

**Baltimore County Health
Coalition Local Action Plan | 2012**

1. Local Health Planning Coalition Description

The Baltimore County Health Coalition is led by Gregory M. Branch, M.D., MBA, CPE, Health Officer for Baltimore County, Maryland. The membership of the Coalition is attached.

The vision of the Coalition is healthy people living, working, and playing in Baltimore County. Its mission is to promote health and prevent disease through education, advocacy, and linkage to resources to improve the quality of life for Baltimore County residents.

After the convening of the coalition, two small workgroups were established to work on plans to address two of the top three health priorities chosen by the coalition; low/very low birth weight babies and childhood obesity. The other top priority, youth tobacco use, will be addressed through the existing tobacco coalition. Future plans for the coalition are to form small workgroups to focus on the action steps identified in the plan.

2. Local Health Data Profile

Objective Number	Objective Name	County Baseline	MD Baseline	MD 2014 Target
3	Reduce low birth weight (LBW) & very low birth weight (VLBW)	8.8% 12.4% - Black 7% - White	9.2% 13% - Black 7% - White	8.5%
31	Reduce the proportion of young children and adolescents who are obese	12.0%	11.9%	11.3%
32	Reduce tobacco use by adults (Tobacco Coalition)	15.4%	15.2%	13.5%
33	Reduce the proportion of youths who use any kind of tobacco product (Tobacco Coalition)	27.8%	24.8%	22.3%

3. Local Health Context

Other activities underway in the community that may have relevance to the work of the Health Coalition are:

- Regional Perinatal Advisory Group (RPAG). Its goal is to optimize the health of pregnant women and newborn infants in the Baltimore region through education, advocacy and information sharing.
- The Health Department shares a collaborative relationship with Baltimore County Public Schools that will enhance our ability to address childhood obesity.
- Tobacco Free Baltimore County Coalition. This coalition address four goals as identified in the Maryland State CRF Tobacco Program:
 - Preventing the initiation of tobacco use among young people
 - Promoting quitting among adults and young people
 - Eliminating exposure to environmental tobacco smoke
 - Identifying and eliminating the disparities related to tobacco use and its effects among different population groups

4. Local Health Improvement Priorities 2011-2014

Priority 1: Reduce the proportion of young children and adolescents who are obese from 12% to 11.3% by 2014

Strategy 1----Promote physical activity among young children and adolescents			
<i>ACTIONS</i>	<i>PARTNERS</i>	<i>TIMELINE</i>	<i>SUCCESS MEASURES</i>
1) Identify programs that have been successful in other locations for possible replication in Baltimore County	<ul style="list-style-type: none"> • All members of the Baltimore County Health Coalition 	Initiate March 2012	Literature review complete
2) Collaborate with Baltimore County Public Schools (BCPS) and the Healthy Schools Initiative of the Alliance for a Healthier Generation to recruit BCPS students to volunteer in programs for children that focus on reducing or preventing childhood obesity	<ul style="list-style-type: none"> • BCPS • Baltimore County Department of Recreation and Parks • Local grocery stores 	Initiate August 2012	Number of students recruited
3) Explore collaboration with local sports teams (Baltimore Blast, Ravens, and Orioles) and local universities on initiative to address increasing physical activity.	<ul style="list-style-type: none"> • Owners of Baltimore sports teams • Baltimore County Department of Recreation and Parks • NFL Play60 program • University and Community College Teams 	Initiate August 2012; already initiated with Blast	Number of Partnerships Created

