

ACTION PLAN

Priority Area #1: Smoking

Baseline and Goal for 2014:

	COUNTY BASELINE	MD 2014 GOAL	LOCAL GOAL*	SOURCE
% of Adults who currently smoke	18.6%	13.5%	13.5%	#32- SHIP Reduce tobacco use by Adults
% of high school students (9-12) that have used any tobacco product in the past 30 days	25.8%	22.3%	22.3%	#33- SHIP Reduce the proportion of youths who use any kind of tobacco product

*Based on the % difference between the state baseline and the state 2014 goal

Strategies:

- A. To identify and eliminate tobacco use related disparities
- B. To promote quitting among adults
- C. Reduce proportion of youth use any tobacco product

Actions:

Strategy A: To identify and eliminate tobacco use related disparities			
ACTIONS	WHO-Lead/Partners	WHEN	MEASURES
1. Host 1 training for community leaders at a coalition meeting 2. Provide community education through: <ul style="list-style-type: none"> A. Collaborate with the cancer outreach workers to reach minority populations and medically underserved populations at businesses that employ Asian and Hispanic workers, Laundromats, food pantries and barber shops B. Conduct educational presentation at Southern Maryland Community Network and/or On Our Own C. Provide health education to African American community through faith[-based outreach ministry 	Calvert County Health Department, Calvert Memorial Hospital, Physician, Cancer and Tobacco Coalition Members Calvert County Health Department Local businesses Food Pantries Community Health Educator SMCN/On Our Own Health Ministry Network African American Churches	July 2011- July 2014	# of community leaders trained-25 # of people educated

Strategy B: To promote quitting among adults			
ACTIONS	WHO-Lead/Partners	WHEN	MEASURES
1. Offer various cessation classes: Day & Evening Worksite Classes	Calvert County Health Department Local businesses for	July 2011- June 2014	# participants in smoking cessation <ul style="list-style-type: none"> ➤ African American-4 ➤ Asian American-0

<p>Individual Group</p> <ol style="list-style-type: none"> 2. Advertise programs in local newspaper, businesses, lobby display and through coalition members. 3. Promote Quitline as an additional source for assistance with cessation 4. Conduct 3, 6 and 12 month follow up with clients 5. Distribute 5 A's to physicians through hospital mailboxes 6. Coordinate oral health care with Calvert Community Dental Care Clinic 7. Develop Fax to Assist referral program with local physicians and dentists utilizing health educator 	<p>advertisements and classes County government for classroom space Calvert Memorial Hospital Dental Care Clinic Coordinator Care Team Health Educator</p>		<ul style="list-style-type: none"> ➤ Caucasians-84 ➤ Hispanic/Latino-2 ➤ Native American-0 ➤ Women-55 ➤ Men-35 <p>Total-90</p> <p># participants provided nicotine patches-20</p> <p># participants provided Chantix-33</p>
<ol style="list-style-type: none"> 8. Provide community education through: <ol style="list-style-type: none"> A. Conduct presentations on tobacco use prevention, education, and cessation information to coalition sponsored worksites, churches, and organizational meetings. B. Post flyers at Dental Services Center, DSS, Employment Office, physicians' offices, and businesses C. Plan and conduct special events for Great American Smokeout, Kick Butts Day and World No Tobacco Day. D. Provide educational materials to Maternal and Child Home Visiting Program, Healthy Families, and WIC E. Conduct print media campaigns F. Create mini sessions to offer to community groups to increase action from people who are in the precontemplation and contemplation stages of change 	<p>Calvert County Health Department Cancer and Tobacco Coalition Physicians Local Businesses Calvert Community Dental Care Clinic Coordination Care Team Health Educator</p>		<p># of print media campaigns – 8 # of awareness campaigns-12 # of faith-based programs-1 # of secondhand smoke education programs-2 # of people educated-2300</p>

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Strategy C: Reduce proportion of young use of any tobacco product			
ACTIONS	WHO-Lead/Partners	WHEN	MEASURES
1. Provide youth education through: <ul style="list-style-type: none"> A. Host Youth Input Meeting at one or more high schools B. Outreach at summer camps, Parks & Recreations, and pools C. Develop a smokeless tobacco message with youth. D. Host display at the Carerr and Technical Center for Kick Butt Day during the Job Fair E. Host Kick Butts Day poster contest and/or World No Tobacco Day lunchtime interactive displays at two middle schools F. Conduct Tobacco Road Show presentation for public and private middle schools, church youth groups, summer camps and Girl and Boy Scouts 	Calvert County Health Department Calvert County Public Schools Parks and Recreation Calvert Memorial Hospital Faith-based organizations	July 2011- June 2012	# of awareness campaigns - 12 # of people educated
2. Provide compliance checks to half the businesses in the county that sell tobacco products with the use of youth Explorer	Calvert County Sheriff's Office	July 2011- June 2014	# of Merchants Educated on Youth Access Law 40 # of Youth compliance Checks 40

