

**Howard County Local Health Improvement Coalition (LHIC):
FY12 Final Report to the
Maryland Community Health Resources Commission (CHRC)**

Howard County Health Department

November 27, 2012

Narrative Report:

In May 2012, the Howard County Local Health Improvement Coalition (LHIC) received grant funding from the Community Health Resources Commission (CHRC) to support coordination of resources, collaboration among local entities, and continued work on LHIC priority action areas based on data from the State Health Improvement Process (SHIP). The LHIC leveraged the funding to support the implementation of three projects: a Biennial Health Survey, Sugar Sweetened Beverage Campaign, and the Behavioral Health inventory. All grant funds were expended at the time of the report, however the results of the projects implemented using CHRC funds had not been released at the time of this report. A final report on the progress those three projects will be provided June 2013.

LHIC Goals and Activity Achievements

The LHIC selected three priorities for the *2012-2014 Local Health Improvement Action Plan*:

- Increase access to health care;
- Enable people of all ages to achieve and maintain a healthy weight through healthy eating and physical activity; and
- Expand access to behavioral health resources and reduce behavioral health emergencies.

A workgroup was developed for each priority area to achieve these goals. Each workgroup was tasked with identifying a strategy within the action plan towards which members could leverage their organization or agency's resources.

Access to Care Workgroup

The Access to Care Workgroup convened an "Expanding Access to Care" stakeholder and service provider meeting to determine the gaps in people receiving services and the availability of service providers. Additionally, they developed marketing strategies for distributing the Biennial Health Survey throughout Howard County. This survey will address SHIP Measure #39, "Reduce the percentage of individuals unable to afford to see a doctor." The survey is expected to provide baseline ethnic health information that has previously been unavailable. Howard County Health Department will release the survey results in June 2013.

Healthy Weight Workgroup

The Healthy Weight Workgroup focused on a marketing campaign to reduce consumption of sugar sweetened beverages (SSB). This campaign addressed SHIP Measure #30, "Increase the proportion of adults who are at a healthy weight;" and SHIP Measure #31, "Reduce the proportion of children and adolescents who are considered obese." Research has shown that obesity and other negative health outcomes are strongly linked to sugar sweetened beverage consumption. Members strategized how to spread SSB marketing messages, target specific populations, and leverage resources throughout Howard County. Horizon launched the SSB campaign with assistance from the Health Department in December. Horizon Foundation, Horizon will release its results in June 2013.

Behavioral Health Workgroup

The Behavioral Health Workgroup's efforts link to SHIP Measure #34, "Reduce the number of emergency department visits related to behavioral health care conditions." To this end, the workgroup conducted an inventory of behavioral health care providers and investigated the providers' referral and release process. The workgroup implemented a survey tool with three major behavioral health service providers in Howard County. The Howard County Health Department will release the results of this inventory in June 2013.

Summary of Major Activities

Through the provision of grant funds, the LHIC was able to foster collaboration and resource coordination to prevent working in silos, support an innovative local health survey called the Biennial Health Survey, and provide professional development training for health department staff. The LHIC achieved the following specific activities with the assistance of CHRC grant funds (see the appendix for supporting documents for each activity):

- Recruitment efforts were launched to strengthen current partnerships and create new ones with various stakeholders in the community. These efforts aided the health department in creating a more diverse, multi-sector coalition.
- The Howard County Health Department developed and distributed a brochure and PowerPoint presentation highlighting its mission, vision, and goals as well as the health status of Howard County (Appendix A and Appendix B).
- The LHIC developed a Weekly LHIC News Digest to highlight the events and updates of LHIC member organizations and the health department (Appendix C). Members submit items to the digest highlighting the events of their organizations. The digest is emailed electronically every Wednesday to a membership list of nearly 100 subscribers. Additionally, members are encouraged to disseminate the digest to their agencies and other organizations that may benefit from this resource. This dissemination addresses a major hurdle of many organizations working in silos by encouraging ongoing communication between member organizations.
- The Biennial Health Survey, funded by a grant from the Horizon Foundation, was implemented in June 2012. Members disseminated information among members and develop marketing strategies to target the community through monthly LHIC meetings and bi-weekly LHIC Executive Committee meetings. All members received materials for the marketing campaign "Answer the Call," along with strategies to spread it throughout the county. Additionally, the weekly LHIC digest provided an electronic format to market the "Answer the Call" campaign to members of the LHIC and the community (Appendix D). Providing the campaign materials in different formats enhanced the saturation of the survey in the community, garnering approximately 2,000 respondents. LHIC completed the survey in October and will report its results in June 2013.

