

2022 – 2025 Howard County Local Health Improvement Coalition Action Plan Appendix

HCLHIC Priorities: Healthy Beginnings, Healthy Living, Healthy Minds				
HCLHIC Workgroup: Health Literacy Advisory Committee (HLAC)				
Goal 1: Engage community members in healthy lifestyle activities by increasing awareness; culturally appropriate opportunities; accessible and inclusive communications and initiatives related to promoting movement; healthier food choices; and social engagement to promote improved physical and mental health.				
Key Measure(s): 2021 HCHAS:				
<ul style="list-style-type: none"> • Percentage of children who were advised by a medical professional to lose weight increased from 7% in 2018 to 18% in 2021 • 29% of adults were overweight and 25% of adults were obese; 1 in 2 adults in Howard County is either overweight or obese <ul style="list-style-type: none"> ○ Of those identified as obese: 37% were Black, 27% were White and 7% Asian • 11% of individuals drink regular soda daily; 18% of individuals eat fruits three times or more per day; and 16% of individuals eat vegetables three or more times per day while 32% of residents ate vegetables less than once per day over the past week <ul style="list-style-type: none"> ○ Of those reporting having eaten vegetables less than once per day over the past week 47% earn less than \$50K annually 				
Alignment with Howard County General Hospital Priorities (if applicable): N/A				
Alignment with Howard County Health Department Priorities (if applicable): Healthy Lifestyle - Goal 3				
HCLHIC Staff: Ashton Jordan				
Co-Chairs: Erin Ashinghurst – Accessible Resources for Independence & Chynáe Vicks - HCHD				
Objectives	Measure	Action Steps	Timeframe	Status Update
Objective 1 (SP): By May 2023, collaborate with Coalition members to	Baseline: 0 messages Target: 36 Messages total (6	<u>Year 1:</u> <ul style="list-style-type: none"> • Conduct Focus Groups with diverse community members to assess facilitators and barriers to healthy lifestyle 	Start: October 2021 End: October 2022	11 Focus Groups conducted in October and November 2021

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<p>develop and pre-test key messages to promote improved physical and mental health based on identified facilitators, barriers and engagement strategies related to movement, healthier food choices, and social engagement among priority populations in Howard County.</p>	<p>for each community of focus)</p>	<ul style="list-style-type: none"> Analyze data to ascertain key themes of Healthy Lifestyle Focus Group sessions Draft and revise healthy lifestyle key messages based on feedback <p><u>Year 2:</u></p> <ul style="list-style-type: none"> Review key messages and make updates as needed 		<p>Focus Group findings presented at the January 2022 Full LHIC Meeting</p> <p>Messages drafted and initial feedback gathered in August 2022</p> <p>Messages updated in October 2022</p>
<p>Objective 2 (SP):</p> <p>By June 2025, collaborate with Coalition members to plan, implement and evaluate a marketing campaign to promote improved physical and mental health across the lifespan in Howard County.</p>	<p>Baseline: 0 Campaign</p> <p>Target: 1 Campaign piloted</p>	<p><u>Year 1:</u></p> <ul style="list-style-type: none"> Convene regular HLAC meetings with partners and community members Plan pilot launch of healthy lifestyle campaign <p><u>Year 2:</u></p> <ul style="list-style-type: none"> Spring 2023: Launch pilot healthy lifestyle campaign <ul style="list-style-type: none"> Monitor campaign Fall 2023: Evaluate pilot of healthy lifestyle campaign October 2023: Review and present findings from pilot healthy lifestyle campaign at Full LHIC Meeting 	<p>Start: June 2022</p> <p>End: June 2025</p>	

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		<p><u>Year 3:</u></p> <ul style="list-style-type: none"> • Make plans for full campaign launch and continuity of efforts 		
<p>Objective 3:</p> <p>By June 2025, periodically review HCLHIC website content and other digital and print materials to ensure that the American with Disabilities Act (ADA) guidelines are followed, and content materials are culturally appropriate, accessible, and inclusive.</p>	<p>Baseline: Annual update</p> <p>Target: Quarterly update</p>	<ul style="list-style-type: none"> • Review HCLHIC website Disability Resources page and make updates as needed quarterly. • Review HCLHIC messaging and make updates to meet ADA guidelines as needed. • Promote HCLHIC website, disability resources and other local and national accessibility resources widely. 		