4) Explore collaboration with Baltimore County Senior Centers and other community centers for the use of their fitness centers for low-income families and development of mentoring program for youth.	<ul style="list-style-type: none"> Baltimore County Department of Aging 	Initiate September 2012	Number of centers used
5) Promote the locations of community areas for exercise without cost	<ul style="list-style-type: none"> Baltimore County Department of Recreation and Parks Baltimore County Office of Planning 	Initiate April 2012	Posting of bicycle and walking trails on Health Coalition website
6) Promote the adoption of a neighborhood by local businesses to foster physical activity.	<ul style="list-style-type: none"> County Businesses 	Initiate April 2012	Number of local businesses in action to promote physical activity in a neighborhood
7) Create neighborhood events for exercise (e.g. scavenger hunt in the park)	<ul style="list-style-type: none"> Baltimore County Department of Recreation and Parks Health Freedom, Inc. 	Initiate June 2012	Number of events held

Strategy 2- Promote healthy eating by young children and adolescents

<i>ACTIONS</i>	<i>PARTNERS</i>	<i>TIMELINE</i>	<i>SUCCESS MEASURES</i>
1) Identify current nutrition educational programs that exist in BCPS and explore possibility of supplementing or enhancing existing nutrition educational programs at county elementary schools	<ul style="list-style-type: none"> • Kaiser Permanente • Baltimore County Parent Teacher Organizations (PTO) • BCPS • Baltimore County Extension Service 	Initiate August 2012	Number of schools using alternative educational nutritional
2) Collaborate with Child Care Council on offering education about preparing and providing healthy meals/snacks for the children in child care centers/family daycare	<ul style="list-style-type: none"> • State child care administration • Child Care Links 	Initiate August 2012	Number of child care providers educated
3) Explore mounting a countywide communication initiative to increase awareness of the existing opportunities and community areas throughout the county available for nutrition education	<ul style="list-style-type: none"> • Office of Communications • All coalition members 	Initiate August 2012	Communication initiative created

Priority 2: Reduce the incidence of low and very low birth weight among babies born to black women by 10% by 2014

Strategy 1 – Encourage early enrollment in prenatal care			
<i>ACTIONS</i>	<i>PARTNERS</i>	<i>TIMELINE</i>	<i>SUCCESS MEASURES</i>
1) Continue public health education campaign that encourage early prenatal care and provide information about accessing Medicaid while pregnant, if applicable	<ul style="list-style-type: none"> DHMH Office of Minority Disparities 	Ongoing	Number of theaters where ads running, number of other educational messages completed
2) Promote “Text-4-Babies”	<ul style="list-style-type: none"> CDC Health care providers 	Initiate October 2012	Number of providers encouraging this intervention with their pregnant patients.

Strategy 2--- Identify etiologies of premature birth specifically including finding data to determine which factors are most affecting Baltimore County women

<i>ACTIONS</i>	<i>PARTNERS</i>	<i>TIMELINE</i>	<i>SUCCESS MEASURES</i>
1) Determine the areas where the women at highest risk live	<ul style="list-style-type: none"> • Local Management Board 	Initiate July 2012	Geo-map of the distribution of low birth weight deliveries
2) Obtain data from birthing hospitals to identify factors that may contribute to low birth weight babies.	<ul style="list-style-type: none"> • Hospitals • Managed Care Organizations • Federally Qualified Health Centers (FQHC) 	Initiate July 2012	Available data

Strategy 3 ---Promote preconception health among women

<i>ACTIONS</i>	<i>PARTNERS</i>	<i>TIMELINE</i>	<i>SUCCESS MEASURES</i>
1) Coordinate partnerships with health care providers serving women	<ul style="list-style-type: none"> • Planned Parenthood • FQHCs • School-based Wellness Centers • Women’s reproductive health clinics 	Initiate December 2012	Preconception Health Assessments are a routine part of GYN care
2) Explore the concept of a pharmacy chain passing out health literature on preconception health with all pregnancy tests sold	<ul style="list-style-type: none"> • Pharmacy chains • Small business owners 	Initiate December 2012	Agreement with pharmacy to distribute health literature
3) Include information about chronic disease, sexually transmitted infections, and nutrition in the Dept. of Health’s rotating poster display among Baltimore County high schools	<ul style="list-style-type: none"> • BCPS 	Initiate September 2012	Number of schools where posters displayed
4) Encourage smoking cessation and decreased use of drugs by women before getting pregnant and during pregnancy	<ul style="list-style-type: none"> • Health care providers • RPAG 	Initiate July 2012	Number of health care providers who promote smoking cessation and drug counseling services for pregnant women