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- LHIC co-chairs received a special “Meeting Facilitation 101” training. Meeting efficiency and efficacy is imperative to the achievement of our priorities and having the resources and tools to facilitate meetings was a necessity. The CHRC grant funds provided research materials to LHIC Co-Chairs to assist in meeting management. After the training, co-chairs conducted more productive and streamlined workgroup meetings.
- Another training supported by CHRC grant funds provided guidance on targeting health programs and messaging to minority adolescent youth. The “Promoting Healthy Futures for Urban Youth: Social Media and Medicine” conference hosted by Johns Hopkins Hospital in December will provide additional resources and information to the LHIC on addressing youth health disparities.

Lessons Learned

As LHIC membership expanded, the ability to manage the participants became a challenge. The meetings initially lacked a format that maximized participation and engagement of the group’s diverse voices and insights. Additionally, the meetings needed a structure to maintain the groups’ focus on actions and strategies to reduce local health disparities and lead to the achievement of the LHIC’s goals. The Executive Committee identified a need for meeting facilitation training for workgroup co-chairs and staff, and as a result, the LHIC project staff developed the “Meeting Facilitation 101” training. The training provided a meeting structure and resources to assist in facilitation, and workgroup co-chairs successfully implemented its recommendations.

LHIC Sustainment after CHRC Funding

Howard County’s LHIC is committed to working long-term with the County as it recognizes that achieving health equity takes time and perseverance. Members of the LHIC are awaiting the results of the Biennial Health Survey in order to continue work on the action steps. Additionally, the LHIC leveraged the CHRC’s grant to obtain funding from the Horizon Foundation to support a Childhood Obesity Pediatric Training and Continued Education Program. Potential future funding sources for LHIC implementation activities include the Robert Wood Johnson Foundation (through its Roadmaps to Health Community Grants Program) and Kaiser Permanente. In addition, the Howard County Health Department was awarded a sub-award from the Department of Health and Mental Hygiene (DHMH) for a two-year Community Transformation Grant. The health department is also seeking state funding for the integration of behavioral health services. Finally, Howard County will work to achieve measurable results that will qualify our LHIC for future CHRC funding that may be provided on a competitive basis to sustain the work of LHICs across Maryland.

Appendix A: LHIC Brochure

Howard County LHIC members are actively engaged and dedicated stakeholders representing diverse sectors and communities throughout the county. These include the local health department, local hospitals, community health centers, government agencies, schools, workplaces, businesses, community service providers, nonprofits, faith based organizations, elected officials, and residents.

Alianza de la Comunidad • Alpha Kappa Alpha Sorority • The Arc of Howard County • Asian American Healthcare Center • Association of Community Services • Bay Family Eye Care • British American Auto Care • Chase Brexton Health Services • Columbia Association • Community Action Council of Howard County • County Executive's Office • Delta Sigma Theta Sorority • FIRN Howard County • Grassroots Crisis Intervention • HC DrugFree • Healthy Howard • Horizon Foundation • Houlihan's Restaurant • Howard Community College • Howard County Board of Health • Howard County Citizens Association • Howard County Council • Howard County Department of Citizen Services • Howard County Department of Housing and Community Development • Howard County Department of Recreation and Parks • Howard County Department of Social Services • Howard County Economic Development Authority • Howard County General Hospital/Johns Hopkins Health System • Howard County Health Department • Howard County Library • Howard County Mental Health Authority • Howard County Nutrition and Physical Activity Coalition (NPAC) • Howard County Public School System • Kappa Alpha Psi Fraternity • Korean American Community Association • Maryland Chapter of the American Academy of Pediatrics • Maryland Metabolic Institute • Maryland Optometric Association • NAMI Howard County • St. John Baptist Church • Talbott Springs Elementary School • United Healthcare • University of Maryland Extension • We Promote Health • Women Heart

LOCAL HEALTH IMPROVEMENT COALITION

2012-2014

LOCAL HEALTH IMPROVEMENT ACTION PLAN



Howard County Local Health Improvement Coalition (LHIC) FY12 Final Report to the Maryland Community Health Resources Commission (CHRC)

MARYLAND'S STATE HEALTH IMPROVEMENT PROCESS (SHIP)

In 2011, Maryland launched the State Health Improvement Process (SHIP). This initiative is implemented at the local level through Local Health Improvement Coalitions (LHICs). The purpose of the LHIC is to improve the health of all residents with particular attention to health disparities.

