

Asian American Health Initiative

Montgomery County, Maryland

Department of Health and Human Services



Annual Report FY 2012



Together to Build a Healthy Community

Message from Leadership

With a year full of improvements and achievements, the Asian American Health Initiative is proud to release its Fiscal Year 2012 (FY12) Annual Report to showcase its endeavors in eliminating health disparities facing Asian Americans. As the Asian American population continues to grow at a rapid pace, addressing their unique needs has become an increasingly important priority. AAHI worked relentlessly in FY12 to implement and enhance culturally competent programs to address the health needs of the Asian American community and work towards health equity. Due to its continued efforts in enhancing data collection, strengthening partnerships, and empowering communities, AAHI had a remarkable year improving the health status of the County's Asian American community.

Through the support of its dedicated partners, the Steering Committee, a cohort of health promoters, and Montgomery County Department of Health and Human Services (MCDHHS), AAHI was able to reach out to isolated communities and effectively address barriers to healthcare services. From offering hepatitis B screenings, vaccinations, and treatment referrals to implementing on-site health education for local business owners, AAHI provided essential resources and services to optimize the health of the Asian American community. Programmatic enhancements were also plentiful for AAHI this year despite budget reductions. AAHI recruited a new group of health promoters dedicated to an improved small business outreach initiative that reaches the most vulnerable populations.

AAHI continued to serve as a voice for the Asian American community within the MCDHHS, ensuring that this population's needs are not overlooked. AAHI also aligned its efforts with the dynamic approaches in the Department and in the public health field, to look into systematic changes to address the complex social and environmental determinants of health disparities. As FY13 comes around, AAHI will continue to build on lessons learned and past achievements to efficiently and effectively respond to the health needs of Asian Americans in Montgomery County.



Sam Mukherjee, PhD, LCTC
AAHI Steering Committee Chair



Chun Man (Perry) Chan, MS, CHES
Acting Program Manager

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About AAHI

BACKGROUND

The Asian American Health Initiative (AAHI) was established in Fiscal Year 2005 under the Montgomery County Department of Health and Human Services (MCDHHS) with the support of the Montgomery County Executive, County Council, and community leaders. Since its inception, AAHI has worked to address the unique health needs of the County's Asian American residents and eliminate the health disparities between them and their non-Asian counterparts. To do this, AAHI partners with various community- and faith-based organizations to collaboratively identify health care needs of the Asian American community and implement culturally competent and linguistically appropriate programs.

MISSION

To identify the health care needs of Asian American communities, develop culturally competent health care services, and implement health programs that are accessible and available to all Asian Americans in Montgomery County.

COMMUNITY PROFILE

According to the 2010 U.S. Census, Asian Americans are currently the fastest growing racial population in the nation. Montgomery County's Asian American population reflects this rapid growth, increasing 37.3 percent between 2000 and 2010, making it the second fastest growing minority group in the County. The County's Asian American residents represent 13.9 percent (135,451) of the County's total population and 42.5 percent of Maryland's total Asian American population. Asian Americans are a linguistically and culturally diverse group with unique needs within each subgroup. The 2010 American Community Survey data show that almost three quarters of Montgomery County's Asian population are foreign born and a third are linguistically isolated.



FY2012 At a Glance



AAHI In the Community



Health Education Articles



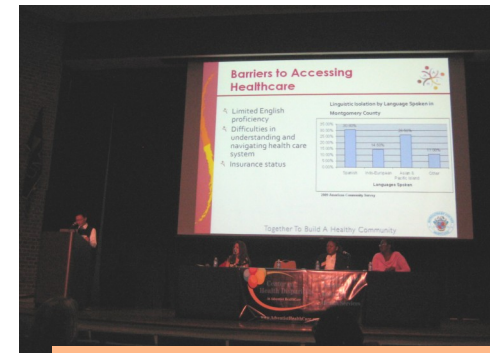
Hepatitis B Projects



Health Promoter Program



E.C.H.O. Project



Health Disparities Conference

FY12 Accomplishments at a Glance

Enhancing Access to Culturally and Linguistically Competent Care

- Patient Navigator Program
 - 5,532 total client encounters
 - 4,087 calls received
 - 95.65% of clients linked to County services
 - 78% of callers had no insurance
 - 1,144 on-site medical interpreting sessions
 - 301 medical interpreting sessions by phone
- Health Education in Ethnic Media
 - 10 articles published
 - 4 media sources
 - 6 health topics covered

Strengthening Partnerships and Collaborations

- 7 AAHI 101 introductory presentations
- 10 workgroups participated

Enhancing Data Collection and Reporting

- 2 hepatitis B evaluation reports published electronically
- 7 professional presentations
- 1 annual report published electronically

Please see the respective sections for details.

Promoting Community Mobilization and Empowerment

- Health Promoter Program
 - 34 health promoters
 - 16 languages and dialects spoken
 - 16 ethnic communities represented
 - 10 trainings attended
 - 9 new health promoters in FY12
 - 14 health promoters with 3+ years of experience in the program
- Empowering Community Health Organizations Project
 - 2 workshops
 - 108 individuals attended
 - 41 organizations represented
- Community Outreach
 - 41 outreach events*
 - 5,421 educational encounters*
 - 362 health service referrals*
 - 7,531 pieces of literature distributed*
 - 19 communities reached*
 - 1,412 health screenings performed*

*cumulative total from health fairs, hepatitis B projects, education workshops, and small business outreach (Connect)

Hepatitis B Project

- 3 hepatitis B projects
- 540 participants
- 100% of at-risk participants referred to vaccinations, of whom 80% completed the three-shot vaccination series
- 100% of infected participants referred to follow-up care, of whom 73% accessed treatment
- 99.5% of participants reported they would urge family and friends to be screened and/or vaccinated
- 100% of participants reported overall satisfaction with program

Health Education Workshops

- 3 workshops
- 2 topics covered
- 63 educational encounters

Connecting Communities to Services Project

- 106 small businesses and communities reached
- 599 educational encounters
- 837 pieces of literature distributed
- 37 health service referrals

Enhancing Access to Culturally and Linguistically Competent Care

The Asian American community in Montgomery County is an incredibly diverse group, representing more than a dozen countries and speaking more than two dozen languages and dialects. Given the diversity in Montgomery County, health care services need to be culturally and linguistically tailored to increase access and ensure that the unique health needs of the County's residents are being met. However, according to the Asian American Health Initiative's 2008 Countywide health needs assessment, many barriers that prevent Asian Americans from accessing quality health care services are still prevalent. Such obstacles include insurance status, financial difficulties, transportation (particularly for seniors), language barriers, and lack of Asian language providers.