Priority # 2: Obesity

Baseline and Goal for 2014:

	COUNTY BASELINE	MD 2014 GOAL	LOCAL GOAL*	SOURCE
% of Adults who are at a healthy weight	27.1%	35.7		#30 - SHIP Increase the proportion of Adults who are at a healthy weight
% of Adults that get moderate physical activity (30 min. or more daily for 5 days/week)	38%			Maryland BRFSS

*Based on the % difference between the state baseline and the state 2014 goal

Strategies:

- A. Increase physical activity and healthy eating in adults and kids*
- B. Engage the community in the Calvert CAN: Eat Right, Move More campaign
- C. Increase lifestyle interventions for people with chronic disease

*Provide incentives for target populations to participate (low income, disabled, seniors, youth etc.)

Actions:

Strategy A: Increase physical activity and healthy eating in adults and kids			
ACTIONS	WHO	WHEN	MEASURES
3. Increase use of WOW (Walk of Weight) resources and walking trails	Keep Well Center, United Way of Calvert County, Calvert County Dept. of Planning & Zoning	June 2011 -July 2016	# of trails # walking programs # of WOW participants
4. Promote enrollment in therapeutic recreation programs for people with disabilities.	Calvert County Aquatic Center, Calvert County Parks & Recreation, Keep Well Center, Arc of Southern Maryland	June 2011 -July 2016	# of individuals served yoga # of individuals served healthy lifestyle class # of individuals served HRA #/% change in BMI
5. Increase nutrition education and access to healthy food for low-income families.	Chesapeake Cares Food Pantry, Maryland Food Bank, Calvert Healthcare Solutions, Local Farmers	June 2011 -July 2016	# of families receiving nutritious food #/% of individuals increased knowledge of healthy food choices #/% of individuals feeling better
6. Provide opportunities for girls to participate in Grow Strong curriculum (emphasizing healthy eating, self-esteem and fitness) at afterschool programs and summer camp.	Girl Scouts, East John Youth Center, Prime Time Children's Center, Boys & Girls Club	June 2011 -July 2016	# of youth served #/% of youth w/ changes in behavior, attitude, knowledge and skills
7. Provide opportunities for youth to obtain Presidential Fitness Awards	Keep Well Center, Girl Scouts, Calvert County Public Schools	June 2011 -July 2016	# of individuals receiving Presidential Fitness Awards

8. Provide employer-based wellness programs at local agencies	Keep Well Center, Arc of Southern Maryland, Southern Maryland Community Network	June 2011 -July 2016	# of individuals served with HRA's
9. Offer low-cost nutrition resources Vitabot online meal planning, wellness workshops and dietitian support	Keep Well Center	June 2011 -July 2016	# of individuals served using Vitabot # of participants completing programs
10. Provide countywide biometric testing at community centers and World Gym locations to help people manage their progress.	Keep Well Center, Calvert County Parks & Recreation, Aquatic Center, World Gym	June 2011 -July 2016	# of individuals served at biometric stations # of Calvert CAN enrollees at World Gym #/% change in BMI

Strategy B: Engage the community in the Calvert CAN: Eat Right, Move More campaign			
ACTIONS	WHO	WHEN	MEASURES
9. Launch a countywide marketing campaign to introduce low-cost, no cost resources to community	Keep Well Center, United Way	June 2011 -July 2016	# of Keep Well newsletters # of ads featuring Calvert CAN # of articles featuring Calvert CAN
10. Coordinate educational presentations with community leaders	United Way, Keep Well Center, Calvert County Commissioners, Calvert County Board of Education	January 2012 - December 2012	# of presentations

