

Howard County LHIC

Local Health Improvement Coalition



2018-2020 Strategic Action Plan Mid-Point Review and Course Modifications
Reporting Period
July 1, 2017 – April 1, 2019

Submitted by
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Access to Care Priority 1: Reduce Emergency Department visits for diabetes, hypertension, and asthma in Howard County.

Goal 1.1a Provide referral/linkage to diabetes/hypertension/asthma education and services 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 on disease prevention and awareness for priority populations.

Access to Care Priority 2: Increase the number of Howard County children and adults who access dental care annually.

Goal 2.1a Provide referral/linkage to dental care and oral health education through community partnerships and evidenced-based programs for priority populations.

Goal 2.1b Engage HCLHIC member organizations in coordinated communication through social, print and other media on disease prevention and oral health awareness for priority populations.

FY 18-20 EXPECTED OUTCOMES AS OUTLINED IN 18-20 STRATEGIC PLAN	CURRENT STATUS TOWARD OBJECTIVE
EBPs participation in Chronic Disease Self-Management and Diabetes programs increased by 20% over baseline by June 2020.	EBP CDSMP's (*includes J2BH, OOAI): 25.9% increase in participation to capacity over FY 17 baseline of 56.1%
EBPs participation in asthma education programs increased by 10% over baseline by June 2020.	2.51% increase over FY 18 baseline of action plans among children with standing orders 5.4%
ATC-specific presentation/training held during 1 full LHIC meeting /1 work group meeting annually by June 2020.	6 Provider and other care professionals Presentations provided

<p>600 adults received free/low cost clinical dental services (TBD annually based on grant funding).</p> <p>250 children received free/low cost clinical dental services (TBD annually based on grant funding).</p>	<p>Free/low cost clinical dental services provided to 680 unduplicated adult patients- Chase Brexton ODIP grant (13.3% increase over FY 17 grant deliverable of 600)</p> <p>537 unduplicated child patients- HCPSS Smiles Dental Program *not broken out by free/low cost grant receipt 148 unduplicated child patients- Chase Brexton (unfunded) (138.7% increase over FY 17 baseline of 287)</p> <p>To date: 2,029 adults have been served since July 2017 1,398 children have been served since July 2017</p>
<p>Dental care providers providing free/low-cost community clinics and/or screening services/restorative care services increased by 2.5% over baseline (5% by FY 20).</p>	<p>TO BE ADDRESSED THROUGH COURSE MODIFICATIONS</p>
<p>20% of HCLHIC member organizations use messages/resources provided in monthly action tool or other HCLHIC Calls to Action by June 2020.</p> <p>Diabetes-related, Hypertension-related, Asthma-related, Oral Health-related services/awareness messages included in 6 action alerts each by June 2020.</p> <p>Appropriate uses of primary care, urgent care, emergency department, and telemedicine awareness-related messages included in 6 action alerts by June 2020.</p>	<p>14.4% Diabetes, Hypertension and Asthma Awareness (16/111) (5.4% increase over baseline 9% baseline)</p> <p>4.1% oral health awareness and free/sliding scale dental provider awareness (4/98) (4.1% increase over FY 17 baseline of 0%)</p>

Behavioral Health Priority 1: Reduce Emergency Department visits related to mental health conditions in Howard County.

Goal 1.1a Provide referral/linkage for mental health conditions-related education and services 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 on prevention and treatment of mental health-related conditions among priority populations.

Behavioral Health Priority 2: Reduce Emergency Department visits for addiction-related conditions in Howard County.

Goal 2.1a Provide referral/linkage for addictions-related education and services through community partnerships and evidenced-based programs for priority populations.

Goal 2.1b Engage HCLHIC member organizations in coordinated communication efforts through social, print and other media to reduce stigma about prevention and treatment of addictions-related conditions among priority populations.

Behavioral Health Priority 3: Reduce suicide rates in Howard County.

Goal 3.1a Provide referral/linkage for suicide prevention education and services through community partnerships and evidenced-based programs for priority populations.

Goal 3.1b Engage HCLHIC member organizations in coordinated communication efforts through social, print and other media to reduce stigma about suicide among priority populations.