Howard County's Local Health Improvement Coalition (LHIC) is made up of over seventy members. The LHIC aims to improve health equity in Howard County through a transparent and inclusive process of illuminating local health disparities, engaging stakeholders, and implementing the 2012-2014 Local Health Improvement Action Plan.

ABOUT HOWARD COUNTY'S LOCAL HEALTH IMPROVEMENT COALITION (LHIC)

- VISION** All residents of Howard County will have access to health care, and health outcomes will be equitable for all.
- MISSION** Howard County's Local Health Improvement Coalition works to achieve health equity in Howard County and to identify and reduce health disparities.
- VALUES** Evidence-based • All stakeholders have a voice • Inclusive of Howard County's diverse community • Collaboration • Transparency

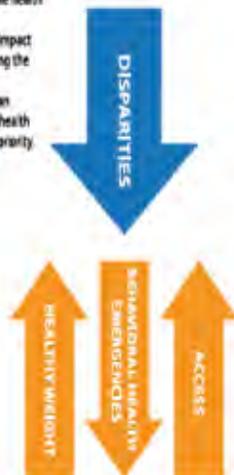
PRIORITIES AND ACTION

Howard County's LHIC has set three top priorities as the main focus of its work aimed to reduce disparities and improve outcomes.

Howard County's 2012-2014 Local Health Improvement Action Plan outlines measures, goals, and strategies for each priority area. LHIC action plans provide a roadmap for local action. Action plan strategies may include clinical, community, environmental, policy and legal changes that address health priorities, including eliminating racial and ethnic health disparities.

The prioritization criteria were:

- High levels of disparities related to a health outcome.
- Potential to improve the health of large populations.
- Potential to improve multiple health outcomes.
- A high-cost and long-term impact associated with not addressing the issue.
- Organizations in the LHIC can take action to spark positive health improvement related to the priority.
- Results can be quantified.



PRIORITIES

- #1 Increase access to health care.
- #2 Enable people of all ages to achieve and maintain a healthy weight through healthy eating and physical activity.
- #3 Expand access to behavioral health resources and reduce behavioral health emergencies.

OVERARCHING LHIC STRATEGIES TO ADDRESS DISPARITIES

- Actively engage people and organizations affected by disparities through partnerships with faith-based, community service providers, and civic organizations.
- Conduct outreach and data collection on health needs of specific subpopulations.
- Address gaps in baseline SHIP data.
- Devote resources to increase cultural competency.

ACTION PLAN: KEY MEASURES AND GOALS

	* Local measure/unavailable	Baseline	Goals for 2014	Change
Measure 1: (Latent) Delays in Accessing Care Reduce the proportion of people who reported there was a time in the last 12 months they could not afford to see a doctor (obtain medical care, dental care, or prescription). (Data Source: BRFSS)	Maryland	12%	*	*
	County	7.2%	5.8%	-20%
	African-American	12.8%	7.2%	-55%
	Asian	*	*	*
	Hispanic	*	*	*
	White	4.1%	3.2%	-20%
Measure 2A: Adult Healthy Weight Increase the percentage of adults who are at a healthy weight (i.e., not overweight or obese) based on their Body Mass Index. (Data Source: BRFSS)	Maryland	34%	*	*
	County	41.5%	50%	+20%
	African-American	26.8%	40%	+48%
	Asian	52.8%	55%	+4%
	Hispanic	*	*	*
	White	42.7%	50%	+17%
Measure 2B: Child and Adolescent Healthy Weight Decrease the proportion of young children and adolescents (ages 12-19) who are obese based on their Body Mass Index. (Data Source: Maryland Youth Tobacco Survey)	Maryland	11.9%	*	*
	County	7.2%	5.8%	-19%
	African-American	12.8%	7%	-44%
	Asian	*	*	*
	Hispanic	*	*	*
	White	4.1%	3.2%	-22%
Measure 3: Behavioral Health Reduce the rate of Emergency Department (ED) visits for a behavioral health condition per 100,000. (Data Source: HSCRC)	Maryland	1,266.3	*	*
	County	806.7	645	-20%
	African-American	1,219.4	806	-34%
	Asian	232.7	186	-20%
	Hispanic	442.3	354	-20%
	White	808.9	645	-20%

ALL HEALTH IS LOCAL

Improving the quality and length of life for all Howard County residents means addressing the varied needs of the county's increasingly diverse population. Eighteen percent of Howard County residents are African American, 14 percent Asian, 6 percent Hispanic or Latino, and 62 percent White. Howard County is home to a growing foreign-born population (17 percent). Howard County also has a diverse mix of incomes and both rural and urban areas.