Strategy C: Increased lifestyle interventions for people with chronic disease			
ACTIONS	WHO	WHEN	MEASURES
2. Expand Living Well support program to target populations with chronic health issues.	Calvert County Office on Aging, Keep Well Center	June 2011 -July 2016	# of individuals served #/% of behavior change in increased physical activity
3. Provide prescription incentives, health risk assessments and referrals for people with chronic health conditions.	Calvert Healthcare Solutions, Chesapeake Cares Food Pantry, Keep Well Center	June 2011 -July 2016	# of individuals served HRA's # of prescriptions reimbursed for treating hypertension, cholesterol and diabetes #/% improved BMI #/% increase daily physical activity
4. Provide AFEP certification in aquatic program and promote enrollment in for people with diabetes and arthritis	Calvert County Aquatic Center, Keep Well Center	June 2011 -July 2016	# of individuals served in AFEP aquatic program
5. Distribute free prescription discount cards to help low income populations meet costs for managing chronic disease	United Way, Calvert Memorial Hospital, Health Department, Pharmacies, Local Agencies	June 2011 -July 2016	# of cards distributed # of dollars saved in prescription drug costs

Priority Area #3: Heart Disease Death Rates
Priority Area #4: Cancer Death Rates

Baseline and Goal for 2014:

	COUNTY BASELINE	MD 2014 GOAL	LOCAL GOAL*	SOURCE
Rate of heart disease deaths per 100,000 population (age adjusted)	227.6	173.4		#25- SHIP Reduce death from heart disease
Rate of cancer deaths per 100,000 population (age adjusted)	189.3	169.2		#26- SHIP Reduce the overall cancer death rate.

*Based on the % difference between the state baseline and the state 2014 goal

Strategies:

- A. Offer Free and Low cost Screening
- B. Provide Community Education Programs
- C. Provide Healthy Lifestyle Programs Through Calvert Can – See Priority Area #2
- D. Smoking Cessation – See Priority Area #1

Actions:

Strategy A: Offer Free and Low cost screenings for Heart Disease and Cancer

ACTIONS	WHO	WHEN	MEASURES
11. Provide Blood Pressure Screenings	Calvert Memorial Hospital Health Ministry Team	July 2011- June 2014	# of community participants and track outcomes for high or abnormal findings.
12. Provide Cholesterol Screenings	Calvert Memorial Hospital	Semi- Annual	# of participants needing follow-up care.
13. Provide Vascular Screenings	Calvert Memorial Hospital	Weekly	# of participants needing primary care provider.
14. Provide Prostate Cancer Screening	Calvert Memorial Hospital	Quarterly	# of participants without insurance
15. Provide Colorectal Cancer Screening	Calvert County Health Department	Ongoing	
16. Provide Skin Cancer Screenings	Calvert Memorial Hospital	Quarterly	
17. Provide Lung Cancer Screenings	Calvert Memorial Hospital in collaboration with AAMC	0-3monts 4-6months	Develop program matrix. Offer screenings. Track uninsured
18. Provide Body Fat Testing	Calvert Memorial Hospital	Monthly	
9. Oral Cancer Screening	Calvert Community Dental Care	Weekly	

Strategy B: Provide Community Education Programs Cancer (Colorectal, Prostate, Lung, Oral and Skin Cancer) and Heart (Hypertension, Cholesterol, Diabetes)			
ACTION	WHO	WHEN	MEASURES
1. Provide targeted education to healthcare professionals through: <ul style="list-style-type: none"> A. Distribution of Awareness Month materials B. Offered Trainings C. Quarterly flyers for screening programs D. Annual agreements with gastroenterologists including screening rates, quality assurance reports and CoRADs 	Calvert County Health Department, Calvert Memorial Hospital, Health Ministry Team	June 2011-July 2014	# of materials distributed # of trainings # of providers using flyers # of agreements
2. Provide Community Education to targeted populations that serve the uninsured through lobby displays, individual contact and presentations: DSS, SMILE, End Hunger, Employment Office, Private Businesses,	Calvert County Health Department, Calvert Memorial Hospital, Health Ministry Team Network	July 2011- June 2014	# outreach and educational events # of people educated
3. Provide targeted education to minority populations <ul style="list-style-type: none"> A. Visit and educate nail salons and restaurant workers B. Advertise and educate at faith-based organizations C. Advertise and educate through local organizations and special events: African American Heritage Day, Powwow D. Provide materials in other languages E. Utilize Spanish translator for individual contacts and group presentation 	Calvert County Health Department, Calvert Memorial Hospital, Laundromats, local restaurants, nail salons, Health Ministry Network, Concerned Black Men, Concerned Black Women, Minority Health coalition	June 2011-July 2014	# of flyers distributed # of events # of people educated
4. Provide targeted	Calvert County Health	July 2011-June 2014	# of participants at