FY 18-20 EXPECTED OUTCOMES AS OUTLINED IN 18-20 STRATEGIC PLAN	CURRENT STATUS TOWARD OBJECTIVE
By June 30, 2020, participation in education and stigma reduction programs for priority populations will be increased by 20% by June 2020.	COMBINED MHFA (16% increase in participation to capacity over FY 17 baseline of 52.2%)

<p>By June 30, 2020, participation in addiction awareness and stigma reduction programs for priority populations will be increased by 20% by June 2020.</p>	<p>As of December 31, 2018 HCLHIC, is supporting countywide efforts and messaging and defers to the outlined metrics established through those efforts. Chronic Pain Self-Management Programs have been incorporated into the efforts to reduce addiction-related stigma and incidence.</p>
<p>By June 30, 2020, participation in suicide prevention programs for priority populations will be increased by 20% by June 2020.</p>	<p>COMBINED SUICIDE EDUCATION PROGRAMS (14.4% increase in participation to capacity over FY 17 baseline of 52.2%)</p>
<p>By June 30, 2020, 6 educational symposia/CE opportunities on mental health-related, addiction-related and suicide-related topics for providers, other care professionals and community members working with priority populations will be provided.</p>	<p>6 Provider and other care professionals presentations provided</p>
<p>20% of HCLHIC partner organizations will be engaged in mental health-related, addiction-related and suicide-related stigma reduction and awareness; and appropriate uses of emergency department and crisis intervention services (each topic) for priority populations by utilizing communication action alert tool by June 2020.</p>	<p>Mental Health: 34.2%-Mental Health-related messaging (40/117) (21.7% increase over FY 17 baseline of 12.5%)</p> <p>Addiction: 17.9%- Addiction-related messaging (21/117) (16.7% increase over FY 17 baseline of 1.2%)</p> <p>Suicide: 22.2%- Suicide-related messaging (26/117) (19.9% increase over FY 17 baseline of 2.3%)</p> <p>Appropriate uses of primary care, urgent care, emergency department, telemedicine, and crisis intervention awareness-related messages is incorporated into above messaging. As of December 31, 2019 HCLHIC, is supporting countywide efforts and messaging through the Health Department's Youth Suicide Prevention Plan.</p>

Healthy Aging Priority 1: Reduce Alzheimer’s and dementia-related emergencies in Howard County.

Goal 1.1a: Provide referral/linkage to brain health education, future and advanced care planning for healthy aging and aging-related services through community partnerships and outreach programs for priority populations.

Goal 1.1b: Engage HCLHIC member organizations in coordinated communication efforts through social, print and other media on brain health education, future and advanced care planning for healthy aging and aging-related services for priority populations.

Healthy Aging Priority 2: Reduce fall-related deaths in Howard County.

Goal 2.1a: Provide referral/linkage to falls prevention, adaptive device resources and awareness services through community partnerships and evidence-based education programs for priority populations.

Goal 2.1b: Engage HCLHIC member organizations in coordinated communication efforts through social, print and other media on fall prevention, adaptive device resources and awareness services for priority populations.

FY 18-20 EXPECTED OUTCOMES AS OUTLINED IN 18-20 STRATEGIC PLAN	CURRENT STATUS TOWARD OBJECTIVE
<p>Participation to capacity in evidence-based Alzheimer's and Other Dementia education programs for priority populations will be increased by 20% by June 2020.</p>	<p>Powerful Tools for Caregivers: (22.9% increase in participation to capacity over FY 17 baseline of 54.2%)</p> <p>Memory Café (1.9% decrease in participation to capacity over FY 17 baseline of 100%)</p> <p>Virtual Dementia Tour (6.2% increase in participation to capacity over FY 17 baseline of 93.3%)</p>

<p>Participation to capacity in evidence-based falls prevention programs for priority populations will be increased by 20% by June 2020.</p>	<p>Stepping On: (18.1% increase in participation to capacity over FY 17 baseline of 72%)</p> <p>Better Balance: FY 18 Enrollment Capacity: 22 FY 18 Total Enrollment: 40 FY 18 Participation%: 181.8 (Baseline established in FY 19)</p> <p>Remembering When: (76.7% increase in participation over FY 17 baseline of 1386 educated) (824% increase over FY 17 baseline of 75 home safety visits)</p>
<p>4 educational symposia/CE opportunities (each topic) on Alzheimer's and Other Dementia's and Falls Prevention for providers and other care professionals working with priority populations will be provided by June 2020.</p>	<p>6 Provider and other care professionals presentations provided</p>
<p>6 educational symposia/CE opportunities (each topic) on Alzheimer's and Other Dementia's and Falls Prevention for caregivers to priority populations will be provided by June 2020.</p>	<p>6 Caregiver/Community presentations provided</p>
<p>20% of HCLHIC partner organizations will provide Alzheimer's and dementia-related and fall prevention resources for priority populations by June 2020.</p>	<p>As of 3/27/19 Alzheimer's and dementia-related and fall prevention resources: 22.2%-(26/117) (7.9% increase over FY 18 baseline of 14.3%)</p>
<p>20% of HCLHIC partner organizations will be engaged in communicating education/future planning and falls prevention, adaptive device resources and awareness of services for priority populations by utilizing communication action alert tool by June 2020.</p>	<p>As of 2/5/19 7.2%- Alzheimer's Other Dementia's (8/111) (2.7% increase over FY 17 baseline of 4.5%)</p> <p>Future Planning/Falls Prevention: 17.1%- (19/111) (12.6% increase over FY 17 baseline of 4.5%)</p>

20% of HCLHIC partner organizations will integrate fall prevention practices in standard operations by June 2020.

