



Workforce Innovation and Talent Center

WITC: Pittsburgh



We welcome you

This Workforce Innovation and Talent Center (WITC) is the realization of a bold vision. Here in Pittsburgh's historic Hill District, collocated with Ebenezer Baptist Church and in partnership with local Ebenezer Outreach Ministries, **we combine caring, convenience and connectivity to transform a community.**

This diverse, predominantly Black neighborhood is home to children, families and elderly residents who struggle every day to access basic needs. Most people live in poverty. They face barriers to employment. They lack economic opportunities and have inadequate resources. **Instead of a handout, they need a hand up.**

Bold visions start with big questions. Together, we have thoughtfully considered: Where are the barriers to employment and wellness? What would it take to overcome them? How can we help? Who else can we engage? **Our partnership has grown with mutual respect, alignment and understanding.**

We believe that local partnerships bring about healthy change. We also know that partnering with community organizations helps us better understand the social determinants of health and how to address them. This WITC, in partnership with a faith-based institution, is the first of its kind. It's a unique model for other WITC programs and services informed with lessons learned and adapted to individual community circumstances.

Enclosed, you'll find some of the ways we're making a generational impact on wellbeing in a community that has long been overlooked. Through **career development programs, basic needs services and partnerships that foster community health and wellness**, this WITC sets a new expectation for productive outcomes.

Our partnership exemplifies what happens when a bold vision meets shared commitment, strategic planning and constructive resources. The result is a holistic approach to health that has powerful implications today and sets a course for generations to come. We are proud to share this important work with you. We invite you to join us.

Signed,



Rev. Dr. Vincent K. Campbell
Senior Pastor
Ebenezer Baptist Church



Ernest DuPont
Executive Director, Workforce Initiatives
CVS Health



How to reach out

For more information about how you can share in our work at this WITC, please email wi.info@cvshealth.com.

Our Heart at Work™

CVS Health® helps lead this important work here at the WITC in Pittsburgh because it directly aligns with our purpose.

We help people with their health wherever and whenever they need us.

The programs, services and partnerships embedded in this WITC all highlight **Heart at Work™ behaviors** that form the cornerstone of our identity.



- **Put people first:** We walk in others' shoes to improve experiences for our customers and colleagues. We create a diverse, engaging and inclusive work environment, which is why we invest in robust career development opportunities.
- **Rise to the challenge:** We boldly innovate to care for our customers. We think big and are willing to take smart risks to innovate, which is exactly what happens at this WITC. Whatever needs arise, our partnership is flexible enough to respond to them.
- **Join forces:** We listen and learn from each other. We work across teams to provide the best care possible. We also find and partner with organizations like Ebenezer Baptist Church to surpass together what could ever be done alone.
- **Create simplicity:** We continuously innovate to create streamlined solutions. We focus on what matters most to our customers and empower colleagues closest to the work, like here at this WITC, to make the right call.
- **Inspire trust:** We work to earn and keep the trust of our customers and colleagues. We meet our commitments and act with integrity. Our partnerships here evolve from relationships firmly rooted in mutual trust.

Ebenezer Baptist Church is a beacon in this neighborhood, invested in serving the community with faith-based principles and focused outcomes. **We are aligned together** around values of love, compassion, integrity and action. To generations of local residents here in Pittsburgh's Hill District, Ebenezer Baptist Church is a historic center of gravity. It stands for hope, endurance and determination, and inspires diverse partners.

We see great potential for all people here, and we're grateful for this opportunity to help galvanize meaningful support for it. Together, **we're closing the gap with programs and services that enhance wellness and improve everyday life.**

To learn how you can share in our partnership at this WITC, please email wi.info@cvshealth.com.

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CVS Health is in this for the right reasons. It's not like we're a little church learning how to swim in deep, corporate waters. We just have to be who we are, and CVS respects us as a church and the depth of the waters we're able to swim in. It doesn't feel like this huge, international company in this little community nonprofit. It's two people who respect each other and have the same goals."