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HCLHIC Priorities: Healthy Beginnings, Healthy Livings, Healthy Minds				
HCLHIC Workgroup: Movement Group				
Goal 1: Engage community members in healthy lifestyle activities by increasing awareness; culturally appropriate opportunities; accessible and inclusive communications and initiatives related to promoting movement; healthier food choices; and social engagement to promote improved physical and mental health.				
Key Measure(s): 2021 HCHAS:				
<ul style="list-style-type: none"> • 73% of those aged 18-34 exercised in the past week (lower than any other age group) • 69% of those making under \$50,000 exercised in the past week compared to 77% or higher in other income groups 				
Alignment with Howard County General Hospital Priorities (if applicable): Healthy Living				
Alignment with Howard County Health Department Priorities (if applicable): Healthy Lifestyle – Goal 2				
HCLHIC Staff: Sonya Lloyd				
Co-Chairs: Michelle Rosenfeld, Howard County Office on Aging and Independence & Natalie Hall - HCHD				
Objectives	Measure	Action Steps	Timeframe	Status Update:
Objective 3 (SP): By May 2023, collaborate with Coalition members to develop and pilot a movement initiative including a community calendar and	Baseline: 0 events (2020) Target: 20 events	Walktober - Annually: <ul style="list-style-type: none"> • Convene Movement Group partner meetings to plan, implement and evaluate annual Walktober and WalkMDDay collaborative movement events and activities in October • Engage diverse community partners • Create Walktober calendar of events in Howard County 	Start: May 2021 End: November 2024	Walktober 2021: 27 events Walktober 2022: 22 (plus 2 events post-poned) with 582 participants

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<p>programming to encourage Howard County community members of all ages and abilities to engage in movement for improved physical and mental health.</p>		<ul style="list-style-type: none"> Widely promote Walktober calendar of events and other State-led WalkMDDay and Walktober events Evaluate Walktober and WalkMDDay efforts to improve in subsequent years Present results to partners in November. <p>Move All Year Quarterly Events/Promotion:</p> <ul style="list-style-type: none"> Plan activities in collaboration with diverse partners to encourage movement throughout the year <ul style="list-style-type: none"> Fall - Walktober Winter- Heart Health month Spring – Celebrate Trails / Earth Day Summer 	<p>Start: November 2022</p> <p>End: May 2025</p>	<p>December 2022: Calendar of events created and being promoted widely</p>
<p>Objective 4 (SP):</p> <p>By June 2025, based on results of the pilot program plan, implement and evaluate a Movement Initiative and social media toolkit to encourage Howard County community members of all ages and abilities to engage in movement for improved</p>	<p>Baseline: 0 toolkit</p> <p>Target: 1 toolkit</p>	<ul style="list-style-type: none"> Update Howard County Department of Recreation and Parks 1-Mile Moving Map Create a Movement Initiative Social Media Toolkit to promote physical activity in Howard County. <p>Implement and evaluate the utilization of the social media toolkit.</p>	<p>Start: May 2021</p> <p>End: May 2025</p>	<p>Fall 2021: 1-Mile Howard County Recreation and Parks maps updated</p>

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physical and mental health year-round.				
<p>Objective 5:</p> <p>By June 2025, conduct quarterly review and update of the HCLHIC website and Physical Activity Organized Youth Activity Guide and promote content widely among partners and community members.</p>	<p>Baseline: Annual update</p> <p>Target: Quarterly update</p> <p>Baseline: 0 Guide</p> <p>Target: 1 Guide</p>	<ul style="list-style-type: none"> Review HCLHIC website’s Physical Activity page and make updates as needed quarterly, including the <i>Howard County Physical Activity – Organized Youth Activity Guide</i>. Create a free and low-cost Movement Guide, pamphlet, brochure for Howard County. Promote HCLHIC website, activity guides and other local and national physical activity resources widely. 	<p>Start: May 2021</p> <p>End: May 2025</p>	<p>November 2022: Walk Maryland Registration Tool added to Physical Activity page</p>