Appendix B: LHIC Presentation Slides (Excerpts from full presentation of 24 slides)

BUILDING A MODEL PUBLIC HEALTH COMMUNITY



The Howard County Local Health Improvement Coalition (LHIC)

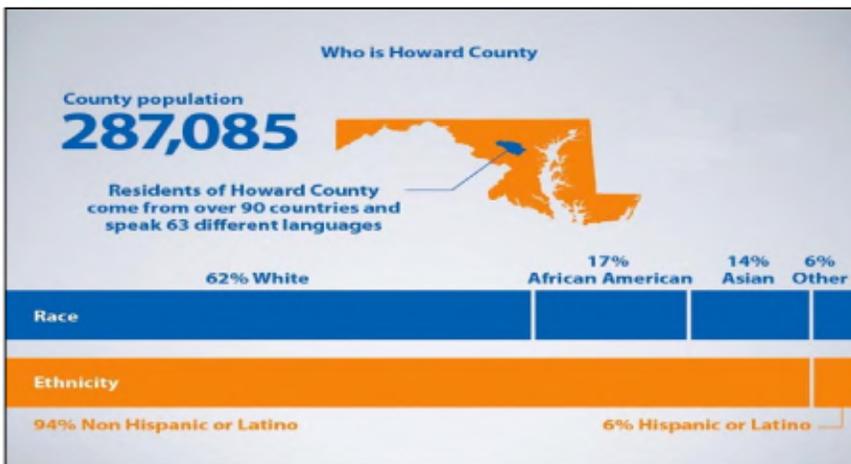
Howard County Local Health Improvement Coalition

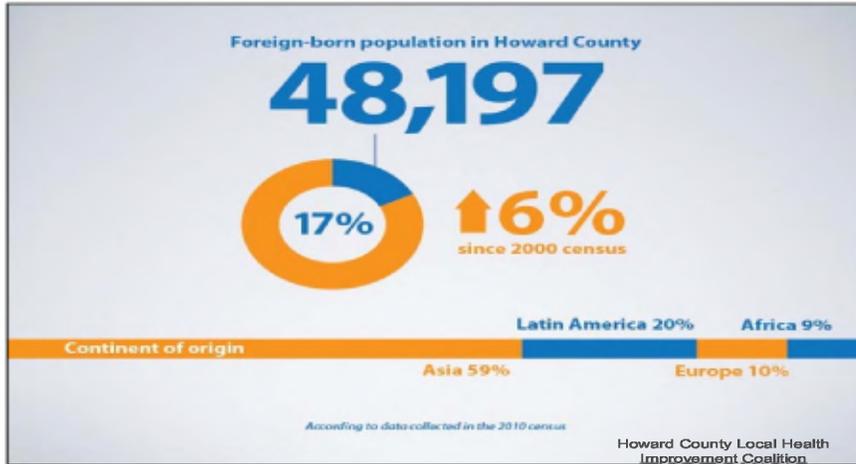
SHIP, LHIP, LHIC?

As part of the State Health Improvement Process (SHIP) underway through the Maryland Department of Health and Mental Hygiene, the Howard County Health Department and other local health departments in Maryland are completing a Local Health Improvement Process (LHIP). Part of the health improvement process is the creation of the Howard County Local Health Improvement Coalition (LHIC), a coalition of local organizations addressing the diverse needs of Howard County residents.



Howard County Local Health Improvement Coalition





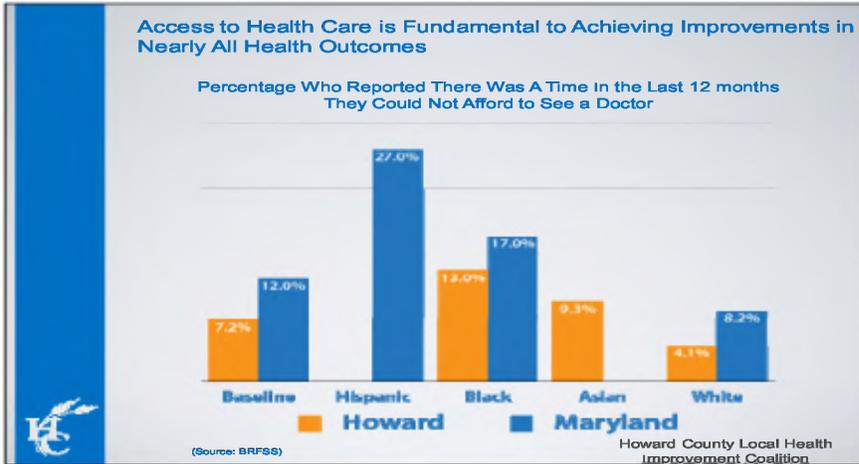
**THE COALITION:
 WHAT IS THE
 HOWARD COUNTY
 LOCAL HEALTH
 IMPROVEMENT
 COALITION (LHIC)?**