In response to this, AAHI continued to work diligently to implement programs to remove cultural and linguistic barriers so that County residents can be connected to essential health care services. In FY12, AAHI continued its Health Education in Ethnic Media Campaign, in addition to its Patient Navigator and Health Promoter programs, to raise public awareness of health issues and health resources available in the County. With the dedication, advocacy, and support of AAHI's passionate volunteers and Steering Committee members, AAHI continued to expand its reach into the limited English proficient and socially isolated Asian American communities.

By continuing ongoing partnerships with community organizations and forging relationships with new collaborators, AAHI increased access to free or low-cost preventative screenings and vaccinations for the community. AAHI also worked to understand the community needs more comprehensively and tailor its efforts to improve the health of Asian Americans in Montgomery County. Some of AAHI's greatest successes comes through its dedication to increasing access to culturally and linguistically competent care, as highlighted in this section.



Highlights: Patient Navigator Program

In 2010, the percentage of uninsured Asian Americans in the U.S. increased to 18.1% from 16.5% in 2009.

U.S. Census Bureau, 2010



Asian Americans with limited English proficiency oftentimes cannot communicate effectively to health care providers. This can result in inaccurate diagnoses, poor follow-up care, and low health status outcomes. In addition, there is a lack of medical providers who can provide culturally and linguistically appropriate services to Asian Americans. To combat this, the Asian American Health Initiative partnered with Cross Cultural InfoTech to establish the Patient Navigator Program in 2008. Since the program's inception, AAHI patient navigators have helped patients navigate the County's health care services, providing face to face medical interpretation during appointments and translating medical forms and educational materials.

The program is made up of two components: (1) Multilingual Health Information and Referral Telephone Line to provide general health information and navigate callers to health care services and (2) Trained Multilingual Medical Interpreters who accompany clients to medical appointments and provide translation services. Interpretation is available in four Asian languages: Chinese, Hindi, Korean, and Vietnamese.

5,532 total client encounters

4,087 calls received

95.65% of clients linked to County services

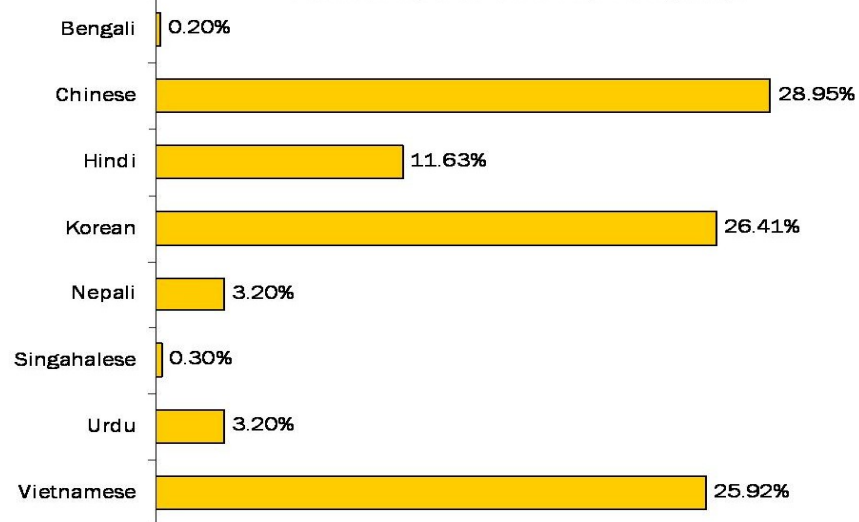
78.0% of callers had no insurance

1,144 on-site medical interpreting sessions

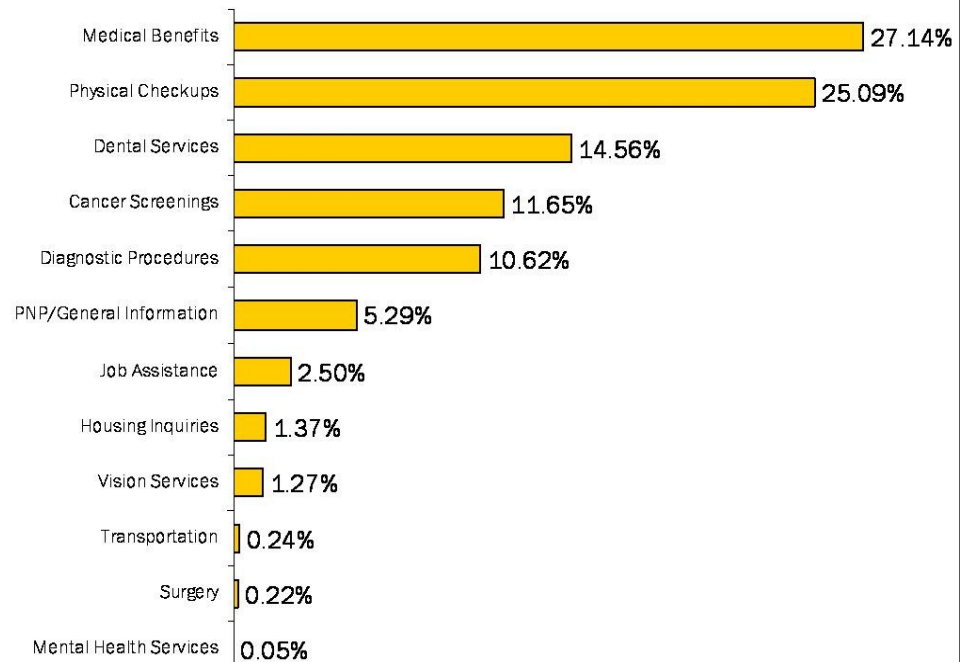
301 medical interpreting sessions by phone

