Allies, including our annual Youth to Youth Summit last March and our first-ever virtual Summer Academy in August.

Service on our SABs can be a profound experience; most members go on to college and many go into the health and healing professions.

SUBSTANCE USE PREVENTION

Working with experts to stop substance use

Addiction starts young — so should education and treatment

Most substance abusers start young — often before high school. That’s why preventing substance use before it starts (and reaching those already using) is one of our most urgent missions.

According to the CDC, 53% of L.A. County high school students report using alcohol, 35% report using marijuana, 10% report using prescription drugs, and 5% report using cocaine and MDMA. More than 30% of L.A. County high school students reported using e-cigarette products — 10% said they use them regularly.

Experts say these already troubling numbers may have increased during the pandemic (or may escalate when students return to campus).

The Los Angeles Trust for Children’s Health worked with Children’s Hospital Los Angeles (CHLA) and funder California Community Foundation (CCF) to prevent substance use among L.A. Unified students.

Our Wellness & Adolescent Substance Use Prevention Project (WASUP) included Screening, Brief Intervention and Referral to Treatment (SBIRT) training and peer education and social media campaigns by student health advocates from our Student Advisory Boards.

WASUP training for school-based healthcare professionals included a series of webinars discussing vaping and SBIRT. The SBIRT project — designed to increase the screening tool’s utilization in L.A. Unified Wellness Center clinics — was deployed at five such clinics, reaching nearly 2,700 students.

A toolkit for conducting an environmental scan of the substance use situation at schools was published last year by CHLA and The L.A. Trust, with funding by CCF and the Conrad N. Hilton Foundation. The kit reflects lessons learned during the multiyear initiative.



“The WASUP project taught me how to protect myself and those around me.”

Melissa Diaz Raygosa
Cal State East Bay student
Former SAB Member

Preventing substance use — including vaping — is one of our top priorities.

LAUSD Student and Family Wellness Centers

Belmont High School*

Carson High School*

Crenshaw High School*

Elizabeth Learning Center*

Fremont High School*

Gage Middle School

Garfield High School

Hollywood High School*

Jefferson High School*

Jordan High School*

Locke Preparatory*

Maclay Middle School

Manual Arts High School*

MaCES

Monroe High School

Santee Education Complex

Washington Preparatory*

*SAB as of March 31, 2021.

The L.A. Trust supported all 17 L.A. Unified Wellness Centers and sponsored student engagement at 11 associated campuses.

WELLNESS CENTERS

Finding school-based healthcare solutions

We supported the healthcare home of thousands

Existing healthcare disparities worsened during the pandemic, and students and families in underserved communities lacked access to the primary, mental and oral health resources they needed.

The L.A. Trust was established in 1991 by the Los Angeles Board of Education to support its school-based Wellness Centers and improve the health of L.A. Unified students and their families.

In 2000, we became an independent 501(c)3, but continued our close relationship and strong support for this vital school-based healthcare system.

Seventeen Student and Family Wellness Centers have been established to serve both student and community members, with more on the way.

The L.A. Trust plays a pivotal role in this Wellness Network, advocating for its expansion, providing data, supporting the exchange of best practices, and

connecting the clinics to student health initiatives from The L.A. Trust and others.

During the pandemic, we moved our Wellness Network Learning Collaboratives online, attracting up to 100 stakeholders at each event. During these collaboratives, healthcare providers, educators and L.A. Unified staff exchanged ideas, received COVID and Wellness Network updates, and were introduced to new resources, including an innovative tool developed by The L.A. Trust that measures the integration of Wellness Centers and schools.

Our Data xChange provided quality metrics and insights to help improve service delivery to students and families. This included a 5-Year Data xChange Report on Wellness Center performance. We developed a new online Learning Center for clinicians and LAUSD staff, and provided key resources and backbone support.

PARTNERS

Bridging health, education and philanthropy

Foundations, agencies, allies and individuals fueled our mission

The L.A. Trust's partners and allies stepped in and stepped up to support The L.A. Trust during a challenging year.

These supporters — healthcare providers, NGOs, foundations, corporations, government agencies and individual donors — gave more than dollars. Their counsel and expertise helped us execute our mission and pivot our programs during the quarantine.

In November, our board members stepped up during our "Up to Us" campaign, raising thousands of dollars from their colleagues and communities.

No one organization or approach can address the complex health needs of all our students and communities.

Working with our partners, funders and allies, we moved forward, together.