- Engages diverse stakeholders for over 60 organizations
- Works to improve health equity
- Transparent, inclusive process
- Provides a more clear understanding of the prevalence and causes of local health disparities
- Creates an action plan to improve local health disparities
- Meets the requirements of the State Health Improvement Process (SHIP)

**PRIORITY
 #1: INCREASE
 ACCESS TO
 HEALTH CARE.**

Measure
 Reduce the proportion of people who reported there was a time in the last 12 months they could not afford to see a doctor (obtain medical care, dental care, or prescriptions).
 (Data Source: BRFSS)

Howard County Local Health Improvement Coalition



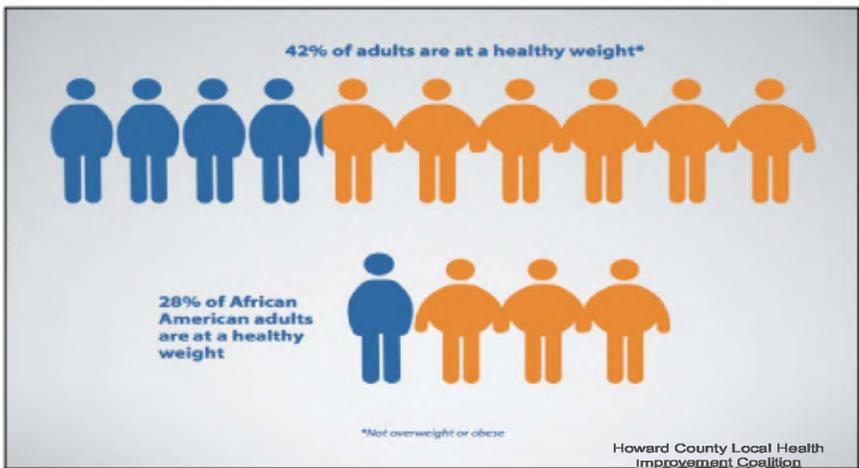
PRIORITY #2: ENABLE PEOPLE OF ALL AGES TO ACHIEVE AND MAINTAIN A HEALTHY WEIGHT THROUGH HEALTHY EATING AND PHYSICAL ACTIVITY.

Measures

A. Increase the percentage of adults who are at a healthy weight (i.e., not overweight or obese) based on their Body Mass Index. (Data Source: BRFSS)

B. Decrease the proportion of young children and adolescents (ages 12-19) who are obese based on their Body Mass Index. (Data Source: Maryland Youth Tobacco Survey)