Highlights: Patient Navigator Program

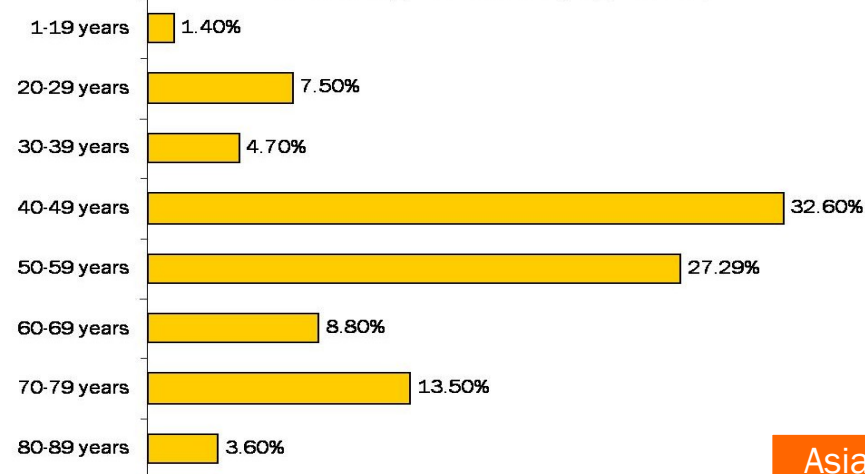
Percentage of Calls by Language



Percentage of Calls by Category



Percentage of Calls by Age Group



Promoting Community Mobilization and Empowerment

Communities serve a vital role as influencing partners in health initiatives and in improving health outcomes. According to the Centers for Disease Control and Prevention's *Community Mobilization Guide*, the benefits of community involvement include promotion of local ownership in decision making, reduction in service redundancy, and the creation of a unified effort and voice. Therefore, in addition to working to increase access to culturally and linguistically competent care, the Asian American Health Initiative also dedicates time and effort towards empowering communities to take a proactive role in articulating and addressing their own defined health concerns.

To accomplish this, AAHI interacts with community organizations, leaders, and individuals from diverse settings and backgrounds to educate them on defining their health priorities, taking individual action, and advocating for their respective communities. Additionally, the high level of community collaboration allows AAHI to obtain timely, meaningful information to tailor its programs to best meet emerging concerns in the Asian American community.

In FY12, AAHI focused its resources on outreach and educational programs, providing expertise and technical assistance on program planning, implementation and evaluation to local community organizations. AAHI also provided workshops to enhance community leaders' skills to address other issues in their community. AAHI's health promotion efforts were also important in disseminating health information beneficial to the well-being of the community. As FY12 closed, it was clear that it was a year of great successes in mobilizing and empowering communities to better the welfare of the community.



Highlights: Health Promoter Program



The Health Promoter Program was developed to help reduce cultural and linguistic barriers to accessing health services. Health promoters are the gatekeepers of their respective communities and allow AAHI to serve a wider network of Asian Americans in Montgomery County. They assist with AAHI's outreach activities, provide preventative education in their communities, and connect residents to the County's services.



The health promoters are a valuable group for AAHI; they help to identify community partners and offer intimate knowledge of their respective communities. Through the passionate work of these health promoters, community members gain important knowledge to improve their own health and well-being.

*AAHI Health Promoter:
A bilingual and bicultural volunteer who receives training to assist with outreach activities, provide language assistance, conduct health screenings, and promote the overall health of their community.*



- 34 health promoters**
- 16 languages and dialects spoken**
- 16 ethnic communities represented**
- 10 trainings attended**
- 9 new health promoters in FY12**
- 14 health promoters with 3+ years of experience in the program**

Highlights: Community Outreach Events



To help ensure that County health services and programs reach all segments of the community, the Asian American Health Initiative plans community outreach events throughout the year to educate and connect community members with the health care that they need. These events give AAHI opportunities to provide information on pertinent health concerns, reach out to isolated communities, and learn about community needs. Community outreach is an essential component to AAHI's health promotion efforts, increasing awareness and knowledge for individuals to feel empowered to take steps towards a positive change in their health.



In FY12, AAHI planned a variety of events ranging from health fairs to educational workshops. During these outreach events, AAHI disseminated valuable health information and connected community members with local, free or low-cost screenings and referral services in the County. Through diverse partnerships, AAHI also provided technical assistance to community- and faith-based organizations to help enhance and strengthen their ability to implement their own health outreach programs.



41 outreach events

5,421 educational encounters

362 health service referrals

7,531 pieces of literature distributed

19 communities reached

1,412 health screenings performed

In FY12, AAHI's community outreach events included health fairs, hepatitis B projects, health education workshops, and small business outreach (Connect).

Highlights: Hepatitis B Projects

Asian and Pacific Islanders make up less than 5% of the total United States population, but account for more than 50% of Americans living with chronic hepatitis B.

Center for Disease Control and Prevention, 2012



Health disparities are visibly evident when comparing the risk of hepatitis B among Asian Americans to the general US population and non-Hispanic whites in particular. As many as 1 in 10 Asian Americans has chronic hepatitis B compared to 1 in 1000 Caucasian Americans. Therefore AAHI developed projects to provide health education, screening, vaccination, and treatment referrals for hepatitis B in the Asian American community.

In FY12, AAHI conducted three hepatitis B projects with various community partners: 1) Screening, Treatment, Outreach, and Prevention of Hepatitis B (STOP B) Program with the Chinese Culture and Community Service Center, 2) Screening, Management, Awareness, Solutions for Hepatitis B (SMASH B) Program with the Viet Nam Medical Assistance Program, and 3) Active Care & Treatment of Hepatitis B (ACT Hep B) Program with the Korean Community Service Center of Greater Washington. Through these collaborations, AAHI provided technical assistance and empowered these organizations to continue their own health programs in the future.