5. Local Health Planning Resources and Sustainability

The Coalition has received start-up funding from the Maryland Hospital Association. All hospital members of the coalition concurred on the use of the start-up funds once appropriated by Baltimore County. The Department of Health and member organizations are providing in-kind support via the attendance of its staff at meetings and workgroups involved in the drafting of the action plans. Implementation of the plans will require a similar in-kind contribution from all members of the Coalition.

Baltimore County plans to submit a proposal to the Community Health Resources Commission for funding of an action intervention to be determined by the coalition.

**Baltimore County Health Improvement Coalition
Revised Local Action Plan | 2015**

1. Local Health Planning Coalition Description

The Baltimore County Health Improvement Coalition is led by Gregory M. Branch, M.D., MBA, CPE, Health Officer for Baltimore County, Maryland. The membership of the Coalition is representative of many levels of support in the community.

The vision of the Coalition is healthy people living, working, and playing in Baltimore County. Its mission is to promote health and prevent disease through education, advocacy, and linkage to resources to improve the quality of life for Baltimore County residents.

After the convening of the coalition in 2012, workgroups were established to work on plans to address the top three health priorities chosen by the coalition; low/very low birth weight babies, childhood obesity, and tobacco use. At the end of 2014, the coalition determined through the review of indicators, that additional priorities would be added by 2015. The coalition now has 6 sub-committees: Tobacco Use, Infant Mortality and Low Birth Weight Infants, Promotion of Physical Activity, Fall Related Deaths, Hypertension and Emergency Room Usage, and Substance Abuse Overdose Prevention. Future areas of opportunity for partnering to positively affect population health will continue to be assessed through the review of data and the results of the Community Health Needs Assessment in 2015.

2. Local Health Data Profile (2010-2013 data)

Objective #	Objective Name	County Baseline	MD Baseline	MD 2017 Target
3	Reduce low birth weight (LBW) & very low birth weight (VLBW)	8.5% 11.9%- Black 6.7%- White	8% 12%- Black 6.6% - White	8%
28	Reduce emergency room visits for hypertension (per 100,000 visits)	212 388.9- Black 88.9- White	246 455- Black 116- White	234
29	Reduce drug induced deaths (per 100,000)	17.8 25.1- White	13.3 9.9- Black 18.9-White	12.6

Objective #	Objective Name	County Baseline	MD Baseline	MD 2017 Target
31	Reduce the proportion of young children and adolescents who are obese	12.0%	11%	10.7%
32	Reduce tobacco use by adults	18.4%	16.4%	15.5%
33	Reduce the proportion of youths who use any kind of tobacco product	18.1%	16.9%	15.2%
14	Reduce fall related deaths	10.9% Non Hispanic White 12.3%	8.4% Non Hispanic White 9.4%	7.7%

3. Local Health Planning Resources and Sustainability

The Department of Health and member organizations are providing in-kind support via the attendance of its staff at meetings and workgroups involved in the implementation of the action plans. Implementation of the plans will require a similar in-kind contribution from all members of the coalition. Partnerships with hospitals and pharmaceutical companies will be a priority for continuing to improve population health for the 2015-2017 goal period.

The grant committee for the Department of Health continues to monitor opportunities for funding coalition activities.

**Baltimore County Health Improvement Coalition
Revised Local Action Plan | 2016**

1. Local Health Planning Coalition History

The Baltimore County Health Improvement Coalition is led by Gregory M. Branch, M.D., MBA, CPE, Health Officer for Baltimore County, Maryland. The membership of the Coalition is representative of many levels of support in the community.