Howard County Local Health Improvement Coalition

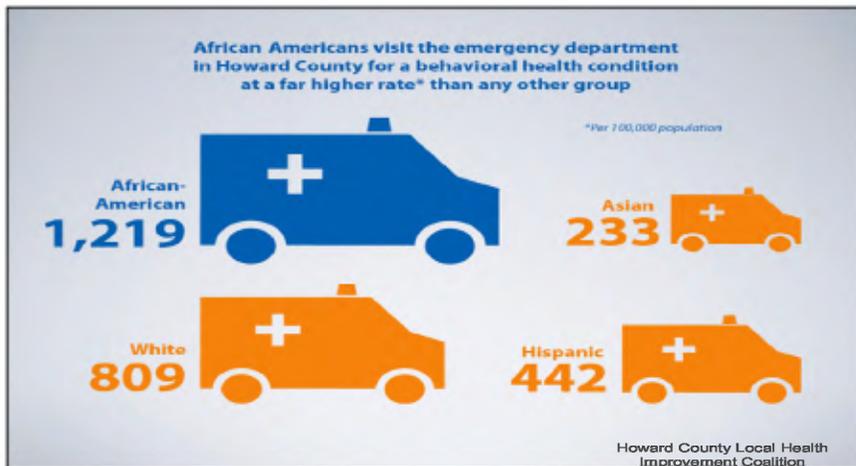


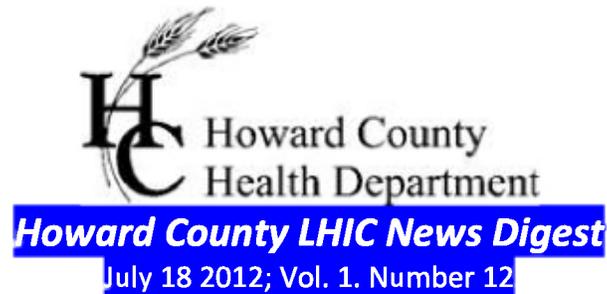
**PRIORITY
 #3: EXPAND
 ACCESS TO
 BEHAVIORAL
 HEALTH
 RESOURCES AND
 REDUCE
 BEHAVIORAL
 HEALTH
 EMERGENCIES.**



Measure
 Reduce the rate of
 Emergency Department
 (ED) visits for a behavioral
 health condition per
 100,000. (Data Source:
 HSCRC)

Howard County Local Health
 Improvement Coalition





REMINDER: There will be NO LHIC meeting in August. The next meeting will be Monday, September 10th from 10am-12pm. The agenda will be sent prior to the meeting.

WHAT'S HAPPENING IN THE FIELD - RELEVANT NEWS & RESEARCH

Draft Analysis of Essential Health Benefits Benchmark Options {new}

To support the Health Care Reform Coordinating Council's selection of an Essential Health Benefits benchmark plan for Maryland, Wakely Consulting Group has conducted an independent analysis of the ten potential benchmark health insurance plans. A draft report of the analysis can be found in the links below.

Comments from the public on the methodology and findings of this draft analysis are welcome and can be submitted by email to jkromm@gov.state.md.us. The comment period for this draft analysis will remain open until August 9, 2012. Additionally, opportunities for oral public comment will be provided at the July 26th meeting of the Essential Health Benefits Advisory Committee. For more information, click [here](#).

Health Enterprise Zones Public Comment Opportunity {new}

Please join Lt. Governor Anthony G. Brown and Department of Health and Mental Hygiene Secretary Joshua M. Sharfstein for a public forum in Baltimore City, **Thursday evening, July 19 from 7:00 p.m. to 8:30 p.m.** at the **University of Maryland Student Center** (621 W. Lombard Street, Room 349, Baltimore, MD 21201), to discuss the state's initiative to create "Health Enterprise Zones" (HEZ). For a link to the home page, click [here](#).

The state launched a public comment period earlier this summer, which concludes on **July 20**, to receive comment on the draft criteria, selection principles, and potential incentives within designated zones. For more information about the HEZ initiative, please visit the [website](#), email hez@dhmh.state.md.us or call **410.260.7046**.

Few Will Pay More Under Health Care Law

USA Today, Kelly Kennedy and Richard Wolf, 07/17/2012

President Obama's health care law is constitutional as a tax — but only a small percentage of Americans will pay more, a USA TODAY analysis of federal data shows. [Full article](#).

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FDA Approves First Pill to Help Prevent HIV
Associated Press, Matthew Perrone, 07/17/2012

The Food and Drug Administration on Monday approved the first drug shown to reduce the risk of HIV infection, the latest milestone in the 30-year battle against the virus that causes AIDS. [Full article.](#)

Jonathan Fielding: "Let's Be More Vociferous"
NewPublicHealth.org, 07/12/2012

Jonathan Fielding, MD, MPH, MBA, County Health Officer and director of the Los Angeles County Department of Public Health, responsible for all public health functions including surveillance and control of both communicable and chronic diseases, was the morning plenary speaker at the NACCHO's Annual Meeting today. He challenged the thousands of local health officials meeting here to keep their attention on the most vulnerable in their communities and to realize how much policies can impact improved population health. [Full article.](#)

New Funding Available to Expand the National Diabetes Prevention Program Network
Application deadline is Tuesday, July 31, 2012, 5:00pm EDT

A new funding opportunity announcement (FOA) has been released by the CDC. The FOA is entitled "PPHF 2012 - National Diabetes Prevention Program: Preventing Type 2 Diabetes Among People at High Risk, Financed Solely by 2012 Prevention and Public Health Funds." Organizations eligible to apply for funds through this FOA include the following:

- * *Nonprofit and for-profit organizations*
- * *Indian/Native American tribal governments*
- * *Faith-based organizations*

Awardees must offer a lifestyle change program consistent with the "Diabetes Prevention Recognition Program Standards and Operating Procedures", available [here](#). For additional information, including FAQs and a schedule of pre-application support calls about this FOA, click [here](#).

