### 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:

- 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
   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
  - 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):	Baseline: 0	Year 1:	Start: October	11 Focus Groups
By May 2023, collaborate with Coalition members to	messages Target: 36 Messages total (6	<ul> <li>Conduct Focus Groups with diverse community members to assess facilitators and barriers to healthy lifestyle</li> </ul>	2021 End: October 2022	conducted in October and November 2021

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.	for each community of focus)	<ul> <li>Analyze data to ascertain key themes of Healthy Lifestyle Focus Group sessions</li> <li>Draft and revise healthy lifestyle key messages based on feedback</li> <li><u>Year 2:</u></li> <li>Review key messages and make updates as needed</li> </ul>	Focus Group findings presented at the January 2022 Full LHIC MeetingMessages drafted and initial feedback gathered in August 2022Messages updated in October 2022Focus group held with CHW's in February 2023Messages updated in February in February 2023Messages finalized in March 2023Messages finalized in 
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Objective 2 (SP): 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.	Baseline: 0 Campaign Target: 1 Campaign piloted	<ul> <li>Year 1:</li> <li>Convene regular HLAC meetings with partners and community members</li> <li>Plan pilot launch of healthy lifestyle campaign</li> <li>Year 2:</li> <li>Spring 2023: Launch pilot healthy lifestyle campaign <ul> <li>Monitor campaign</li> <li>Fall 2023: Evaluate pilot of healthy lifestyle campaign</li> </ul> </li> <li>Fall 2023: Review and present findings from pilot healthy lifestyle campaign at Full LHIC Meeting</li> <li>Year 3:</li> <li>Make plans for full campaign launch and continuity of efforts</li> </ul>	Start: June 2022 End: June 2025	Initiated discussion of campaign promotion and launch strategies in March 2023
<b>Objective 3:</b> 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,	Baseline: Annual update Target: Quarterly update	<ul> <li>Review HCLHIC website Disability Resources page and make updates as needed quarterly.</li> <li>Review HCLHIC messaging and make updates to meet ADA guidelines as needed.</li> <li>Promote HCLHIC website, disability resources and other local and national accessibility resources widely.</li> </ul>		December 2022: Disability Resources webpage updated

and content materials		
are culturally		
appropriate, accessible,		
and inclusive.		

## 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:

- 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	<ul> <li>Walktober - Annually:</li> <li>Convene Movement Group partner meetings to plan, implement and evaluate annual Walktober and WalkMDDay collaborative movement events and activities in October</li> <li>Engage diverse community partners</li> <li>Create Walktober calendar of events in Howard County</li> </ul>	Start: May 2021 End: November 2024	Walktober 2021: 27 events Walktober 2022: 22 (plus 2 events post- ponded) with 582 participants

programming to encourage Howard County community members of all ages and abilities to engage in movement for improved		<ul> <li>Widely promote Walktober calendar of events and other State-led WalkMDDay and Walktober events</li> <li>Evaluate Walktober and WalkMDDay efforts to improve in subsequent years</li> <li>Present results to partners in November.</li> </ul>		December 2022: Calendar of events created and promoted widely
physical and mental health.		<ul> <li>Move All Year Quarterly Events/Promotion:</li> <li>Promote activities in collaboration with diverse partners to encourage movement throughout the year</li> <li>Fall - Walktober</li> <li>Winter- Heart Health month</li> <li>Spring – Earth Day</li> <li>Summer - Parks and Trails</li> </ul>	Start: November 2022 End: May 2025	March 2023 – Ongoing promotion of Movement activities and events via social media, calendar, and website.
Objective 4 (SP): 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	Baseline: 0 toolkit Target: 1 toolkit	<ul> <li>Update Howard County Department of Recreation and Parks 1-Mile Moving Map</li> <li>Create a Movement Initiative Social Media Toolkit to promote physical activity in Howard County. Implement and evaluate the utilization of the social media toolkit.</li> </ul>	Start: May 2021 End: May 2025	Fall 2021: 1-Mile Howard County Recreation and Parks maps updated

physical and mental health year-round.				
<b>Objective 5:</b> 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.	Baseline: Annual update Target: Quarterly update Baseline: 0 Guide Target: 1 Guide	<ul> <li>Review HCLHIC website's Physical Activity page and make updates as needed quarterly, including the <i>Howard</i> <i>County Physical Activity – Organized</i> <i>Youth Activity Guide.</i></li> <li>Create a free and low-cost Movement flyer for Howard County.</li> <li>Promote HCLHIC website, activity guides and other local and national physical activity resources widely.</li> </ul>	Start: May 2021 End: May 2025	November 2022: Walk Maryland Registration Tool added to Physical Activity page March 2023: Low- cost/free Movement flyer created, placed on Physical Activity page

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:

#### Diabetes:

- Increase in the percentage of residents with both pre-diabetes (11%) and diabetes (13%) compared with 2018 (8% respectively for both).
  - 0 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.

