



# Asian American Health Initiative

Montgomery County, Maryland  
Department of Health and Human Services

**FY2015**

# ANNUAL REPORT

# MESSAGE

## • from AAHI Leadership

The Montgomery County Department of Health and Human Services' (MCDHHS) Asian American Health Initiative (AAHI) is proud to release its Fiscal Year 2015 (FY2015) Annual Report to highlight the strides it has made towards achieving health equity for Asian Americans in Montgomery County. In FY2015, AAHI implemented programs to improve access to culturally and linguistically competent care as well as promoted health equity through community empowerment. AAHI also continued its efforts to enhance data collection and strengthen partnerships with key County stakeholders.

FY2015 has been a year of both progress and transition as AAHI worked to help eliminate health disparities in Montgomery County's Asian American population. Despite increased needs amidst economic hardship, AAHI helped improve Asian American health in the County. AAHI will continue to shed light upon the challenges that face this diverse community and mechanisms to achieve health equity.

With the health care landscape at the height of its complexity, AAHI's programs and projects provided community members with critical health care support services in FY2015. AAHI's vast network of community partners, coupled with far-reaching health education efforts like AAHI's cultural media campaign, has enabled AAHI to reach into the depths of the Asian American community. Traditional outreach programs, alongside customized outreach efforts like Connecting Communities to Services, have allowed AAHI to leave a footprint at small businesses, places of worship, and community centers around the County. FY2015 has also brought exciting new changes as AAHI launched its mental health efforts, centered around multilingual photonovels and videos. AAHI received tremendous community feedback, which affirmed the need to address mental health in the community and the need for culturally and linguistically relevant materials.

As FY2015 comes to a close, we hope you join us in celebrating our progress and achievements from the past year. We are grateful for the support and dedication of the AAHI Steering Committee, MCDHHS leadership, community partners, Health Promoters, and devoted volunteers who help make our work possible. While we recognize much work remains to be done, we are dedicated to working alongside our partners and community members *to build a healthy community*.



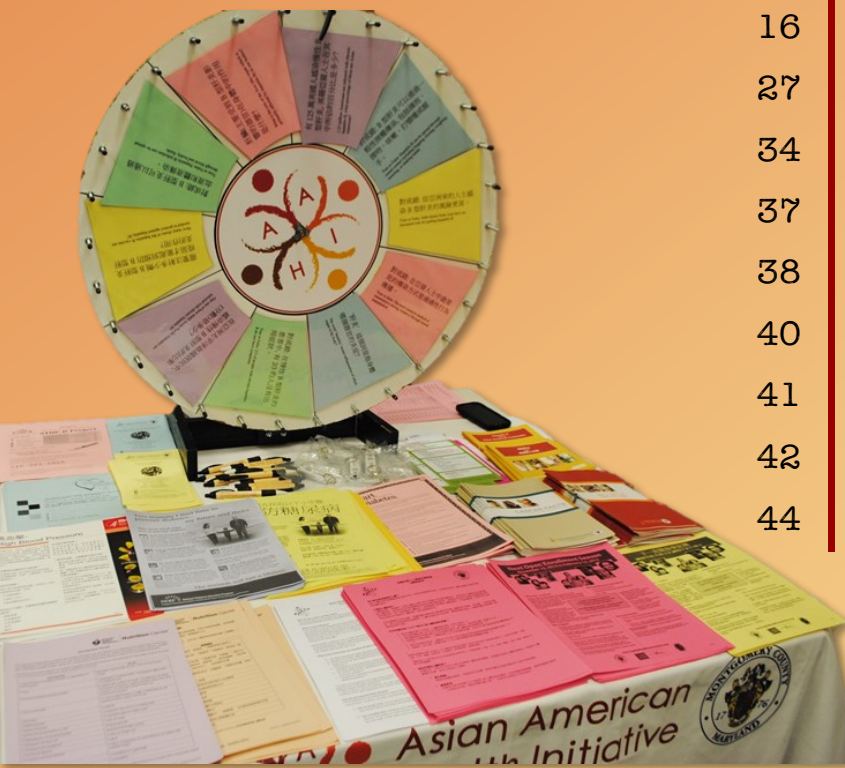
Meng K. Lee  
AAHI Steering Committee Chair