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2. Local Health Data Profile (2010-2014 data)

Objective #	Objective Name	County Baseline	Baseline	Target
SHIP 3	Reduce low birth weight (LBW) & very low birth weight (VLBW)	8.5% 11.9%- Black 6.7%- White	MD 8.5% 12%- Black 6.6% - White	MD 8%
SHIP 28	Reduce emergency room visits for hypertension (per 100,000 visits)	234.5 342.4- Black 66.3- White	MD 252.2 415.1- Black 113.2- White	MD 234
SHIP 29	Reduce drug induced deaths (per 100,000)	17.8 25.1- White	MD 13.3 9.9- Black 18.9-White	MD 12.6

Objective #	Objective Name	County Baseline	Baseline	Target
SHIP 31	Reduce the proportion of young children and adolescents who are obese	12.0%	MD 11%	MD 10.7%
SHIP 32	Reduce tobacco use by adults	18.4%	MD 16.4%	MD 15.5%
SHIP 33	Reduce the proportion of youths who use any kind of tobacco product	18.1%	MD 16.9%	MD 15.2%
SHIP 14	Reduce fall related deaths	MD 10.9% Non Hispanic White 12.3%	MD 8.4% Non Hispanic White 9.4%	MD 7.7%
HP 2020 STD-7.2	Reduce primary and secondary syphilis rates among males	5.5	NA	HP 2020 6.7

3. Local Health Planning Resources and Sustainability

The Department of Health and member organizations are providing in-kind support via the attendance of its staff at meetings and workgroups involved in the implementation of the action plans. Implementation of the plans will require a similar in-kind contribution from all members of the coalition. Partnerships will be a priority for continuing to improve population health as the revision of the Strategic Plan proceeds in 2016. The Community Health Improvement Plan will be the result of these initiatives.

The grant committee for the Department of Health continues to monitor opportunities for funding coalition activities.

BALTIMORE COUNTY LOCAL HEALTH IMPROVEMENT PLAN
ACTION PLAN IMPLEMENTATION PROGRESS

2015-16

Tracking			
Result	Performance Measure	Status Notes	Progress
Data Driven Action Plan			
Internal data library of all indicators collected by HHS	Indicator Outcomes by SHIP and HP 2020	Trend graphs for 3 years created; Database options being explored	In progress
Community Health Needs Assessment (CHNA)	Completed CHNA Review 2017	Ascendient completed, public comment incorporated, posted on website; Mobilizing Action through Planning and Partnership (MAPP) steering Committee 12/2015	Completed; MAPP ongoing
Reduce Low Birth Weight			
Health Babies Collaborative (HBC)	# of partners	Retreat with United Way and Medstar 3/2016 HBC One Page marketing	Ongoing
Expand Healthy Families in Deep Creek and Woodlawn communities (Deep Creek first)	# Pregnant Women who receive an assessment MCVIEH/Abilities	CQI project meeting 3/16 Abilities process mapping	Ongoing
Coordinate partnerships with health care providers	# of grand rounds and educational sessions with providers	1 session	Ongoing
Rotating poster display BCPS	# of schools with display	28 high schools	Complete; ongoing
Safe Sleep messages to public	# of messages	9/16/2015 class Young Parents Support Center (YPSC); 1500 brochures; 3/16 link Grandparents	Complete; ongoing
Education campaign for smoking and pregnancy	# of ads; educational material on smoking and pregnancy	1500 brochures library	Complete; ongoing
Library education healthy pregnancy	# of brochures	Revisions	Complete; ongoing
Decrease obesity in women of reproductive age	# of sessions Weight Watchers	9 Weight Watcher meeting vouchers monthly	Complete; ongoing
Text4Babies promotion	# of educational packets	100 per quarter	Complete; ongoing
Review death records	# of Fetal and Infant Mortality Review (FIMR) meetings Data analysis trends	FIMR meetings quarterly Infant mortality epi profile 2016	Ongoing