#### Tobacco:

- 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.
  - o 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:

	<ul> <li>250 enrolled individuals on disease prevention (adults)</li> <li>25 Chronic disease related evidence-based programs</li> <li>100 Completers of chronic disease related evidence-based programs</li> <li>25 CAREAPP searches/connections related to chronic disease prevention and/or management</li> </ul>			
Objective 2 (SP): Through June 2025, convene quarterly Chronic Disease Community (provider) forums to increase awareness of and access to resources across the lifespan and coordinated community planning to increase	Baseline: 0 new providers utilizing/promoting CAREAPP 0 CAREAPP searches/connections related to chronic disease prevention and/or management	<ul> <li><u>Year 1:</u></li> <li>Convene regular CDPMG meetings with Coalition partners and community members</li> <li>Support and promote accessible and culturally appropriate evidence-based programs</li> <li><u>Year 2:</u></li> <li>Expand utilization of CAREAPP by providers as a tool for resource sharing and connections.</li> <li><u>Year 3:</u></li> </ul>	Start: June 2022 End: June 2025	February 2022: Meetings initiated to start place-based outreach efforts with <b>8</b> residential communities June 2022: Began partnerships with Columbia Association, HC Recreation & Parks, Roving Radish and,

culturally appropriate, accessible and inclusive support for management of chronic diseases and related health conditions	Target(s): 8 new providers utilizing/promoting CAREAPP 25 CAREAPP searches/connections related to chronic disease prevention and/or management	<ul> <li>Monitor provider CAREAPP usage</li> <li>Review outreach event and evidence- based program data</li> </ul>		The Y in Ellicott City (Dancel) February 2023: Began partnership with Claudia Mayer / Tina Broccolino Cancer Resource Center March 2023: Began partnership with American Lung Association
<b>Objective 3:</b> 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.	Baseline: Monthly update Target: Quarterly update	<ul> <li>Review HCLHIC website Chronic Disease page and make updates as needed quarterly</li> <li>Review the Howard County Chronic Disease Resource Guide and make updates as needed quarterly</li> <li>Promote HCLHIC website, resource guide and other local and national chronic disease resources widely</li> </ul>	Start: May 2021 End: June 2025	January 2023: Chronic Disease webpage updated February 2023: Chronic Disease Self-Management Program Resource Guide created

### 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:

#### Mental Health:

- 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). *Suicide:*
- 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) & Jessica LaFave - VA Maryland Health Care System

Objectives	Measure	Action Steps	Timeframe	Status Update
<b>Objective 1 (SP):</b> Through June 2025, collaborate with	Baseline: 1 campaign (youth- focused)	<ul> <li>Year 1:</li> <li>Convene regular meetings with Coalition partners and community members</li> </ul>	Start: June 2021 End: 2025	April 2022: Suicide Prevention campaign

coalition members 0 mental health	Plan and launch of suicide prevention	launched at full LHIC
through various partner forum/fair	campaign across lifespan	meeting
forums to advance	Plan and launch suicide prevention	
shared priorities and Target(s):	forum	May 2022: Suicide
ensure awareness of 1 campaign (across		Prevention Forum
and access to resources lifespan)	Year 2:	held
to increase social	Monitor and evaluate suicide	September 2022:
engagement of 2 mental health	prevention campaign	·
culturally appropriate, forums/fairs	<ul> <li>Plan and launch mental health</li> </ul>	Community Ambassador Mental
accessible and inclusive	fair/forum	Health Awareness
mental health resources	Host Veterans Mental health	Session
and supports across the	presentation at full LHIC meeting	Session
lifespan for Howard	Plan trainings for staff related to	October 2022:
County community	mental health first aid and Veterans' outreach efforts	Howard County Out
members.	outreach enorts	of the Darkness Walk
	Year 3:	
		December 2022:
	• Make plans for continuity of efforts	Soldier and Family
	including future forums and	Readiness and
	presentations	Resiliency Forum
		March 2023:
		Initiated planning of
		"Healthy Minds"
		Mental Health Fair
		for summer and
		winter