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

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# ABOUT AAHI



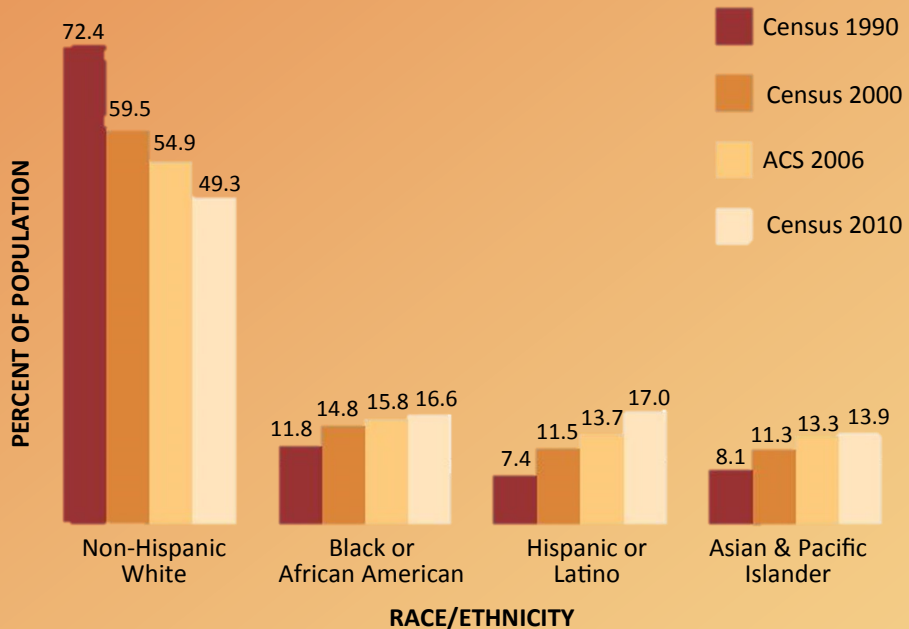
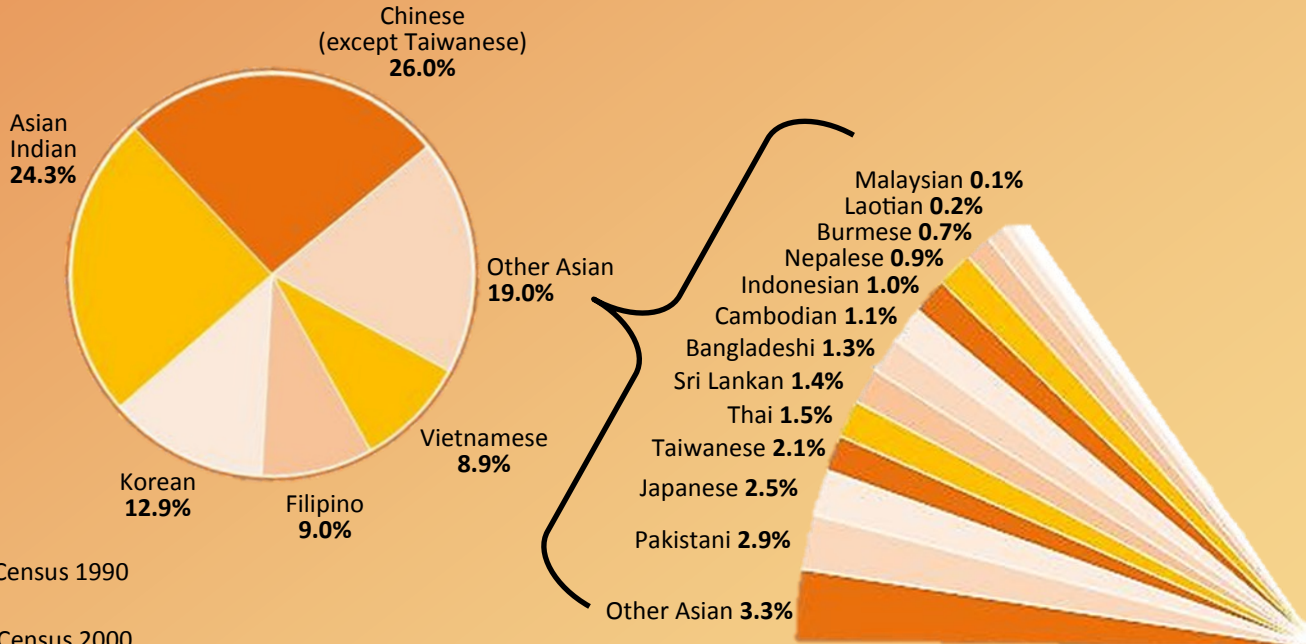
Born from the need to address the health concerns of the Asian American community, the [Asian American Health Initiative](#) (AAHI) was established in Fiscal Year 2005 with support from the Montgomery County Executive, County Council, and community leaders. As the first County program to specifically address the health disparities of this diverse community, AAHI continues to advocate for their unique health needs. To drive forward programming and resources relevant to Asian Americans, AAHI partners with community- and faith-based organizations to identify their health care needs, learn about their cultures, and implement culturally and linguistically competent programs.

The [mission](#) of AAHI is to identify the health care needs of Asian American communities, to develop culturally competent health care services, and to implement health education programs that are accessible and available to all Asian Americans in Montgomery County.



# COMMUNITY PROFILE

According to the 2010 United States Census, Asian Americans are the fastest growing population in the nation. Similar trends are found in Montgomery County, where Asian Americans are the second fastest growing minority group. The Asian American population has seen a rapid growth from 2000 to 2010, with a population increase of 37.3 percent. 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.



In Montgomery County, Asian Americans are diverse, constituting multiple ethnic subgroups. With such diversity comes a myriad of cultural values and a complexity of health concerns. Coupled with this diversity are barriers to access often faced by new immigrant groups. According to the 2010 American Community Survey, almost 75 percent of Montgomery County's Asian American population are foreign born and almost 35 percent have limited English proficiency.