Healthy Howard – Healthy Workplaces Accreditation Program

Healthy Howard's Healthy Workplaces accreditation program recognizes Howard County businesses committed to improving employee health and well-being. Organizations may be eligible to receive Bronze, Silver, or Gold accreditation in recognition of overall commitment to workplace wellness. There are many ways to qualify, making it possible for workplaces of all sizes and business models to apply. As an added incentive, certified workplaces are eligible to receive a monetary Innovation Award to help further their wellness efforts.

The 2012 application aligns with national standards and Healthy People 2020 goals for comprehensive worksite health. It will be available through **August 24th** by visiting www.healthyhowardmd.org, by calling Phyllis Smelkinson at [410-988-3737 ext. 53](tel:410-988-3737) or by emailing healthyworkplaces@healthyhowardmd.org. All businesses with employees in Howard County are eligible to apply and there is **no** application fee.

Online Health Resources from HealthCare.gov and USA.gov



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[Suscríbese con un clic para obtener información en Español](#)

Try our free online tools to find health insurance, search for a doctor or hospital near you, see prevention tips and more:

- [Find insurance options](#)
- [Compare care providers](#)
- [Learn about prevention](#)
- [Learn about your insurance company and rate increases](#)

UPCOMING EVENTS & ANNOUNCEMENTS

July is 'Recreation and Parks Month'! View the attached document for more information.

Howard County Head Start Recruitment & Enrollment for 2012-2013 – School Readiness Program for Preschool Children Ages 3 & 4

Please share the attached flyer with your clients and community members.

FREE - [Dietary Supplements: Fact or Fiction](#)

Wednesday, July 18th

6:00pm – 8:30pm

Location: Tai Sophia Institute

7750 Montpelier Rd

Laurel, MD

[Learn more.](#)

FREE - [Fatigue: A Nutritional Approach for Working with Patients](#)

Friday, July 27th

6:00pm – 8:30pm

Location: Tai Sophia Institute

7750 Montpelier Rd

Laurel, MD

[Learn more.](#)

[Holistic Approaches to Alleviate Stress: The Art and Science of Relaxation](#)

Thursdays, June 28th; July 12th, 19th, and 26th

6:30pm – 9:00pm

Location: Tai Sophia Institute

7750 Montpelier Rd

Laurel, MD

[Learn more.](#)

The Howard County Library is offering several Wellness related programs over the summer.

Attendance at these programs can count towards your fall wellness education participation in the wellness program.

Get Fit With the Boot Camp Girl

Thursdays, 6 - 7pm

Jun 28th, Jul 26th, Aug 23rd

Glenwood Branch Library (410.313.5577)

2350 State Route 97

Cooksville, MD 21723

Stephanie Dignan runs you through your paces in the beautiful Western Regional Park. Meet at Glenwood Branch first.

Assisting Yourself and Others in the Grieving Process

Monday, July 23rd, 7- 8:30pm

Central Branch Library (410.313.7800)

10375 Little Patuxent Pkwy

Columbia, MD 21044

Dr. Shep Jeffreys, psychologist and author of *Helping Grieving People: When Tears Are Not Enough*, shares stories garnered from his work with those facing death and their grieving loved ones. He also offers practical suggestions to feel less helpless in the face of another person's pain. Books are available for purchase and signing.

Food Allergies: Staying Safe and Having Fun

Thursday, August 9th, 7- 8pm

Central Branch Library (410.313.7800)

10375 Little Patuxent Pkwy

Columbia, MD 21044

Local teachers, authors, and parents Lang & Julie Wethington present a workshop on teaching children with allergies to be food-safe in social settings. Parents are encouraged to bring children, ages five and up.

SAVE THE DATE!

NASHP 25th Annual State Health Policy Conference

Monday, October 15th – Wednesday, October 17th | Baltimore, MD

Each year, NASHP assembles conference sessions on the most pressing and emerging issues around health care policy. The NASHP conference attracts more than 500 experts from the health policy arena who attend to access the tools and resources to support their work. The three-day conference offers engaging discussions with state program administrators, legislators, and other health policy experts who have the opportunity to network, share, and learn from each other. For more information and registration, click [here](#).