<b>Objective 2 (SP):</b> 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.	Baseline: Monthly update Target: Quarterly update	<ul> <li>Review HCLHIC website Healthy Minds pages and make updates as needed quarterly</li> <li>Promote HCLHIC website, Howard County Behavioral Health resources and Mental Health and Suicide Prevention Programs and other local and national behavioral health resources widely</li> <li>Conduct outreach and education around mental health resources and supports</li> </ul>	Start: June 2021 End: June 2025	August 2022: Healthy Minds – Mental Health and Suicide Prevention pages on the LHIC website updated August 2022: Howard County Behavioral Health – Program Guide Updated November 2022: Created a Veterans Resources Page on the LHIC website January 2023: Mental Health Suicide Prevention Programs Resource Guide updated
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HCLHIC Priorities: Healthy Beginnings, Healthy Livings, Healthy Minds				
HCLHIC Workgroup: Food Security Committee				
Goal (new): Increase acces nutrition insecurity among		f culturally appropriate, accessible, affordable, ar ents	nd nutritious food to de	crease food and
Key Measure(s): 2021 HCH	AS:			
• 5% of residents indicated that it is often true and 11% of residents indicated that it is sometimes true that they worry about whether food would run out before they had money to buy more.				
<ul> <li>Percentage of children who were advised by a medical professional to lose weight increased from 7% in 2018 to 18% in 2021</li> <li>29% of adults were overweight and 25% of adults were obese; 1 in 2 adults in Howard County is either overweight or obese</li> <li>Of those identified as obese: 37% were Black, 27% were White and 7% Asian</li> </ul>				
<ul> <li>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</li> <li>Of those reporting having eaten vegetables less than once per day over the past week 47% earn less than \$50K annually</li> </ul>				
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

Objective 1: By June 2025, collaborate with partners to review and implement solutions to address food and nutrition security needs of Howard County residents	Year 1: Baseline: 0 Food Security Committee meetings Target: Bi-monthly Food Security Committee meetings Year 2: Baseline: 0 Food Security Panel session Target: 1 Food Security Panel session	<ul> <li>Year 1:</li> <li>Convene regular Food Security Committee meetings with Coalition partners and community members</li> <li>Assess food and nutrition security needs of residents through survey data collection</li> <li>Gather feedback from partners related to barriers and needs related to food and nutrition security of residents</li> <li>Year 2:</li> <li>Analyze and present food and nutrition survey data</li> <li>Convene food and nutrition security panel/ round table discussion to determine gaps and solutions to decrease food and nutrition insecurity</li> <li>Create framework with short- and long-term plans for addressing food and nutrition insecurity</li> <li>Disseminate summary data and framework</li> <li>Create collaborative plan for addressing identified gaps</li> </ul>	Start: May 2022 End: June 2025	June 2022: Food Security Committee meetings: bi- monthly meetings convened and held. Food and Nutrition Survey created and translated into four languages: Spanish, French, Korean and Mandarin. Distributed with the assistance of partners through February 2023; 406 responses received. March 2023: Howard County Food Connection GIS Map created and embedded on the LHIC website.
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awareness of and accessupdated Food andto culturally appropriate, accessible, affordable, and nutritious food for Howard County residents across the lifespanNutrition Resource guideWear 2: Baseline: No Food Access BrochureBaseline: No Food Access Brochure	<ul> <li>Update and disseminate Partner Food and Nutrition Resource Guide</li> <li>Update guide bi-annually</li> <li>Year 2:</li> <li>Draft digital and print brochures for residents to easily access free and reduced-cost nutritious food places in Howard County</li> <li>Gather feedback, finalize, translate, and disseminate food brochures widely</li> <li>Update brochures bi-annually</li> </ul>	2022 End: June 2025	Partners gathered to inform updates to the LHIC Food and Nutrition Resource guide. January & March 2023: Resource Guide updated March 2023: All locations tri-fold food brochure (print and digital) approved and placed on LHIC website. Translations to Spanish, French, Korean and Chinese in progress and creation of city- specific bi-fold brochures in progress.
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