(Funding for the FY12 SMASH B is supported by the Montgomery County Council Grant.)

540 participants

100% of at-risk participants referred to vaccinations, of whom 80% completed the three-shot vaccination series

100% of infected participants referred to follow-up care, of whom 73% accessed treatment

99.5% of participants reported they would urge family and friends to be screened and/or vaccinated*

100% of participants reported overall satisfaction with program*

*Not reported in the STOP B Program.

For data from each individual project, see the corresponding evaluation report on AAHI's website www.AAHIinfo.org.

Highlights: Health Education Workshops



In keeping with its goal to provide health education programs that are accessible and available for all Asian Americans in Montgomery County, AAHI planned numerous health education workshops for the community. The workshops are a vital tool for AAHI to promote important health information and link the community to services and screening opportunities. They also provide a more interactive environment than the traditional health fair or outreach event and are presented in appropriate languages to meet the linguistic and cultural needs of the audience.



AAHI works with the community to determine what health concerns need to be addressed and confers with experts in the field to develop the content of the health education workshops. During FY12, AAHI fostered a partnership with the Housing Opportunities Commission of Montgomery County to host two educational workshops at its senior residences. The workshops were presented in Mandarin to fit the target population, Chinese-speaking seniors. Another health education workshop was arranged in collaboration with the Japanese community as part of a health fair. Through these workshops, AAHI provided knowledge and education for community members to be empowered to improve their health status.



3 workshops conducted in the community
2 topics covered: Mental Health and Osteoporosis
63 educational encounters

Highlights: Connecting Communities to Services (Connect)

In 2007, 12.1% of the businesses in Montgomery County were Asian-owned.

*Survey of Business Owners,
2007*



To enhance its reach to isolated communities, the Asian American Health Initiative implemented a pilot program called the Independent Outreach Project in FY11. Due to the high number of Asian small business owners in the County, AAHI designed this program to reach marginalized local business owners and their employees, along with congregants of smaller community and religious organizations, who may not have the knowledge or time to attend health fairs or access health services. AAHI provided on-site health education and linkage to health care services to these hard-to-reach community members.

In FY12, AAHI evaluated this program and made improvements to further develop its impact on the community. With a few revisions, the program, now known as Connecting Communities to Services (Connect), flourished with five newly recruited health promoters assigned primarily to this program. Through their passion and expertise, AAHI is able to ensure that a wider portion of the Asian American community is reached through their health promotion efforts.

106 small businesses and communities reached
599 educational encounters
837 pieces of literature distributed
37 health service referrals

Highlights: E.C.H.O. Project



Given the diversity of health concerns and needs in the community, faith-based and community-based organizations are encouraged to develop their own programs that will improve health outcomes for community members. To achieve this, AAHI implemented the Empowering Community Health Organization (E.C.H.O.) Project, a series of training workshops aimed to build the capacity and sustainability of community organizations that serve Asian Americans in Montgomery County. AAHI initially conducted a needs assessment in FY11 to generate a list of topics that would closely match the needs of the community prior to planning and implementing the workshops. Thereafter, the first workshop was hosted in FY11 to provide education on the numerous services and resources made available by Montgomery County's Department of Health and Human Services.

In FY12, AAHI successfully hosted two workshops on grant writing, a topic of strong interest in the community. The first workshop, entitled *Grants 101*, included a panel of experts representing the U.S. Department of Health and Human Services Office of Minority Health, Montgomery County Council, Community Foundation for Montgomery County, and Holy Cross Hospital Foundation to provide an overview of various types of grants. The second workshop, entitled *Grants 102*, was led by the MCDHHS Grants Manager and provided a more in-depth training on grant writing skills. Both workshops were well received by the community with attendance more than doubled from the first workshop in FY11.

Grants 101 Workshop
56 individuals attended
27 organizations represented

Grants 102 Workshop
52 individuals attended
21 organizations represented

Strengthening Partnerships and Collaborations

AAHI has fostered strong ties with Asian American community- and faith-based organizations throughout Montgomery County. Through collaborations with diverse stakeholder groups at the local, state, and national level, AAHI has built a firm foundation of partnerships to better the well-being of the underserved, Asian American community. Lasting partnerships between public health agencies and community- and faith-based organizations are incredibly valuable in producing outcomes which are not achievable alone. This exchange of knowledge, ideas, and resources paves the way for AAHI and other community organizations to meet their mission of serving Montgomery County's residents.

In FY12, AAHI continued to fortify existing relationships and initiate new partnerships with organizations aligned with its own vision and community commitment. Such public-private partnerships included collaborations with local hospitals, non-profit organizations, and universities. AAHI worked with its partners to implement effective outreach methods and provided technical assistance to community organizations to host their own culturally competent programs. The benefits of these partnerships included building a better understanding of each group's respective population, and helping to reduce the duplication of services and enable a larger scope of service delivery for all.



Highlights: Minority Communities Empowerment Project



In FY12, AAHI continued to take part in the Minority Communities Empowerment Project (MCEP) in collaboration with Holy Cross Hospital, Community Ministries of Rockville, the African American Health Program, and the Maryland Commission on Indian Affairs. Funded by the Maryland Department of Health and Mental Hygiene's Minority Outreach and Technical Assistance (MOTA) program, MCEP conducts outreach and trainings for minority communities in order to educate and empower community members about cancer prevention and tobacco cessation.

Through the MOTA trainings, AAHI health promoters and collaborators gained valuable technical skills and culturally-competent means of assisting the public. Together, they shared knowledge amongst each other and bridged the knowledge gap between individuals and the path to healthier living. These invaluable partnerships enabled AAHI to improve its capability to serve the Asian American community by reaching out to isolated communities while also sharing lessons learned with others.

AAHI has been a recipient of this grant since FY 2005. See the financials page for more information.



Highlights: Komen Community-Assisted Mammogram Program



AAHI continued its work on the Susan G. Komen Community-Assisted Mammogram Program (KCAMP) in collaboration with Holy Cross Hospital, Community Ministries of Rockville, CASA de Maryland, and the African American Health Program. During FY12, AAHI diligently worked to conduct culturally competent community outreach on breast health and provide referrals to community clinics for clinical breast exams or mammograms.