9th Annual Maryland Minority Health Disparities Conference

Wednesday, October 17th | Baltimore Metro Area

The theme of this year's conference is *2012 Health Disparities Legislative Advances in Maryland*. The event is **free of charge** and the location will be announced shortly. **Please forward questions to the Maryland Office of Minority Health and Health Disparities at healthdisparities@dnhm.state.md.us**. You can also view the included document, or visit the [website](#) for more details.

2012 NIH Summit: Science of Eliminating Health Disparities – Integrating Science, Policy & Practice - Building a Healthier Society

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Wednesday, October 31st – Saturday, November 3rd | Gaylord National Resort & Convention Center, National Harbor, Maryland

The 2012 Science of Eliminating Health Disparities Summit is an HHS-wide endeavor involving a broad spectrum of the federal government that seeks to advance activities to eliminate health disparities. The agenda will build on the momentum of the 2008 Summit and the increased interest of federal agencies to demonstrate their commitment towards improving the health of all Americans. The 2012 Health Disparities Summit represents an ongoing focus on emerging science and its intersection with practice and policy, while maintaining momentum on current national and international trends in addressing the social determinants of health. Visit http://www.nimhd.nih.gov/summit_site/about.html or contact 2012summit@mail.nih.gov for more information. **This event is free but registration is required.**

Appendix D: Answer the Call Biennial Survey Campaign



2012 Howard County Health Survey “Answer the Call!” Campaign – Content Guide

Purpose: The purpose of the “Answer the Call!” campaign is to promote participation by Howard County adults in the 2012 Howard County Health Survey taking place in July-August 2012. This Content Guide provides content for a variety of platforms (Email/Web)

Content for EMAIL/WEB/PRESS RELEASE

Attachment (for Email): *FACTSHEET: The 2012 Howard County Health Survey (PDF)*

Subject/Headline: **Howard County asks Residents to “Answer the Call!”**

Howard County health leaders are asking local residents to “Answer the Call!” for local health improvement by participating in the 2012 Howard County Health Survey.

The 2012 Howard County Health Survey is a new telephone survey that will tell us more about the health of Howard County residents than has ever been known before. The Howard County Health Survey is a project of the Horizon Foundation, Howard County Health Department, Howard County General Hospital, and the Columbia Association. Funding for the survey came from the four local partner organizations and the Maryland Hospital Association.

The 2012 survey began in July and will continue through August. The results will help local health leaders, providers, and funders understand the health needs of Howard County residents and better respond to the current and emerging health needs of the local population. The survey will be repeated again in 2014, 2016, and 2018.

HOW can you help? Answer the Call!

If you receive a call from 410-280-3100/caller ID “Howard Health Survey,” please answer and participate in the survey. And encourage your family, friends and neighbors to do the same.

What to Expect

- ✓ Calls will come in on both land lines and cell phones.
- ✓ A professional, live caller who will interview you in either English or Spanish (your choice). An average of 15 minutes to complete the survey.
- ✓ Convenient daytime call hours.
- ✓ The call is confidential. The information you provide will not be tied back to you personally.
- ✓ Only residents 18 and over will be asked to participate.

For more information, visit www.hchealth.org and click on “2012 Howard County Health Survey – Answer the Call!”

By answering the call you will have done your part to improve health for everyone in our county. Please remember to share this information with your family and friends.

Thank you for doing your part to support the health of the Howard County community!

Content for PRINT

For printed materials, use the PDF *Factsheet: The 2012 Howard County Health Survey*. Available for download at www.hchealth.org under “Local Health Improvement Coalition.”

Content for FACEBOOK

Share the information posted by the Health Department on its Facebook page. Add your own text in the status box:

Example:

“Howard County, Answer the Call! If you receive a call from 410-280-3100/ “Howard Health Survey,” answer and participate in the survey. In just 15 minutes you can help improve health in Howard County!

Note to partners posting on Facebook: Please be sure to “Like” the Facebook pages of the four survey partner organizations and post comments in support of the survey and encouraging participation by Howard County adults.

Content for TWITTER

HoCo Answer the Call! from 410-280-3100/ “Howard Health Survey.” In 15 minutes you can help improve health in HoCo! #HowardHealthSurvey

Note to partners posting on Twitter: Use #HowardHealthSurvey in your tweets. And be sure to Follow the survey partners on Twitter:

@HoCoHealthDept
@thehorizonfound
@HopkinsHowardC
@CA_intheNews