



FOR IMMEDIATE RELEASE

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**Anthem Blue Cross and Blue Shield
Partners with Social Development Commission
as Presenting Sponsor of 2017 SDC Summit on Poverty**

Anthem demonstrates its commitment to improving physical and mental health of people in poverty

Milwaukee, Wis. – August 8, 2017 – Officials at the Social Development Commission (SDC) are excited to announce a new partnership with Anthem Blue Cross Blue Shield as the presenting sponsor of the 2017 SDC Summit on Poverty. The two-day event is Wednesday, September 6 and Thursday, September 7 at the Italian Community Center, 631 E. Chicago Street, Milwaukee.

The Summit will work toward SDC's responsibility as the quasi-governmental agency assigned to advise and address policies related to low-income residents in Milwaukee County. SDC is also the largest Community Action Agency in Milwaukee County working to provide people pathways out of poverty to success.

Anthem Blue Cross and Blue Shield has been providing health insurance services to Wisconsin residents for 76 years. In 2017 Anthem Blue Cross and Blue Shield expanded their Medicaid service area to 65 Wisconsin counties. The mission of "Anthem Blue Cross and Blue Shield is to improve the health of the people we serve" stated Wendy Collins, community relations liaison for Anthem Blue Cross Blue Shield. "Supporting the Social Development Commission Summit on Poverty through the momentous agenda, will serve as a continued launching pad for action as together, we continue to empower Milwaukee County residents to move beyond poverty. The Anthem Blue Cross and Blue Shield's goal is to improve health, increase health literacy, and improve access to care and community support services to help individuals and families achieve their full potential.

With the need for our country to find a way to formulate a health care plan that provides coverage to all Americans, Anthem Blue Cross Blue Shield's presenting sponsorship demonstrates their commitment to put people first especially those in poverty.

The coalition on poverty, formed prior to the 2016 summit, established the direction of the 2017 event. The coalition determined the community would be best served by delving deeper into last year's courageous conversations – the ISMs (racism, sexism, etc.), policies and systems, trauma and cognitive dissonance. Members of the coalition work with those in poverty, are activists or academics that study poverty.

The summit is to educate those present on the deeper issues surrounding poverty. The goal is to identify and pursue opportunities to work strategically through the coalition on poverty, and other partner organizations, to develop policy recommendations.

The 2017 SDC Summit on Poverty is free and open to the public. Early registration is encouraged and registration is required. All members of the community – low-income individuals, public officials, members of the business community, foundations, social service agencies and others, are urged to attend. Online registration is available at cr-sdc.org (cr-sdc.org/Summit on Poverty in top navigation).

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[Sponsorships](#) are available to support this critical, free event. [Donations](#) of any amount are also encouraged.

About SDC

For more than 50 years, the Social Development Commission has operated as the Community Action Agency for Milwaukee County. SDC serves as a planner, coordinator, and provider of human service programs for low-income individuals and families residing in Milwaukee County. The agency is an intergovernmental commission and is governed by a board of 18 citizens from Milwaukee County, each of whom hold the title of Commissioner. For more information on SDC's programs and services, visit cr-sdc.org. Connect with us on [Facebook](#) (Facebook/SDCMilwaukee) and [Twitter](#) (CRSDC).

About Anthem Blue Cross Blue Shield

Anthem Blue Cross and Blue Shield is the trade name of Blue Cross Blue Shield of Wisconsin (BCBSWi), CompCare Health Services Insurance Corporation (CompCare) and Wisconsin Collaborative Insurance Company (WCIS). BCBSWi underwrites or administers PPO and indemnity policies and underwrites the out of network benefits in POS policies offered by CompCare or WCIC; CompCare underwrites or administers HMO or POS policies; WCIC underwrites or administers HMO or POS policies. Independent licensees of the Blue Cross and Blue Shield Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association. Well Priority is a service mark of the Wisconsin Collaborative Insurance Company. Additional information about Anthem Blue Cross and Blue Shield in Wisconsin is available at www.anthem.com. Also follow us on Twitter at www.twitter.com/askanthem and on Facebook at www.facebook.com/askanthem.

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