Through this grant, AAHI health promoters provided breast-self exam demonstrations, breast cancer education, and information on local resources for breast health. Health promoters tailored the outreach to be culturally sensitive and reduce stigma and fears associated with breast cancer screening and treatment. By continuing in this program and collaborating with its partners, AAHI has served the Asian American community by removing cultural, linguistic, economic, and accessibility barriers to breast care.

AAHI has been a recipient of this grant since 2009. See the financials page for more information.



Screening rates for breast cancer, cervical cancer, and colorectal cancer were significantly lower among Asians than whites and blacks.

National Health Interview Survey, 2010

Highlights: Health Disparities Conference



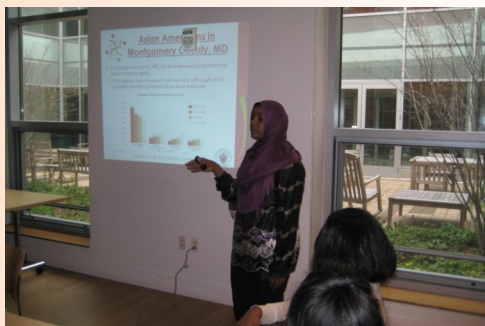
As part of the conference planning committee for The Center on Health Disparities at Adventist HealthCare, AAHI provided assistance and guidance on planning the annual Health Disparities Conference. This event is hosted annually by the Center to raise community awareness about local health disparities, disseminate research findings, and develop solutions to eliminate health disparities and barriers to quality health care. With presentations and panel discussions by nationally recognized leaders from the fields of public health, health care management, and policy, the conference provides important information to stakeholders and presents an avenue for networking with diverse community health professionals.



In FY12, the Center—in partnership with the Montgomery County Department of Health and Human Services, Kaiser Permanente, and Carefirst Blue Cross Blue Shield—successfully hosted its 5th Annual Health Disparities Conference. The theme for this conference was “Partnering towards a Healthier Future: Achieving Health Equity through Health Care Reform.” The conference provided a comprehensive overview of the Affordable Care Act and its effect on eliminating health disparities and improving health care for underserved individuals. With heartfelt dedication from its collaborators, the conference was a successful and engaging event.



Highlights: AAHI 101 Presentations



In order to develop a health sector that is knowledgeable about the unique needs of the Asian American population, AAHI continued its AAHI 101 presentations in FY12. AAHI staff presented an up-to-date, comprehensive overview of the Asian American community to various organizations, as well as interested individuals and health care providers. The presentations included information on demographics, barriers to accessing care, health disparities particular to the Asian American community, and the importance of cultural and linguistic competency when working with this population. These presentations also raised awareness about AAHI and its programs and services, paving an avenue for future collaboration with others.

Organizations presented to:

- American University
- US Government Accountability Office
- Housing Opportunities Commission, Elizabeth House
- Housing Opportunities Commission, Waverly House
- Montgomery County DHHS, Aging & Disability
- Montgomery Hospice
- University of Maryland School of Public Health

Highlights: Equity & Social Justice Initiative



In FY12, the Asian American Health Initiative continued to serve in the Montgomery County Department of Health and Human Service's Equity and Social Justice Initiative. The initiative is a cross-disciplinary, Department-wide effort that focuses on the use of fair policies, decisions, and actions to positively impact the lives of people. The Equity and Social Justice Initiative's principal workgroup, developed to guide the Department's work, convenes to plan, implement, and evaluate activities that will ultimately assist the Department in integrating a comprehensive equity plan to ensure equitable service delivery. To date, this initiative has made progress in identifying four priority areas and AAHI continues to work with the members of the initiative to create a work plan.



Montgomery County Department of Health and Human Services
Definition of Equity:

“Equity—defined as: fair policies, decisions, and actions—guides the way that we work with our customers, our colleagues, and our community to promote health, safety, well-being and self-sufficiency.”