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HCLHIC Priorities: Healthy Beginnings, Healthy Livings, Healthy Minds				
HCLHIC Workgroup: Chronic Disease Prevention and Management Group				
Goal 2: Increase culturally appropriate, accessible and inclusive education on chronic disease prevention and support for management of chronic diseases and related health conditions in Howard County.				
Key Measure(s): 2021 HCHAS & BRFSS:				
<i>Diabetes:</i>				
<ul style="list-style-type: none"> • Increase in the percentage of residents with both pre-diabetes (11%) and diabetes (13%) compared with 2018 (8% respectively for both). <ul style="list-style-type: none"> ◦ Diabetes rates among Non-Hispanic Blacks in 2019 was 12.3% compared with 6.1% for Non-Hispanic Whites (BRFSS, age-adjusted rate). • Prediabetes among residents <30 years old increased from 9% in 2018 to 28% in 2021. 				
<i>Tobacco:</i>				
<ul style="list-style-type: none"> • Data from the Youth Risk Behavior/Youth Tobacco Survey (YRBS/YTS) indicates that from 2016 – 2018, the prevalence of any tobacco/electronic smoking devices (ESDs), cigarettes, cigars, smokeless tobacco use among middle school (MS) students has increased 100% and 47% for high school (HS) students. <ul style="list-style-type: none"> ◦ In 2018, tobacco use was highest for Black (6.7%) and Hispanics (6.1%) MS students. • Among adults, data from the 2016 Behavioral Risk Factor Surveillance System (BRFSS) showed a higher proportion of tobacco use among adults with incomes lower than \$50K (13.2%) compared to those with incomes greater than \$50K (8.0%). 				
Alignment with Howard County General Hospital Priorities (if applicable): Healthy Living				
Alignment with Howard County Health Department Priorities (if applicable): Healthy Lifestyle – Goal 1				
HCLHIC Staff: Ashton Jordan				
Co-Chairs: Temitope Alao-Sanni – HCLHIC Member & Jennifer Lee/Akasha Dotson – Howard County Office on Aging and Independence				
Objectives	Measure	Action Steps	Timeframe	Status Update:

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<p>Objective 1 (SP):</p> <p>Through June 2025, convene quarterly Chronic Disease Community (public) forums to increase awareness of and access to resources to increase culturally appropriate, accessible, and inclusive disease prevention activities across the lifespan for Howard County residents.</p>	<p>Baseline:</p> <p>0 educated individuals on disease prevention (adults)</p> <p>Target(s):</p> <p>250 educated individuals on disease prevention (adults)</p> <p>25 CAREAPP searches/connections related to chronic disease prevention and/or management</p>	<p><u>Year 1:</u></p> <ul style="list-style-type: none"> Conduct outreach and educational activities in high-need areas including evidence-based programs Assist with screenings & referrals <p><u>Year 2:</u></p> <ul style="list-style-type: none"> Plan and promote activities that align with key health observances Expand CAREAPP directory of relevant chronic disease prevention and management resources <p><u>Year 3:</u></p> <ul style="list-style-type: none"> Evaluate impact of outreach events and evidence-based programs Expand utilization of CAREAPP 	<p>Start: June 2022 End: June 2025</p>	<p>February 2022: Meetings initiated to start place-based outreach efforts with 8 residential communities</p> <p>July – November 2022: Nutrition, Fitness, free fitness memberships to residents, Health Fairs held – Screenings, mini–Farmers’ Market, and other partners/programs</p>
<p>Objective 2 (SP):</p> <p>Through June 2025, convene quarterly Chronic Disease Community (provider) forums to increase awareness of and access to resources across the lifespan and</p>	<p>Baseline:</p> <p>0 new providers utilizing/promoting CAREAPP</p> <p>0 Chronic disease related outreach events</p>	<p><u>Year 1:</u></p> <ul style="list-style-type: none"> Convene regular CDPMG meetings with Coalition partners and community members Support and promote accessible and culturally appropriate evidence-based programs <p><u>Year 2:</u></p> <ul style="list-style-type: none"> Expand utilization of CAREAPP by providers as a tool for resource sharing and connections. 	<p>Start: June 2022 End: June 2025</p>	<p>June 2022: Began partnerships with Columbia Association, HC Recreation & Parks, Roving Radish and, The Y in Ellicott City (Dancel)</p>

