



8930 Stanford Blvd, Columbia, MD 21045

Main: 410-313-6204 | Fax: 410-313-6108

lhic@howardcountymd.gov

www.hclhic.org

www.facebook.com/hclhic

**Maura J. Rossman, M.D., HCLHIC Co-Chair
Health Officer, Howard County Health Department**

**Steven C. Snelgrove, HCLHIC Co-Chair
President, Howard County General Hospital**

Howard County Local Health Improvement Coalition

Healthy Weight Work Group Delegate Report

January 25, 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 Q1 & Q2 Progress Report

	Discussion
<p>List the action item (s) that this work group will complete by June 2018.</p> <p align="center">IN- PROCESS</p>	<p>The action items this group will complete by June 2018 are as follows:</p> <ul style="list-style-type: none"> A. Establish baseline and increase participation in free/low-cost physical activity programs for priority populations by 5%. B. Establish POD campaign and engagement measures to promote physical activity. C. Include walking and biking awareness, safety and community infrastructure messages in a minimum of 2 HCLHIC Action Alert Tools. 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. E. Increase participation in free/low-cost nutrition education/services for priority populations by 5%. F. Include healthy beverage and snack option messages in a minimum of 2 HCLHIC Action Alert Tools. 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. H. Healthy Weight specific presentation/training held during 1 full HCLHIC meeting /1 work group meeting annually
<p>What is the current status of the action item (s) above during this fiscal quarter?</p>	<p>The current status of the action items are as follows:</p> <ul style="list-style-type: none"> A. Horizon Foundation is completing research on free/low cost physical activity programs and will share/present findings. Data will serve as baseline. B. Ph.D and Masters-level candidates being recruited from area Academic Institutions. C. As of FY18 Q2, two walking and biking awareness, safety and community infrastructure associated action/messages were included in the HCLHIC Action Alert Tool. D. In FY 18 Q1, 5.7% of HCLHIC member organizations engaged in walking and biking awareness, safety and community infrastructure associated action/messaging through the HCLHIC Action Alert Tool (Walk MD Day). <p>In FY 18 Q2, 2.3% of HCLHIC member organizations engaged in walking and biking awareness, safety and community infrastructure associated action/messaging through the HCLHIC Action Alert Tool (Planning for a Healthy New Year).</p>

As of FY18 Q2, HCLHIC attended 5 Fit Family Nights and educated an estimated 88 youth and 82 adults (170 total people) on walking and biking safety.

- E. Information regarding available resources and capacity for participation in free/low-cost nutrition education/services for priority populations is being collected by HCLHIC staff.
- F. As of FY 18 Q2, one healthy beverage and snack option associated action/message was included in the HCLHIC Action Alert Tool.
- G. As of FY 18 Q2, 2.3% of HCLHIC member organizations engaged in healthy beverage and snack option associated action/messaging through the HCLHIC Action Alert Tool (Planning for a Healthy New Year).
- H. FY 18 Q3 Full HCLHIC will have a Healthy Weight specific presentation/training incorporated.

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

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

- A. Horizon Foundation is completing research on free/low cost physical activity programs and will share/present findings with work group during spring 2018. This data will serve as baseline.
- B. Establish an action group comprised of strategic HCLHIC partners to guide the selection and implementation of the POD campaign strategies and materials.

Finalize selection of Ph.D and Masters-level candidate(s) to Conduct research on POD campaigns, specifically focusing on those with highest impact, and their strategies; establish goals and outcomes of the project.

Recruit a graduate level intern to assist with development and implementation of the project.
- C. Establish an action group comprised of strategic HCLHIC partners to guide the selection and development of walking and biking awareness, safety and community infrastructure messages actions/messaging to be shared through the HCLHIC Action Alert Tool during Q3.
- 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.

In FY 18 Q3, HCLHIC is scheduled to attend 4 Fit Family Nights to provide education on walking and biking safety. All 4 schools are designated as Title I and serve priority populations identified in the FY 18-20 HCLHIC Strategic Plan.

E. Review existing free/low-cost nutrition education/services for priority populations and develop geo-mapping of targeted areas currently being served, current participation/capacity and gaps in service availability.

F. Establish 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 18 Q3.

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 healthy food choices.

H. Work group to generate topics for discussion and presentation within the FY 18 Q3 Full HCLHIC meeting Healthy Weight Focus.

List specific action(s) needed from HCLHIC members or specific work group(s) to successfully implement your action item(s) by June 2018.

The specific actions that are needed from HCLHIC members are as follows:

1. HCLHIC members with connections to possible good-fit candidates and academic programs are asked to share widely the recruitment for the POD campaign; Contact lhic@howardcountymd.gov
2. HCLHIC members who are interested in being part of an overall HCLHIC Action group to refine the Action Alert Tool, messages crafted by work groups should contact mwahl@howardcountymd.gov; estimated time commitment would be 1-1.5 hours by phone/web 2-3 times a year.
3. HCLHIC members are asked to add a link back to the HCLHIC website to their organizational websites. Information and image for logo can be found in the January 2018 Action Alert Tool under the Resources Tab/Member Action Alerts on the HCLHIC website at www.hclhic.org.
4. HCLHIC members who are interested in being part of an action group to identify and implement methods to engage non-school-based clubs and organizations in education to reduce consumption of sugary and sweetened beverages and increase healthy food choices should

	contact mwahl@howardcountymd.gov ; estimated time commitment would be 1-1.5 hours by phone/web 2-3 times a year.
--	--

Respectfully submitted by
Barbara Wasserman (Delegate), Will Dunmore (Delegate) and Lauren Williams (Coordinator)
Howard County Local Health Improvement Coalition