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## **Howard County Local Health Improvement Coalition**

Healthy Weight Delegate Report

June 28, 2018

**FY 18-20 Healthy Weight Priority 1:** Reduce obesity in Howard County.

### **FY 18-20 Healthy Weight Goals:**

**Goal 1.1a:** Provide referral/linkage for free/low-cost resources for physical activity through community partnerships and evidenced-based programs for priority populations.

**Goal 1.1b:** Engage HCLHIC member organizations in coordinated communication through social, print and other media to educate priority populations.

**Goal 1.2a:** Provide referral/linkage to free/low-cost nutrition education and services through community partnerships and evidenced-based programs for priority populations.

**Goal 1.2b:** Engage HCLHIC member organizations in coordinated communication through social, print and other media to educate priority populations.

### **FY 18-20 Healthy Weight Process Objectives:**

- By June 30, 2020, participation in free/low-cost physical activity programs for priority populations will be increased by 20%.
- By June 30, 2020, 20% of HCLHIC member organizations will be engaged in a coordinated point of decision campaign to promote physical activity for priority populations.
- By June 30, 2020, 20% of HCLHIC partner organizations engaged in targeted education on walking and biking awareness, safety and community infrastructure by utilizing communication action alert tool.
- By June 30, 2020, participation in free/low-cost nutrition education/services for priority populations will be increased by 20%.
- By June 30, 2020, 20% of HCLHIC partner organizations will be engaged in in a coordinated communication effort to reduce consumption of sugary and sweetened beverages and increase healthy food choices for priority populations by utilizing communication action alert tool.

**FY 18-20 Q4 Progress Report**

	<b>Discussion</b>
<p><b>List the action item (s) that this work group will complete by June 2018.</b></p>	<p><b>The action items this group will complete by June 2018 are as follows:</b></p> <ul style="list-style-type: none"> <li>A. Establish baseline and increase participation in free/low-cost physical activity programs for priority populations by 5%.</li> <li>B. Establish POD campaign and engagement measures to promote physical activity.</li> <li>C. Include walking and biking awareness, safety and community infrastructure messages in a minimum of 2 HCLHIC Action Alert Tools.</li> <li>D. Engage a minimum of 5% of HCLHIC partner organizations in targeted education on walking and biking awareness, safety and community infrastructure through the HCLHIC Action Alert Tool.</li> <li>E. Increase participation in free/low-cost nutrition education/services for priority populations by 5%.</li> <li>F. Include healthy beverage and snack option messages in a minimum of 2 HCLHIC Action Alert Tools.</li> <li>G. Engage a minimum of 5% of HCLHIC partner organizations in targeted education to reduce consumption of sugary and sweetened beverages and increase healthy food choices through the HCLHIC Action Alert Tool.</li> <li>H. Healthy Weight specific presentation/training held during 1 full HCLHIC meeting /1 work group meeting annually.</li> </ul>
<p><b>What is the current status of the action item (s) above during this month?</b></p>	<p><b>The current status of the action items are as follows:</b></p> <ul style="list-style-type: none"> <li>A. Horizon Foundation completed research on free/low cost physical activity programs and presented findings at May workgroup meeting. Data served as baseline. (27 different sports offered by 37 different organizations; does not include performance based sports like dance or afterschool clubs, etc.). Presentation is available in the meeting portal with minutes from the May 24, 2018 Healthy Weight work group meeting.  HCLHIC coordinator will use findings from data to create a resource directory of current physical activity program offerings in the county.</li> <li>B. An MPH student from University of Maryland completed research into POD campaigns for physical activity targeting youth.</li> <li>C. HCLHIC is collaborating with the Healthiest Maryland Business Program to implement a scaled- POD for work place physical activity/nutrition to be implemented in Q4-Q1 (FY2019); Theme: Small Steps Make Big Differences. Social media and other collateral material has been developed and is being distributed. A presentation on the campaign was provided at the May 24, 2018 Healthy Weight work</li> </ul>

group meeting and a page linking to the Healthiest Maryland Business Program has been added to [www.hclhic.org](http://www.hclhic.org).