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<p>coordinated community planning to increase culturally appropriate, accessible and inclusive support for management of chronic diseases and related health conditions</p>	<p>0 Chronic disease related evidence-based programs</p> <p>Target(s):</p> <p>8 new providers utilizing/promoting CAREAPP</p> <p>20 Chronic disease related outreach events</p> <p>25 Chronic disease related evidence-based programs</p>	<p><u>Year 3:</u></p> <ul style="list-style-type: none"> • Monitor provider CAREAPP usage • Review outreach event and evidence-based program data 		
<p>Objective 3:</p> <p>By June 2025, conduct quarterly review and update of the HCLHIC website and Chronic Disease Resource Guide and promote content widely among partners and community members.</p>	<p>Baseline: Monthly update</p> <p>Target: Quarterly update</p>	<ul style="list-style-type: none"> • Review HCLHIC website Chronic Disease page and make updates as needed quarterly • Review the Howard County Chronic Disease Resource Guide and make updates as needed quarterly • Promote HCLHIC website, resource guide and other local and national chronic disease resources widely 	<p>Start: May 2021</p> <p>End: June 2025</p>	

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HCLHIC Priorities: Healthy Beginnings, Healthy Livings, Healthy Minds				
HCLHIC Workgroup: Healthy Minds and Suicide Prevention Coalition				
Goal 3: Increase awareness of culturally appropriate, accessible and inclusive mental health resources and supports to reduce stigma around mental health, promote brain health, and promote social engagement across the lifespan in collaboration with Coalition and community partners in Howard County.				
Key Measure(s): 2021 Maryland Vital Statistics Administration & BRFSS:				
<p><i>Mental Health:</i></p> <ul style="list-style-type: none"> • 14.0% of Howard County residents reported having 8+ days of not good mental health in 2020 compared to 11.3% in 2016 (BRFSS, age-adjusted rate). • The prevalence of doctor-diagnosed Depression was 14.8% in 2020 compared with 12.2 in 2019 (BRFSS, age-adjusted rate). <p><i>Suicide:</i></p> <ul style="list-style-type: none"> • The (3-year age-adjusted rate per 100,000) death rate increased to 8.3 in 2019 compared with 7.6 in 2016 (Maryland Vital Statistics Administration). 				
Alignment with Howard County General Hospital Priorities (if applicable): Healthy Minds				
Alignment with Howard County Health Department Priorities (if applicable): Behavioral Health – Goal 1				
HCLHIC Staff: Ashton Jordan				
Co-Chairs: Stephanie Reid (temporary) & TBD				
Objectives	Measure	Action Steps	Timeframe	Status Update
Objective 1 (SP): Through June 2025, collaborate with	Baseline: 1 campaign (youth-focused)	<u>Year 1:</u> • Convene regular meetings with Coalition partners and community members	Start: June 2021 End: 2025	April 2022: Suicide Prevention campaign