<p>cancer education to general public</p> <p>A. Plan and implement community events to raise awareness: Keep Your Colon Rollin'5k, Breast Cancer 5K,</p> <p>B. Attend community events providing information on skin, prostate, and colorectal cancer and decrease risk factors for cancer, such as obesity, physical activity and diets low in fiber at: county fair, Family Funfests, Water parks,</p> <p>C. Provide education at Senior Centers, Civic organizations utilizing motivational speaker</p> <p>D. Conduct focus groups to raise awareness and reduce barriers to care.</p> <p>E. Provide advertisements to promote free screenings</p>	<p>Department, Calvert Memorial Hospital, Health Ministry Team Network, Calvert Community Dental Care</p>		<p>community events</p> <p>#of advertisements in newspapers</p> <p>#of flyers at local businesses and organizations</p> <p># of focus groups</p> <p>#of events</p>
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Priority Area #5: Disparities

Baseline and Goal for 2014:

	COUNTY BASELINE	MD 2014 GOAL	LOCAL GOAL*	SOURCE
Percentage of births that are LBW	White: 6.5% Blacks 11.2%	8.5%		#3- SHIP Reduce Low Birth Weight (LBW) & Very Low Birth Weight (VLBW)
Rate of ED visits for diabetes per 100,000 pop	White: 174.4 Blacks 821.5	330		#27- SHIP Reduce diabetes related emergency room visits
Rate of ED visits for hypertension per 100,000 pop.	White: 124.6 Black: 603.5	225		#28 - SHIP Reduce hypertension related emergency room visits.
Percentage of people who reported there was time in the last 12 months they could not afford to see a doctor	White: 8.8% Black: 21.4%	11.4%		#39 - SHIP Reduce the proportion of individuals who are unable to obtain or delay in obtaining necessary medical care, dental, or prescription medicines

*Based on the % difference between the state baseline and the state 2014 goal

Strategies:

- A. Offer Free Screening
- B. Provide Community Education Programs
- C. Analyze Data and Develop Outreach Program.
- D. Increase access to medical, dental and low cost prescription program.
- E. Provide Healthy Lifestyle Programs through Calvert Can – See Priority Area #2

Actions:

Strategy A: Offer screenings			
ACTIONS	WHO	WHEN	MEASURES
19. Provide Blood Pressure Screenings	Calvert Memorial Hospital Health Ministry Team	Monthly	Track blood pressures. # of high values. Provide blood pressure cards and education. Re-screen
20. Provide Cholesterol Screenings	Calvert Memorial Hospital	Quarterly Annually	Track # of high and provide education. Re-screen
21. Provide A1C Screenings	Calvert Memorial Hospital	Quarterly	Track # of high and provide education. Re-screen.

Strategy B: Provide Community Education Programs

ACTIONS	WHO	WHEN	MEASURES
11. Provide Certified Heart Improvement Program (CHIP) Self -Management Program.	Health Ministry Team	June 2012- March 2013	# of participants with high blood pressure, cholesterol, A1C Reduction in biometrics. Improved Lifestyle behaviors.
12. Provide community education through:			# of print media campaigns
A. Conduct presentations on tobacco use prevention, education, and cessation information, know your numbers, heart healthy eating, physical activity.	Health Ministry Team CMH	Jan. 2012- Jan. 2013	# of awareness campaigns at various churches
B. Plan and conduct special events Health Fairs.	Health Impact Council Middleham/St. Pete	May 2012 Sept 2012	# of people, track and trend screenings, improved outcomes
C. Conduct print media campaigns on monthly health observances.	Health Ministry Team	Monthly	# of people educated
13. Provide Diabetes Self Management Programs	Calvert Memorial Hospital	Weekly	# of people attending

Strategy C: Data Analysis & Outreach Development for Low Birth Weight Babies			
1. Analyze Low Birth Weight Data	LHD IPOP	0-3 months	# of LBW
2. Develop Outreach Program	LHD IPOP Even Start WIC	6 – 12 months	Collaborate with community agencies and OB/GYN to provide education campaign to reduce LBW babies. # of participants

Strategy D: Provide additional access to medical, dental and discounted prescription coverage programs			
1. Develop Community Coordination Care Team	Health Ministries Calvert Community Dental Care Calvert Physician Associates Calvert Health Care Solutions LHD	June 2012- June 2014	# of patient for screenings # of patients seen for follow-up after screenings. # patients seen for medication management.
2. Increase awareness of eligibility for state /county funded programs: (MCHIP, PAC, Family Coverage, county prescription discount plan)	Health Ministry Team Calvert Health Care Solutions LHD	Ongoing	# of eligible participants