Special thanks to these partners

The Ahmanson Foundation

America's ToothFairy

Annenberg Foundation

Anthem Blue Cross

Ballmer Group

Bank of America

California Community Foundation

California Department of Public Health

California Credit Union

California School-Based Health Alliance

Capital Group Companies Charitable Foundation

The Carol and James Collins Foundation

Cedars-Sinai Medical Center

Children's Hospital Los Angeles

County of Los Angeles Public Health

Danhakl Family Foundation

Dignity Health

Essential Access Health

FCancer

Health Net

Insperty

Kaiser Permanente

Los Angeles Unified School District

QueensCare

Ralph M. Parsons Foundation

Joe Sanberg, Co-Founder of Aspiration

Satterberg Foundation

UCLA Dentistry

UniHealth Foundation

Weingart Foundation

Fiscal year 2020-2021 through March 31, 2021. Partial list.

FINANCIAL REPORT

Powered by public and private giving

The L.A. Trust is accountable to those we serve

The past year was challenging for The L.A. Trust and other nonprofits. Our income fell as grants contingent on in-person work were cancelled or postponed. Other income was lost or deferred.

We cut overhead, and staff members took Friday furloughs for five months.

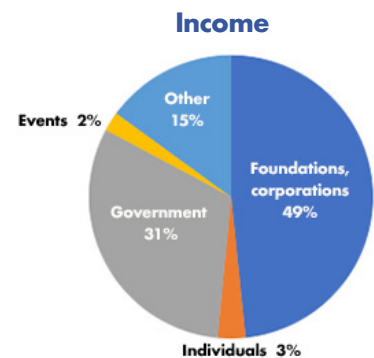
By year's end, we returned to better financial health through new grants, increased individual donations and a Paycheck Protection Program loan, since forgiven.

The Los Angeles Trust for Children's Health relies entirely on grants and individual donations for support, and we thank everyone who supported our work.

Revenues and support

Revenues and support

	Without donor restrictions	With donor restrictions	Total
Contributions ¹	\$1,809,060	\$723,700	\$2,532,760
Interest and other income	6,913	—	6,913
Special events	57,445	—	57,445
Net assets released from restrictions	732,533	(732,533)	—
Total revenues and support	2,605,951	(8,833)	2,597,118
Expenses			
Program services	2,514,133	—	2,514,133
Support services	500,074	—	500,074
Fundraising	11,152	—	11,152
Total expenses	3,025,359	—	3,025,359
Change in net assets	(419,408)	(8,833)	(428,241)
Net assets at start of year	772,254	185,692	957,946
Net assets at end of year	\$352,846	\$176,859	\$529,705



Assets

Current assets

Cash and cash equivalents	\$384,615
Short-term cash investments	282,067
Grants receivable	324,640
Other current assets	22,141
Total assets	\$1,013,463

1. Contributions includes in-kind contributions of \$381,607.

Year ended June 30, 2020. Independently audited.
For the full audit email info@thelatrust.org.

Liabilities and net assets

Current liabilities

Accounts payable and accrued expenses	\$211,791
Refundable advance	271,967
Total liabilities	483,758

Net assets

Without donor restrictions	352,846
With donor restrictions	176,859
Total net assets	529,705
Total liabilities and net assets	\$1,013,463

LEADERS

EXECUTIVE DIRECTOR

Maryjane Puffer, BSN, MPA

EXECUTIVE COMMITTEE

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President-Elect

Brandon K. Burriss

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Patrice Marshall McKenzie

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Keith Pew

Executive Director, LAUSD

Student Health & Human Services

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LEADERSHIP

Sailing through stormy seas

Our independent board guided us

Our board and executive committee were essential as we faced the challenges of 2020. These leaders — from healthcare, education and financial services — worked especially hard last year, developing strategies to help our organization and constituents meet the coronavirus crisis.

During their August retreat, board members took a deep dive on institutional racism with USC Professor Dr. Manuel Pastor and listened as students shared their personal pandemic experiences.

Long-time Board Member Brandon K. Burriss of Merrill Lynch Financial Services was named president-elect in December.

Evelyn González-Figueroa of AltaMed, Nicole J. Jones of the California State Controller's Office, Jordan B. Keville of Davis Wright Tremaine, and Ana Perales of Lionakis — joined the board for two-year terms in January 2021. They replaced Randi Grifka and Idoya Urrutia, who served from 2017 to 2020, and Dennis Diaz, who served from 2019 to 2020.

STAFF

Maryjane Puffer
Executive Director

Anna Baum
Director of Development
& Communications

Marsha Ellis
Director of Programs

Jason Yu
Director of Finance

Kelly Bui
Executive Assistant

Dannielle Griffin
Student Engagement Program Coordinator

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[thelatrust.org](https://www.thelatrust.org)