Highlights: Local, State, & National Collaborators

- Adventist HealthCare – Center on Health Disparities
- African American Health Program
- African Women’s Cancer Awareness Association
- Alpha Kappa Alpha
- American Heart Association
- America-Nepal Women’s Association of Greater Washington, DC
- Asian American LEAD
- Asian Indians for Community Service
- Asian Pacific American Legal Resource Center
- Asian Pacific American Medical Student Association
- Asian Pacific Islander Caucus for Public Health in official relations with the American Public Health Association
- Asian Pacific Islander Domestic Violence Resource Project
- Asian Pacific Partners for Empowerment and Leadership
- Bait-ur-Rahman Mosque
- Boat People, SOS
- Burma American Buddhist Association
- Cambodian Buddhist Society
- Cambodian Senior Association
- Casa de Maryland
- CCACC Pan Asian Volunteer Health Clinic
- Child Care & Adult Services, Inc.
- Chinese American Senior Services Association
- Chinese Bible Church of Maryland
- Chinese Culture and Community Service Center, Inc
- Chinese Women’s League - Washington DC Chapter
- Cigarette Restitution Fund Program
- Community Health Consulting
- Community Ministries of Rockville
- Coordination Council of Chinese American Associations
- Cross Cultural Infotech
- Danya Institute
- DC Japanese Mental Health Network
- DC Muslim Interscholastic Tournament
- East County Citizens Advisory Board
- Family Services, Inc.
- Filipino-American Ministry of Saint Michael the Archangel Catholic Church
- Food & Drug Administration, Women’s Group
- Gaithersburg Upcounty Senior Center
- Global Mission Church
- Guru Nanak Foundation of America
- Hepatitis B - Patient Advocacy Liaison Program, Bristol Myers Squibb
- Hepatitis B Initiative-DC
- Hindu American Community Services
- Holy Cross Hospital
- Hopewell Health
- Housing Opportunities Commission of Montgomery County
- Independent Persia Writers
- Indonesian Muslim Association of America
- International Buddhist Center
- International Rescue Committee
- Islamic Center of Maryland
- Jain Society of Metropolitan Washington
- Japanese American Citizens League
- Japanese Christian Community Center of Washington DC
- Johns Hopkins Bayview Medical Center
- Johns Hopkins Bloomberg School of Public Health
- Kaiser Permanente
- Korean Community Services Center of Greater Washington
- Latino Health Initiative
- Maryland Commission on Indian Affairs
- Maryland Department of Health and Mental Hygiene, Center Health Promotion
- Maryland Department of Health and Mental Hygiene, Office of Minority Health and Health Disparities
- Maryland Insurance Administration
- Maryland Vietnamese Mutual Association
- MedStar Montgomery Medical Center
- Mobile Medical Clinic
- Montgomery College, Germantown Campus
- Montgomery College, Rockville Campus
- Montgomery County Cancer Coalition
- Montgomery County Cancer Crusaders
- Montgomery County Commission on Aging
- Montgomery County Department of Health and Human Services
- Montgomery County Mental Health Advisory Committee
- Montgomery County Office of Human Rights
- Montgomery County Office of Community Partnerships
- Montgomery County Tobacco Coalition
- Muslim Community Center (MCC)
- MCC Medical Clinic
- MCC Montgomery Coalition for Adult English Literacy English Program
- NIH, Asian Pacific American Organization
- NIH, National Cancer Institute
- NIH, National Institute of Arthritis and Musculoskeletal and Skin Diseases
- Organization of Chinese Americans- DC Chapter
- Organization of Chinese American Women
- Our Lady of Vietnam Church
- Philippine Nurses Association of Maryland
- Primary Care Coalition of Montgomery County
- Professional Development for the Global Stage
- Recovery Partners Montgomery
- Rockville Senior Center
- Shady Grove Adventist Hospital
- Southern Asian Seventh Day Adventist Church
- St. Rose of Lima Church
- Suburban Hospital
- Sri Lanka Association of Washington DC
- Thai Alliance of America
- U.S. Census Bureau
- United States Department of Agriculture, Office of Public Affairs and Consumer Education
- United States Department of Health and Human Services, Health Resources and Services Administration
- United States Department of Health and Human Services, Substance Abuse and Mental Health Services Administration
- University of Maryland College Park, Office of Multicultural Involvement & Community Advocacy
- University of Maryland College Park, School of Public Health
- Viet Nam Medical Assistance Program
- Vietnamese American Senior Association
- Washington Adventist Hospital
- Washington Japanese Alliance Church
- Wat Thai Washington, DC
- Woman’s Cancer Control Program
- Women, Infants & Children
- YMCA



Highlights: Work Group Participation

- Adventist HealthCare Center on Health Disparities – Advisory Group
- Asian Pacific Islander Caucus for Public Health in official relations with the American Public Health Association – Executive Committee
- Johns Hopkins University National Children’s Study Center – Advisory Board
- Maryland Asian American Cancer Education Program, Johns Hopkins Bloomberg School of Public Health and University of Maryland School of Public Health – Community Advisory Board
- Montgomery County DHHS Cancer Coalition
- Montgomery County DHHS Commission on Aging – Mental Health Summer Study Workgroup
- Montgomery County DHHS Equity & Social Justice Initiative
- Montgomery County DHHS Quality Service Review
- Montgomery County DHHS Tobacco Free Coalition
- National Institutes of Health, National Institute of Arthritis and Musculoskeletal and Skin Disease – Multicultural Outreach Workgroup

Enhancing Data Collection and Reporting

Data collection is foundational to acquiring meaningful insight, knowledge, and evidential support in order to make critical decisions. It is pivotal in helping organizations understand the health needs of the community and improve programs designed to meet these needs. Given the diversity of the Asian American population, disaggregated data is necessary to prevent the masking of health disparities in each unique Asian subgroup. Lumped data can often lead to the false idea that Asian Americans are a homogenous group with similar needs. As a result, resources may not be properly allocated to effectively meet the needs of the community.

With that in mind, AAHI continued to conduct in-depth data collection to monitor the health status of Asian Americans in Montgomery County. In FY12, the AAHI Steering Committee maintained its efforts to assist in Healthy Montgomery, a collaborative, community-based data surveillance project. AAHI also continued to collect valuable data through comprehensive evaluation of its various programs to determine achievement of objectives and indicate areas where AAHI programming could be improved.

AAHI disseminated the data collected from its projects to stakeholders and partners through various routes – reports, conferences, academic settings, etc – to share the wealth of knowledge and assist in collaborative work towards improving the community's health. AAHI recognizes that distributing data is particularly important to facilitate decisions made by community leaders, government officials, and policymakers pertaining to the needs of County residents.



Highlights: Hepatitis B Project Evaluation Reports



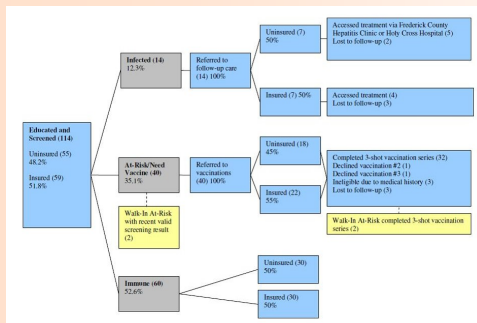
Montgomery County, Maryland
Department of Health and Human Services
Asian American Health Initiative



Since AAHI's inception, hepatitis B has been a priority area for AAHI. In order to implement effective hepatitis B services, AAHI ensures that quantitative and qualitative data collection tools are incorporated into the programs to enable analysis and evaluation of the projects.

In FY11, AAHI supported the Viet Nam Medical Assistance Program (VNMAP) with the Screening, Management, Awareness, and Solutions for Hepatitis B (SMASH B) Program, a program targeted to the Vietnamese American community to provide hepatitis B education, screening, and vaccination or referrals for treatment. In FY12, data from the 2011 SMASH B Program was published in an evaluation report produced by AAHI and VNMAP. The report outlines program implementation steps, outcome data, recommendations, and lessons learned. AAHI and VNMAP also collaboratively identified gaps and provided valuable information about eliminating hepatitis B disparities in the Asian American community. This publication can be reviewed on AAHI's website at <http://aahiinfo.org/our-work/publications/>.