Higher level discussion and planning for this are required and HCLHIC recommends collaborative discussions as appropriate. HCLHIC facilitated meeting between MD Aging and HCHD/DCRS to discuss programming initiatives at state level.

Healthy Weight Priority 1: Reduce obesity in Howard County.

- 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.

HCLHIC HEALTHY WEIGHT	
FY 18-20 EXPECTED OUTCOMES AS OUTLINED IN 18-20 STRATEGIC PLAN	CURRENT STATUS TOWARD OBJECTIVE
<p>Participation in free/low-cost physical activity programs for priority populations will be increased by 20% by June 2020.</p>	<p style="text-align: center;">Walk Maryland Day October 2017 1 Howard County Walking event registered with 15 participants</p> <p style="text-align: center;">Walk Maryland Day October 2018 10- Howard County Walking Leaders registered 33 individual registrants for the LHIC Virtual Walk- with a total of 269,616 steps /127.66 miles reported.</p> <p style="text-align: center;">Top participating Coalition member organization event was the Howard County Health Department with the total steps reported for their Walk MD Day activities at 584,949 steps/276.96 miles and total of 1954 miles in 7 days.</p> <p style="text-align: center;">Stepping Up Your Nutrition: FY 19 Enrollment Capacity:120</p>

	<p>FY 19 Total Enrollment: 89 FY 19 Participation%: 74.2% (Baseline established in FY 19)</p> <p>ADDITIONAL STRATEGIES TO BE ADDRESSED THROUGH COURSE MODIFICATIONS</p>
<p>20% of HCLHIC member organizations will be engaged in a coordinated point of decision campaign (POD) to promote physical activity for priority populations by June 2020.</p>	<p>Small Steps Make Big Differences Campaign 5.9% of HCLHIC Member Organizations engaged in POD TO BE ADDRESSED THROUGH COURSE MODIFICATIONS</p>
<p>20% of HCLHIC partner organizations engaged (each topic) in targeted education on walking and biking awareness, safety and community infrastructure and communication effort to reduce consumption of sugary, sweetened beverages and increase healthy food choices for priority populations by utilizing communication action alert tool by June 2020.</p>	<p>8 Provider and other care professionals presentations provided</p>
<p>Participation in free/low-cost nutrition education/services for priority populations will be increased by 20% by June 2020.</p>	<p>Adult and Youth Food Supplement Nutrition Education (509.2% increase over FY 17 baseline of 650 individuals)</p> <p>HCPSS weekend/summer food (30% increase over FY 17 baseline of 50,982 meals served) *does not include Summer 2019 which will be included in future report</p> <p>Local Children's Board Weekend Warrior Snack Pack Initiative (30% increase over FY 17 baseline of 750 snack packs provided) *does not include Summer 2019 which will be included in future report</p> <p>LHIC developed and maintains a community-wide resource listing of food assistance and nutrition education resources in the County that is shared via the Coalition Digest, website and social media.</p>

Organizational Goals

Goal 1 Strengthen HCLHIC’s visibility and leadership in health promotion efforts in Howard County.

Goal 2 Strengthen HCLHIC’s infrastructure through member recruitment, retention and communication.

FY 18-20 EXPECTED OUTCOMES AS OUTLINED IN 18-20 STRATEGIC PLAN	CURRENT STATUS TOWARD OBJECTIVE
HCLHIC Facebook engagement will be increased by 30% by June 30, 2020	27.9% increase over FY 17 baseline of 1,319 daily engaged users
HCLHIC Twitter engagement will be increased by 30% By June 30, 2020.	436.8% increase over FY 17 baseline of 76 engagements
Hits to the HCLHIC website will be increased by 30% By June 30, 2020.	228.1% increase over baseline over FY 17 baseline of 41,057 hits to website
85% of HCLHIC member organizations will be actively engaged (designated as Level 2 or Level 3 engagement on member application) by June 30, 2020.	117 Member Organizations 328 Individuals 77/117 (66%) Level 2 or 3 Engagement *TARGET UPDATED TO 70%

FY 18-20 Mid-Point Course Modifications for May 2019 - June 2020

I. Strengths and Opportunities for FY 18-20 Strategic Plan

Communication growth resulting from expansion of social media presence and increased hits to the Coalition website through the midpoint of the FY 18-20 Strategic Plan has been significant. Communication is seen as a current strength of the plan and is likely to have contributed to increased awareness of programs and participation in evidence-based programs promoted by the Coalition. The development of intentional communication strategies to address areas of the plan that are not on track to meet the identified expected outcomes is seen as an opportunity.