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<p>coalition members through various partner forums to advance shared priorities and ensure awareness of and access to resources to increase social engagement of culturally appropriate, accessible and inclusive mental health resources and supports across the lifespan for Howard County community members.</p>	<p>0 provider forum</p> <p>Target(s):</p> <p>1 campaign (across lifespan)</p> <p>2 provider forums/presentations</p>	<ul style="list-style-type: none"> • Plan and launch of suicide prevention campaign across lifespan • Plan and launch suicide prevention forum <p><u>Year 2:</u></p> <ul style="list-style-type: none"> • Monitor and evaluate suicide prevention campaign • Host Veterans Mental health presentation at full LHIC meeting • Plan trainings for staff related to Veterans’ outreach efforts <p><u>Year 3:</u></p> <ul style="list-style-type: none"> • Make plans for continuity of efforts including future forums and presentations 		<p>launched at full LHIC meeting</p> <p>May 2022: Suicide Prevention Forum held</p> <p>September 2022: Community Ambassador Mental Health Awareness Session</p> <p>December 2022: Soldier and Family Readiness and Resiliency Forum</p>
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<p>Objective 2 (SP):</p> <p>By June 2025, collaborate with Coalition members to promote culturally appropriate, accessible and inclusive social engagement opportunities, mental health resources and supports for Howard County residents of all ages and abilities.</p>	<p>Baseline: Monthly update</p> <p>Target: Quarterly update</p>	<ul style="list-style-type: none"> • Review HCLHIC website Healthy Minds pages and make updates as needed quarterly • Promote HCLHIC website, Howard County Behavioral Health resources and Mental Health and Suicide Prevention Programs and other local and national behavioral health resources widely • Conduct outreach and education around mental health resources and supports 	<p>Start: June 2021</p> <p>End: June 2025</p>	<p>October 2022: Howard County Out of the Darkness Walk</p>
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HCLHIC Priorities: Healthy Beginnings, Healthy Livings, Healthy Minds				
HCLHIC Workgroup: Food Security Committee				
Goal (new): Increase access to and awareness of culturally appropriate, accessible, affordable, and nutritious food to decrease food and nutrition insecurity among Howard County residents				
Key Measure(s): 2021 HCHAS:				
<ul style="list-style-type: none"> • 5% of residents indicated that it is <i>often true</i> and 11% of residents indicated that it is <i>sometimes true</i> that they worry about whether food would run out before they had money to buy more. • Percentage of children who were advised by a medical professional to lose weight increased from 7% in 2018 to 18% in 2021 • 29% of adults were overweight and 25% of adults were obese; 1 in 2 adults in Howard County is either overweight or obese <ul style="list-style-type: none"> ○ Of those identified as obese: 37% were Black, 27% were White and 7% Asian • 11% of individuals drink regular soda daily; 18% of individuals eat fruits three times or more per day; and 16% of individuals eat vegetables three or more times per day while 32% of residents eat vegetables less than once per day over the past week <ul style="list-style-type: none"> ○ Of those reporting having eaten vegetables less than once per day over the past week 47% earn less than \$50K annually 				
Alignment with Howard County General Hospital Priorities (if applicable): Healthy Living				
Alignment with Howard County Health Department Priorities: Healthy Lifestyle - Goal 3				
HCLHIC Staff: Sonya Lloyd				
Co-Chairs: Carrie Ross – Community Action Council & Razan Sahuri – Howard County SNAP-Ed				
Objectives	Measure	Action Steps	Timeframe	Status Update

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<p>Objective 1:</p> <p>By June 2025, collaborate with partners to review and implement solutions to address food and nutrition security needs of Howard County residents</p>	<p><u>Year 1:</u></p> <p>Baseline: 0 Food Security Committee meetings</p> <p>Target: Bi-monthly Food Security Committee meetings</p> <p><u>Year 2:</u></p> <p>Baseline: 0 Food Security Panel session</p> <p>Target: 1 Food Security Panel session</p>	<p><u>Year 1:</u></p> <ul style="list-style-type: none"> • Convene regular Food Security Committee meetings with Coalition partners and community members • Assess food and nutrition security needs of residents through survey data collection • Gather feedback from partners related to barriers and needs related to food and nutrition security of residents <p><u>Year 2:</u></p> <ul style="list-style-type: none"> • Analyze and present food and nutrition survey data • Convene food and nutrition security panel/ round table discussion to determine gaps and solutions to decrease food and nutrition insecurity • Create framework with short- and long-term plans for addressing food and nutrition insecurity • Disseminate summary data and framework • Create collaborative plan for addressing identified gaps 	<p>Start: May 2022</p> <p>End: June 2025</p>	<p>June 2022: Food Security Committee meetings: bi-monthly meetings convened and held.</p> <p>Food and Nutrition Survey created and translated into four languages: Spanish, French, Korean and Mandarin. Being distributed with the assistance of partners through November 30, 2022</p>
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<p>Objective 2:</p> <p>By June 2025, increase awareness of and access to culturally appropriate, accessible, affordable, and nutritious food for Howard County residents across the lifespan</p>	<p><u>Year 1:</u></p> <p>Baseline: Non-updated Food and Nutrition Resource guide</p> <p>Target: Updated Food and Nutrition Resource guide</p> <p><u>Year 2:</u></p> <p>Baseline: No Food Access Brochure</p> <p>Target: Food Access Brochure</p>	<p><u>Year 1:</u></p> <ul style="list-style-type: none"> • Update and disseminate Partner Food and Nutrition Resource Guide • Update guide bi-annually <p><u>Year 2:</u></p> <ul style="list-style-type: none"> • Draft brochure for residents to easily access free and reduced-cost nutritious food places in Howard County • Gather feedback, finalize, translate, and disseminate food brochure widely • Update brochure bi-annually 	<p>Start: November 2022</p> <p>End: June 2025</p>	<p>October 2022: Partners gathered to inform updates to the LHIC Food and Nutrition Resource guide.</p> <p>January 2023: Resource Guide updated</p>
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