AAHI is currently working with the Korean Community Service Center of Greater Washington and Viet Nam Medical Assistance Program to produce evaluation reports on their respective hepatitis B programs held in FY12. Please look for the evaluation reports on the Active Care & Treatment of Hepatitis B (ACT Hep B) Program and 2012 SMASH B Program in the future.



Highlights: Healthy Montgomery



AAHI's Steering Committee continued to participate actively in the Healthy Montgomery community health improvement process during FY12. Based on a community and consensus-driven approach, the Healthy Montgomery process brings together representatives from public and private sectors to identify and address key priority areas that will improve the health status and well-being of the County.

Last fiscal year, the Healthy Montgomery [website](#), a one-stop, online resource for population-based data and information about the County's health, was released. During this fiscal year, further progress was made as Healthy Montgomery staff, Steering Committee, and consultants collected information on the health profile of Montgomery County and published a needs assessment of the community. Using the information collected from the needs assessment, priority setting was completed and efforts will now be directed towards action plan development.



Highlights: Professional Presentations



OCTOBER 2011

Maryland Department of Health and Mental Hygiene Conference

- Oral presentation: *Non-traditional Pathways into Health Professions- Health Promoters Program*

American Public Health Association Annual Meeting and Exposition

- Poster presentation: *Storytelling as a Health Communication Tool in the Asian American Community*
- Oral presentation: *The Health Promoter Program: A Community Model Addressing the Unmet Needs of the Asian American Community in Montgomery County, Maryland*
- Oral panelist: *Reality Check: Opportunities, Challenges and Strategies in Community-Based Public Health Work*
- Oral presentation: *Importance of Community Engagement in the Movement to Eliminate Hepatitis B Disparities*

NOVEMBER 2011

Adventist HealthCare Disparities Conference

- Oral presentation: *The Health Promoter Program: A Community Model Addressing the Unmet Needs of the Asian American Community in Montgomery County, Maryland*

DECEMBER 2011

NYU Center for the Study of Asian American Health, Asian American, Native Hawaiian, and Pacific Islander (AA and NHPI) Health Conference

- Oral presentation: *The Health Promoter Program: A Community Model Addressing the Unmet Needs of the Asian American Community in Montgomery County, Maryland*

Please see CSAAH's website (<http://asian-health.med.nyu.edu/>) for conference resources, including the video streaming of our morning keynote panel with guest speakers: Dr. Rochelle Rollins, Director, Division of Policy and Data, Office of Minority Health, HHS; Sefa Aina, Commission Member, President's Advisory Commission on Asian Americans and Pacific Islanders; Jeff Caballero, Executive Director, Association of Asian Pacific Community Health Organizations; and Kathy Lim Ko, President & CEO, Asian & Pacific Islander American Health Forum, as well as links to panelists' presentations. ■



Clockwise from left: NYU CSAAH Staff and interns help with registration; Dr. Marisano Rey and Rhodora Ursua (front row) sit in a workshop session; Track 4 Moderator Yunary Buiz (NYU) and speakers Dr. Myoung Kim (Johns Hopkins School of Nursing), Roxanna Bautista (APAHF), Perry Chan (Montgomery County DHS), Lige Fritta (Dongan Community Service Center); Conference Morning Keynote Panel speakers: Mary Northridge (APAHF), Rochelle Rollins (Office of Minority Health, HHS), Sefa Aina (President's Advisory Commission on Asian Americans and Pacific Islanders), Jeff Caballero (AAPCHO), Kathy Lim Ko (APIAHF)

Professional Development

To empower and nurture a future generation of health professionals, the Asian American Health Initiative commits to providing an environment that encourages learning, mentoring, and skill development for its staff and interns. The AAHI Internship Program offers fall, spring and summer internships for students and recent graduates who are interested in the community health field and want to gain firsthand experience and practical skills. Through this program, interns receive the opportunity to be involved in a variety of AAHI projects ranging from research to educational material development to program implementation. AAHI tailors the program to meet the interns' interests so that they are able to grow and enhance their skills according to their needs. Interns learn about public health in a community setting while also building professional relationships across the public and private sectors. AAHI's vision is for interns to leave with an abundant amount of knowledge, skills, and professional connections for their future career development.

In addition to its internship program, AAHI and Montgomery County DHHS supported and provided trainings, seminars, and conferences for its staff throughout the year. These professional development opportunities allowed the staff to share their ideas, knowledge, and insight with other public health professionals and to continuously learn about new developments in the field. These facilitated learning opportunities enriched the staff's capabilities as public health professionals and allowed the programs they create to be successful.



Highlights: FY2012 Interns

SUMMER 2011 INTERNS

Katherine Ip, *University of Maryland, School of Public Health*
Andrew Poo, *Emory University*

Highlights:

- Conducted outreach to small businesses, providing health education and information on health resources and services to several restaurants and cafes
- Researched health equity, particularly in regards to equal access, ties to social justice, and individual change



FALL 2011 INTERNS

Carolyn Ho, *University of Maryland, School of Public Health*
Candace Lee, *University of Maryland, School of Public Health*

Highlights:

- Researched and developed educational presentations on health information technology and mental health among Asian Americans
- Composed news articles on the topics of osteoporosis and heart health, which were published in ethnic newspapers



SPRING 2012 INTERNS

Jennifer Chang, *University of Maryland, School of Public Health*
Yu-Ting Chen, *University of Maryland, School of Public Health*

Highlights:

- Provided health education and information on health resources at outreach events and small businesses
- Researched the impact of the Affordable Care Act in Maryland





Highlights: Staff Development/Trainings

AAHI staff had the opportunity to participate in a variety of professional development conferences and trainings throughout FY12. Highlights include:

JULY 2011

- Peer learning with Seattle King County Health Department on Equity and Social Justice
- Susan G. Komen/National Cancer Institute Community Outreach and Education session and luncheon

SEPTEMBER 2011

- Agency for Healthcare Research and Quality Conference: Leading Through Innovation & Collaboration

OCTOBER 2011

- American Public Health Association Annual Meeting & Exposition

MARCH 2012

- 5th Annual National Institute of Health conference on the Science of Dissemination and Implementation: Research at the Crossroads

MAY 2012

- National Council of Asian & Pacific Islander Physicians Conference: Moving Forward on Health Reform: Optimal Health for All



Financials

Similar to recent years, FY12 was challenging given the economic downturn and reductions in government funding. AAHI's core budget was reduced from \$552,822 in FY11 to \$403,209, including \$25,000 from the Montgomery County Council to support a one year Hepatitis B prevention project in the Vietnamese community. In spite of the reductions, AAHI continued to make strides in improving the health of the Asian American community.