– Rev. Dr. Vincent Campbell, Senior Pastor of Ebenezer Baptist Church



Community health in action:

Turning vision into reality

Too often, health care can take a back seat to surviving the demands of everyday life. **If basic needs like transportation, food and employment aren't met, then health care and other social determinants of health can feel like a luxury.** Even something that many people take for granted, like being able to see clearly, can come with insurmountable barriers. Having resources to schedule an eye appointment, finding access to an eye care provider, getting prescription lenses in frames that fit or being able to afford any of that in the first place can seem impossible.

Imagine when, on the heels of its grand opening, this WITC leveraged its relationship with Aetna to host a three-day event in partnership with Aetna's nonprofit partner OneSight and bring the gift of sight to this community. **It was a powerful experience that centered around vision in more ways than one.**

CVS Health worked with Ebenezer Baptist Church to engage the community, including local schools and senior centers, to administer preliminary eye exams and get the word out. People who needed glasses would be able to see a doctor, have a complete eye

Driving a holistic solution

Addressing social determinants of health intersects with attention to basic needs. The OneSight event highlighted an innovative solution to transportation challenges in the community.

Like all solutions developed here, the van emerged from conversations with partners to identify community needs. Deacon Barbara Crosby, Vice-Chairperson, Deacon Board, Ebenezer Baptist Church works with Pittsburgh Black Nurses in Action, the local chapter of the National Black Nurses Association. Now, it's much more effective for them to use a van to pack materials together at the WITC and go out to treat the community together.

"When we see a need, we sit back as a group and see how that need could best be met, and consider what part of our business would be able to help," said John White, Senior Advisor, Workforce Initiatives, CVS Health. "A lot of what we're addressing are social determinants of health, we work with a lot of seniors, and that's what Aetna does out in the community."

The van, made possible thanks to generous support from Aetna, is a critical lifeline into the community.

- Delivers 300-400 hot meals prepared weekly as part of the Ebenezer Baptist Church meals ministry, an important wraparound service.
- Cohorts of pharmacy technicians and others will continue to train here. If transportation becomes a barrier to attendance in a career development program, the van can help bolster participation and successful completion.
- The WITC often receives different types of support from throughout the CVS Health enterprise to distribute where it's needed. The van helps deliver basic necessities and supplies like water, hygiene products and dental products to individuals and community partners.
- Fosters civic engagement for community members to participate in Roll to the Polls to help increase voter turnout.

exam, pick out new frames and get their prescription lenses the same day. With two months of coordination to include parents, seniors, children and volunteers, **the team gave initial eye screenings to more than 150 people.**

While the first day of the OneSight event brought some of the community to the WITC, people were skeptical at first. Then word spread. Doubt gave way to affirmation as people learned this really is what it seems. **By the third day, the line stretched out the door. In the end, 429 people were seen and fitted for new prescription glasses they could take home that day.**

The successful event delivered more than exams, glasses, lenses and clear eyesight. It also helped people to see credibility. **The community could start to see trust building. They could see partners delivering on promises. In this community that knows what it means to face persistent barriers to opportunity, building trust is essential.**

It would have been difficult for some children, families and older adults to get to and from the event without transportation help from a van provided with generous support from Aetna. One senior patient wasn't yet finished with his appointment when his ride left him without a way to get home. The van was helping other participants. They reached out to other community partners, including the Pittsburgh Bureau of Police, who pitched in to help.

While the OneSight event brought together partners from throughout the community, it also activated elements from across the CVS Health enterprise to address needs and connect with people at this WITC. For example, **representatives from Medicare and Medicaid have engaged those who may need coverage. Seniors have dedicated monthly events where they continue to learn about other resources available to help with other aspects of their health. Young parents have learned about other programs and wraparound services the WITC offers for paths to employment and basic needs. People have found reasons to stay engaged.**

More than a year later, people who participated in the OneSight event keep in touch with helpful resources at this WITC. "They're calling us to see if they can get the prescription so we can help update them, and I coordinate all that to get people what they need," said Sean Ware, Manager, Pittsburgh WITC, CVS Health. **"We're a trusted resource and we continue making connections in the community with other partners."**

Wraparound service highlights

The partnerships at this WITC continue to evolve to address dynamic community needs. It's all part of a strategic, thoughtful approach to augment the work Ebenezer Baptist Church has long led in this community. Through our partnerships, we can help to amplify the reach of existing programs and services and complement areas that need targeted, coordinated support.