- D. Completed for FY18.
- E. Completed for FY18; As of April 2018, HCLHIC attended 10 Fit Family Nights and educated 203 youth and 181 adults (384 people) on walking/biking safety; 50% of schools represented were designated as Title 1 schools and serve priority populations.
- F. Brian Ralph, Director of HCPSS Food and Nutrition Services presented on the HCPSS Lets Re-Think Lunch and Healthy Meals initiatives to increase access to free/cost nutritious meals in the county during the February work group meeting. Work group members strategized ways to increase partnerships to increase participation among students in the Lets Rethink Program in the county.

An action group was convened in Q4 to focus on increasing participation in and capacity for free/low-cost nutrition education/services. The group reviewed existing free/low-cost nutrition education/services for priority populations and targeted areas currently being served, current participation/capacity and gaps in service availability. The group strategized potential ways to incorporate the full coalition in increasing participation in the identified programs. HCLHIC intern is developing a community resource directory based on the identified free/low-cost nutrition education/services in the county.

- G. Completed for FY18
- H. The April Full HCLHIC meeting was designated as a Healthy Weight focus. The panel discussion provided coalition members with an overview of and resources to access food security/nutrition services available throughout Howard County during summer 2018. Panelists included representatives from HCPSS, HC Local Children’s Board, Community Action Council and the WIC program.

**What are the next steps and projected timelines for the next month to accomplish the action item (s) above?**

**The next steps in order to accomplish the action items are as follows:**

- A. Horizon Foundation will present additional research on peer counties to healthy weight work group during FY 19. HCLHIC coordinator will use findings from data to create a resource directory of sport/physical activity program offerings using organizations identified in baseline research.

- B. In collaboration with work group and Healthiest Maryland Business Program continue to implement a scaled- POD for work place physical activity/nutrition to be implemented in Q4-Q1 (FY2019); Theme: Small Steps Make Big Differences

Solicit feedback on recommendations for POD campaign presented by graduate student through an action group to guide development and implementation of POD campaign to be established in FY 19 Q1.

- C. Work with over-arching HCLHIC Communications action group to determine FY 19 approaches using action alert tool and coordinated communications.
- D. Collaborate with HCLHIC partner organizations to utilize existing walking/biking campaigns and solicit engagement with Action Alert Tool action/messaging from those serving priority populations identified in the FY 18-20 HCLHIC strategic plan. Work with over-arching HCLHIC Communications action group to determine FY 19 approaches using action alert tool and coordinated communications.
- E. Action group will reconvene at the end of Q4 to identify specific recommendations for engaging the full coalition in increasing participation in the identified programs. HCLHIC intern will present draft of resource directory based on the identified free/low-cost nutrition education/services in the county.
- F. Convene an action group comprised of strategic HCLHIC partners to guide the selection and development of healthy beverage and snack option actions/messaging to be shared through the HCLHIC Action Alert Tool during FY 19. Work with over-arching HCLHIC Communications action group to determine FY 19 approaches using action alert tool and coordinated communications.
- G. Collaborate with HCLHIC partner organizations to utilize existing sugary and sweetened beverages and healthy food choices campaigns and solicit engagement with Action Alert Tool action/messaging from those serving priority populations identified in the FY 18-20 HCLHIC strategic plan.

Establish an action group that will identify and implement methods to engage non-school-based clubs and organizations in education to reduce consumption of sugary and sweetened beverages and increase

	<p>healthy food choices.</p> <p>H. Speaker/Topic for spring 2019 Full HCLHIC presentation to be identified/secured in FY 19 Q2.</p>
<p><b>List specific action(s) needed from HCLHIC members; specific work group(s); leadership; and/or others to successfully implement next steps for the month ahead.</b></p>	<p><b>The specific actions that are needed from HCLHIC members are as follows:</b></p> <ol style="list-style-type: none"> <li>1. Participation in action groups</li> <li>2. Engagement in Action Alert Tool calls to action</li> </ol>

Respectfully submitted by  
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Howard County Local Health Improvement Coalition