FY12 expenses for core appropriated funds were captured in two broad categories:

1. In-House Programs and Administrative: These include program staff, special projects, office equipment, supplies, printing, and mileage. This category accounts for 24.4% of AAHI's core budget expenditures.
2. Contract with Primary Care Coalition: This category accounts for 75.6% of AAHI's core budget expenditures.

Through collaborations with Holy Cross Hospital and other community partners, AAHI also received a \$11,514 grant from the Maryland Department of Health and Mental Hygiene's Minority Outreach and Technical Assistance (MOTA) program and a \$10,000 grant from the Susan G. Komen Community-Assisted Mammogram Program.

AAHI Steering Committee

The Asian American Health Initiative Steering Committee (AAHI SC) consists of 14 professionally and ethnically diverse individuals from the local community who advocate, advise, and assist AAHI staff in their efforts to achieve health equity in Montgomery County. They represent various ethnic groups and serve as voices for their respective community. With expertise and intimate knowledge of various communities, the Steering Committee provides invaluable insight and support to the work of AAHI and MCDHHS. In FY12, the Steering Committee members continued to work diligently with their unwavering motivation and efforts to serve the Asian American community. Some of their efforts include:

- Volunteered over 420 hours in support of AAHI's programmatic efforts
- Advocated in meetings with key leaders in Montgomery County
- Advised AAHI programmatic efforts throughout the year
- Heavily involved on MCDHHS Advisory Board assessing the evolving role of the minority health initiatives/program in addressing racial/ethnic health disparities and well-being with leadership of the African American Health Program Executive Committee and Latino Health Steering Committee
- Served as liaisons to external community workgroups including the Asian American Advisory Group to the County Executive, Maryland Governor's Commission on Asian Pacific American Affairs, County Commission on Health, and Healthy Montgomery Steering Committee
- Assisted AAHI in reviewing health education columns for accuracy of content and cultural competency
- Contributed to the development of the Fiscal Year 2011 Annual Report
- Supported planning of two Empowering Community Health Organizations workshops, Grants101 and Grants102
- Presented with a proclamation by the Montgomery County Council in recognition of National Minority Health Month with other minority health initiatives/program
- Offered letters of support for health-related grants to MCDHHS and Holy Cross Hospital

Members

Sam Mukherjee, Chair
Karen Ho Chaves, Vice Chair
Anis Ahmed
Ji-Young Cho
Nerita Estampador
Wilbur Friedman
Harry Kwon
MunSu Kwon
Meng Lee
Sunmin Lee
Michael Lin
Betty Luan
Wendy Shiau
Sovan Tun





How to Get Involved

HEALTH PROMOTERS

Applications for the Health Promoters Program are accepted on a rolling basis. Health promoters are trained by AAHI in areas of health education, health resources, and County and AAHI services. Health promoters, in turn, educate and connect their communities to these sources. For more information about the program, or to apply, visit the AAHI website www.AAHIinfo.org to download an application form.

VOLUNTEERS

Volunteers have the opportunity to assist with health fairs and outreach events. Participation ranges from translation and cultural competency support to event planning and implementation. AAHI is continually searching for dedicated volunteers. Please contact AAHI staff if you are interested.

COMMUNITY PARTNERS

AAHI has long-standing partnerships with many community- and faith-based organizations. With these organizations, AAHI plans health events and participates in cultural festivities. If you are interested in partnering with AAHI or would like for AAHI to visit your community, please contact AAHI staff.

INTERNS

AAHI seeks interns during the summer, fall, and spring semesters. Interns have a multifaceted opportunity to assist staff with research, develop educational materials, and implement outreach programs. Interns gain hands-on experience in the areas of public and community health. If you are a current student or recent graduate interested in a meaningful internship at AAHI, visit the AAHI website for details and to download an application form.

STEERING COMMITTEE MEMBERS

The AAHI Steering Committee is comprised of a professionally and ethnically diverse group of stakeholders from the local community who advocate, advise, and assist AAHI with its efforts to attain health parity in Montgomery County. The dedicated members of the Committee provide a wealth of expertise and intimate knowledge of their respective communities. AAHI is currently recruiting additional members who can actively support the organization to achieve its mission and goals. If interested, please download an application form from the AAHI website.

Acknowledgements

AAHI would like to express its deepest appreciation to the County Executive, members of the Montgomery County Council, the Department of Health and Human Services, the AAHI Steering Committee, community partners, staff, and volunteers for their steadfast support during the 2012 fiscal year.

AAHI Staff

Chun Man (Perry) Chan, MS, CHES
Acting Program Manager

Wana Jin, MPH
Program Coordinator

Sanjana Quasem
Program Coordinator

Jamie Lok Weng, MPH, CHES
Program Specialist

Special Thanks

Betty Lam
Chief, Office of Community Affairs
Montgomery County
Department of Health and Human Services

Atyya Chaudhry
Former AAHI Staff
Program Coordinator

Contributor & Design

Carolyn Ho
Former AAHI intern

Contact Information

Asian American Health Initiative
Montgomery County, Maryland
Department of Health and Human Services
1335 Piccard Drive, Lower Level
Rockville, MD 20850

Telephone: (240) 777-4517

Fax: (240) 777-4564

Website: www.AAHInfo.org

General info: info@aahiinfo.org