Result	Performance Measure	Status Notes	Progress
Breastfeeding campaign	#of partnership meetings # of Lactation Resource Guides distributed # of support group meetings # of Healthy Families staff trained # of encounters with Pregnant women for education and resources	Coalition Breastfeeding presentation 3/16 8 partnership meetings 32 lactation support group meetings 13 staff trained 117 encounters with pregnant women who received education and resources	Ongoing
Pamphlet for preconception health promotion	# of pamphlets	250 distributed to hospitals, clinics	Complete
Reduce Childhood Obesity			
Promote locations of community areas for physical activity without cost	# of website hits based on zipcode # of events	Few hits on website- 7 Fitness Council membership	Complete
Neighborhood and park events to promote physical activity	# of activities in the parks and neighborhoods	Recs and Parks Geocaching 6.15, Robert E Lee activities, NatureQuest links on website July 8/29 Y and Back to School SS Mall; Y Turkey Trot; Plan for Walk in the Park mtg 3/2016, First Day Hikes 80 at North Point; Family Fun Fest 3/26/2016. 46 NatureQuest 59 Canoe	Complete; ongoing
Child Care Council collaboration for child care center and day care activities	# providers	Met with new Child Care Council chair for possible activities Ginny Smith July 2015. Abilities Network has new contract for school monitoring	In progress
Nutrition/ UMES and Schools	# of sessions	2/2016 met with BCPS; UMES 6 sessions	Ongoing
Diabetes Alert Day	# of messages	3/2016	Ongoing
Food Task Force	# of meetings	1/2016, 4/2016	Ongoing
Twitter communication added to BCHD user group weekly related to health and wellness	Unable to measure	10 per month	Complete; ongoing
Reduce Tobacco Use			
Educate 5 churches and 5 community organizations	# of groups funded	7	Complete
# grants for public school based activities	# of school wellness centers	1	Complete
Educate staff	# of messages	1/2016 All staff message; Health and Human Services (HHS) news weekly	Ongoing

Result	Performance Measure	Status Notes	Progress
Address smoking in events	# events	Kick Butts campaign 2/2016	Ongoing
Second Hand smoke campaign	# offices	1 first quarter	Ongoing
WIC participants referred to smoking cessation	# referrals	9 first quarter, rotating every quarter	Ongoing
Underage tobacco enforcement	% retailers pass rate	86% of those retailers surveyed	Ongoing
DSS district offices	# sessions	Daily	Ongoing
Housing cessation	# classes	Daily	Ongoing
YPSC presentation on cessation	# presentations	As needed/requested	Ongoing
Detention center counseling	# sessions	3	Ongoing
Text support program	# of hits on website	Unable to track	Pending
Reduce Hypertension ER visits			
Clinic visit referrals	# referrals to CHN	15 Sept, 28 BP screenings	Ongoing
Living a Healthy Life group sessions	# of disease management sessions	3	Ongoing
Medical Home	# referrals	8	Ongoing
Reduce drug induced deaths			
Treatment/prevention of death	# education sessions Nalaxone	25 naloxone trainings, 2095 people, 889 staff; police 2/2016; shelters and DSS offices	Ongoing
Safety misuse medications	# medication drop boxes/weight	Weights measured each quarter	Complete; Ongoing
Case Management/ Mobile Crisis	# participants	194	Ongoing
Provider education Prescription Drug Monitoring Program (PDMP)	# providers	5/5/2016 35 attendees	Complete
Fatality Review	# sessions	11 coalition meetings	Ongoing
1-88-REACH hotline for services	# calls	2/2016 Call Center	Ongoing
Overdose events	# of events	2 Town Halls; 2095 people trained Narcan administration; 889 HHS staff trained Narcan administration	Narcan ongoing
Reduce fall related deaths			
Stepping on class	# classes	2- 22 enrolled, 11 completed classes in 2 independent living communities (Catholic Charities) Additional person trained	Complete, ongoing
Reduce syphilis rates			
Men's Health events	# of events	4/8/2016 pilot	Pilot complete
Social Media messaging project	# of messages sent	In progress	Pending