II. Areas of FY 18-20 Strategic Plan needing address and/or course correction:

1. 20% of HCLHIC partner organizations will integrate fall prevention practices in standard operations by June 2020 (Healthy Aging Objective);
2. Participation in free/low-cost physical activity programs for priority populations will be increased by 20% by June 2020 (Healthy Weight Objective);
3. 20% of HCLHIC member organizations will be engaged in a coordinated point of decision campaign (POD) to promote physical activity for priority populations by June 2020 (Healthy Weight Objective);
4. EBPs participation in asthma education programs increased by 10% over baseline by June 2020 (Access to Care Objective); and,
5. Dental care providers providing free/low-cost community clinics and/or screening services/restorative care services increased by 2.5% over baseline (5% by FY 20) (Access to Care Objective).
6. 85% of HCLHIC member organizations will be actively engaged (designated as Level 2 or Level 3 engagement on member application) by June 30, 2020.

III. Proposed course corrections:

The four coalition priorities (Healthy Aging, Healthy Weight, Behavioral Health, Access to Care) will remain un-changed. **The objectives identified above that were established for the FY 18-20 Strategic Action Plan will be modified in the following ways:**

- a. Items 1-3 above will be combined and modified as identified below.

MODIFIED STRATEGIC SMART OBJECTIVE: 20% of HCLHIC partner organizations will engage in a coordinated communication plan that promote **PREVENTIVE BEHAVIORS** increase physical activity, prevent/manage chronic disease (including falls prevention, nutrition), and promote healthy aging (future planning, mental health, brain health) across all ages and abilities by June 2020. ***No such coordinated communication plan exists so metrics and baseline for plan will be determined.***

Areas of opportunity: Past community-wide recognition of branding of campaigns such as "Choose Civility" have been widely recognized. Use of simple broad statements will afford the opportunity to communicate clear and succinct messages promoting access to care, behavioral health, health aging and healthy weight priorities.

Key themes include:

- **Move More-** (tag line based on American Heart Association, etc.); statements would include messages that physical activity is good for promoting physical, mental, and social health; brain health and prevention; and, even if an individual can't do the recommended levels of activity because of chronic conditions, there are benefits to being as physically active as your abilities and conditions allow.
- **Talk More-** statements that encourage individuals to talk to their providers and obtain routine preventive care, engage in chronic disease self-management and oral health care; seek mental health care; and, stay socially connected.
- **Do More-** statements that encourage individuals to engage in activities to stay socially connected such as participating in clubs, fitness programs, classes, etc.

- b. Item 4 will be modified as identified below and LHIC will continue to monitor through collaboration with HCPSS and HCHD Bureau of Maternal Child Health Research Project.

MODIFIED STRATEGIC SMART OBJECTIVE: The number of children with standing orders that have a completed asthma action plan will be increased by 5% over baseline by June 2020. **Objective was revised based on identification of target and establishment of baseline (5.4% action plans among children with standing orders) in FY 18 and in consideration of 2.51% increase over FY 18 baseline through mid-point of FY 19.**

Areas of opportunity: Additional consideration to School-Based Wellness and Telehealth sites will be made, and appropriate metrics will be identified.

- c. Item 5 will be modified as identified below and LHIC will convene oral health care action group of identified providers to identify barriers and strategies to address gaps in free/low cost oral health care in Howard County.

MODIFIED STRATEGIC SMART OBJECTIVE: Dental care providers providing free/low-cost community clinics and/or screening services/restorative care services will remain consistent with baseline or increase over baseline by June 2020. **Objective was revised based 10% increase over baseline (22/20) seen in FY 18 followed by 10% decrease from baseline (18/20) through mid-point of FY 19.**

Areas of opportunity: Inventory of providers offering free/low cost community clinics and/or screening/restorative care services will be revised and updated to include languages, audiences, and other social determinants; LHIC will support efforts to connect eligible individuals to services through the adult dental waiver.

- d. Item 6 will be modified as identified below and LHIC will continue to employ strategies for Coalition member recruitment, retention and engagement.

MODIFIED STRATEGIC SMART OBJECTIVE: 85% of HCLHIC member organizations will be actively engaged (designated as Level 2 or Level 3 engagement on member application) by June 30, 2020. **Objective was revised based on strategic focus on retaining and engaging new AND existing members.**