- Meals ministry: **300-400 hot meals** delivered weekly; **70% age 55+**
- **17 pallets** of feminine hygiene products
- **448,000** COVID-19 masks
- **400 boxes** of dental hygiene products



Career development and community engagement

Workforce innovation includes career training programs that lead to employment at CVS Health or with other community partners. **Working with the community to help newly trained talent connect to career opportunities is a big reason why partnerships and WITCs go hand in hand.** So far at this WITC, career development programs include pharmacy technician training through CVS Health, as well as programs in culinary and videography fields through other community partners.

Senior Manager, Workforce Initiatives, CVS Health.

“We have such a broad reach that we can bring the perspective to help apply what we’ve learned in other communities to use what works.”

The key to this holistic approach boils down to trust.

There’s no way to know every scenario or plan for every eventuality. Having the trust of good partners and knowing that doing the right thing will prevail determines the best course of action every time.

“We have to do what’s right in the partnership, and as partners, you have to do what’s right for the people,” said White.

The other critical aspect of successfully completing these programs is getting connected with employment opportunities directly in the community. WITC Manager Sean Ware helps to ensure that program participants not only have resources they need to successfully complete training, but also ensures they can access employment opportunities as soon as possible.

“We have a group of people who believe in them, their ability and their potential,” said Ware. “Our last cohort had 100% graduation and 100% hire rate, and the success is that they know somebody is in their corner.”

The WITC is built around the Ebenezer Baptist Church sanctuary, because it’s the heart of the church. While the center happens to be a faith-based community, **everybody in the community can access programs and services here, with no expectations or strings attached.**

In many ways, this WITC serves as a best practice for WITCs across the country. Of course, every WITC is unique. Each one reflects the needs of its community. The model for success is standing up effective career development programs and bringing in the community to engage in other training and programming.

It’s not only about careers at CVS Health. It’s about training for careers with the support of other community partners as well.

“We’ve engaged the entire enterprise in the whole building, and we’re learning new things about overcoming barriers all the time,” said John White,

Outcomes at a glance

In the first year of this WITC

- **83%** of pharmacy technician students graduate
- **27** CVS hires; **7** Other hires
- **6** pharmacy technician cohorts
- **25** pharmacy technician students registered in latest cohort
- **10** events for career development/training, **265** total participants
- **26** events with community partners
- **11,297** community individuals engaged



Some of our community partners include:

Ebenezer Outreach Ministries (EOM)

This is an organizational offshoot of Ebenezer Baptist Church that manages career development programs and wraparound services to help ensure success. If program attendance drops, for example, EOM is a trusted partner to help identify the challenge and engage community resources to address it.

Housing Authority of the City of Pittsburgh (HACP)

The HACP refers students to our training programs, and joins the community outreach. There is a strong connection between secure housing and transforming communities. "Housing has a direct impact on the health and safety of the family and also has an impact on the next generation," said HACP Executive Director Caster Binion.

Milliones University Prep 6-12

This neighborhood school helps students become strong members of the community and collaborates with the WITC and other local organizations to provide ongoing support for students and families. Milliones students learn more about video production and career training at the WITC.

McAuley Ministries

A local grant-making foundation, McAuley Ministries helps to collaboratively promote healthy, safe and vibrant communities. One of the ways they support this WITC is through the meals ministry. Executive Director Michele Rone Cooper has expressed gratitude for community organizations that actively listen to residents, work together and find creative ways to meet basic needs.

Pittsburgh Bureau of Fire

To help increase the ranks of minority females, the Pittsburgh Bureau of Fire is working with the WITC on a summer program for girls to learn more about firefighting. In 2004, Ebenezer Baptist Church was the site of a devastating fire, and many in the neighborhood remember the tragedy. Hosting fire career education for the community here is empowering.

Pittsburgh Bureau of Police

Truckloads of supplies and basic needs come into the WITC, which serves as a hub for receiving many of these materials from throughout the CVS Health enterprise. Police help get bags of food and other essentials out into the community when they're needed most, which continues to build mutual trust.



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