# SNAPSHOTS

## FY15 at a Glance



**MENTAL HEALTH PROJECT**



**HEALTH PROMOTERS PROGRAM**



**HEPATITIS B PREVENTION PROJECT**

**COMMUNITY OUTREACH EVENTS**



**EMPOWERING COMMUNITY HEALTH ORGANIZATIONS PROJECT**



**CONNECTING COMMUNITIES TO SERVICES**



# ACCOMPLISHMENTS

## FY15 at a Glance

### PROMOTING COMMUNITY MOBILIZATION & EMPOWERMENT

#### 2,054 COMMUNITY MEMBERS ASSISTED

Hosted **37** Resource Information Tables  
 Completed **70** internal requests  
 Contributed **677** hours to outreach  
 Reached **10** ethnic communities  
 Distributed **5,396** pieces of literature  
 Conducted **2,682** educational encounters  
 Demonstrated **117** breast self-exams  
 Gave **719** health screenings and vaccinations  
 Provided **197** health service referrals  
**98%** of community members agreed or strongly agreed that they were satisfied with AAHI's service  
**100%** of community partners would recommend AAHI to other organizations/events in their community

#### 28 HEALTH PROMOTERS RECRUITED

Spoke **15** languages and dialects  
 Represented **15** communities

#### 295 COMMUNITY MEMBERS SCREENED

Completed or in the process of completing 3-shot vaccination series for **47** community members  
**95%** of participants reported overall satisfaction with the program

#### 2 WORKSHOPS CONDUCTED

Hosted **184** individuals representing **80** organizations  
**87%** of attendees rated overall workshops as 4 or higher on a scale of 1-5, where 5 is the highest

#### 244 COMMUNITY MEMBERS ASSISTED

Hosted **5** Resource Information Tables  
 Reached **42** small businesses  
 Contributed **139** hours to Connect

Community Outreach Events\*

*\*Cumulative total from Affordable Care Act efforts, Connecting Communities to Services, and hepatitis B prevention project.*

Health Promoters Program

Hepatitis B Prevention Project

Empowering Community Health Organizations Project

Connecting Communities to Services

### ENHANCING DATA COLLECTION & REPORTING

#### 5 AAHI DATA COLLECTION EFFORTS



Community Outreach Evaluations



Health Screenings



Community Needs Assessments



ECHO Workshop Evaluations



Hepatitis B Evaluations



#### 2 SYSTEMATIC DATA COLLECTION EFFORTS



Healthy Montgomery



Leadership Institute for Equity and the Elimination of Disparities

# ENHANCING ACCESS TO CULTURALLY & LINGUISTICALLY COMPETENT CARE

Patient  
Navigator  
Program

## 1,595 ON-SITE MEDICAL INTERPRETATION SESSIONS CONDUCTED

Received **5,633** calls  
Scheduled **1,172** appointments  
Conducted **1,207** phone medical interpretation sessions

Affordable  
Care Act

## 757 COMMUNITY MEMBERS ASSISTED

Attended **14** outreach events  
Contributed **236** hours to ACA

## 10 PUBLICATIONS CREATED

Published **5** multilingual photonovels  
Created **5** multilingual videos

Mental  
Health  
Project

## 16 ARTICLES PUBLISHED

Covered **5** topics  
Published in **4** media sources

AAHI  
Cultural  
Media  
Campaign

## 143 MULTILINGUAL RESOURCES OFFERED

Offered **103** health education resources  
Offered **40** community resources

Health  
Education  
Materials

# STRENGTHENING PARTNERSHIPS & COLLABORATIONS

## 4 SOCIAL MEDIA SOURCES

*Blogger, Facebook, Twitter, YouTube*

Shared **350** social media posts  
Reached **8,651** Blogger, Facebook, and YouTube views

AAHI in  
Social  
Media

## 61 HOURS CONTRIBUTED TO PRESENTATIONS

Presented to **22** organizations

AAHI101 &  
Community  
Needs  
Assessment

## 68 HOURS CONTRIBUTED TO WORKGROUPS

Participated in **7** workgroups

Workgroup  
Participation

## 54 HOURS CONTRIBUTED TO TECHNICAL ASSISTANCE

Provided technical assistance to **15** organizations

Technical  
Assistance

**109 HOURS**

Leadership  
Institute for  
Equity and the  
Elimination of  
Disparities

**CONTRIBUTED TO ACTIVITIES**



# ENHANCING ACCESS

## to Culturally & Linguistically Competent Care

As the Asian American population in Montgomery County continues to grow, it becomes more imperative that services and care are provided in a culturally and linguistically competent manner. The need for such within the Asian American community is underlined in the linguistic and cultural barriers many face when accessing care. In the Asian American Health Initiative's (AAHI) [2008 County-wide Health Needs Assessment](#), Asian Americans reported experiencing challenges to accessing quality health care due to a lack of health insurance, inadequate coverage, financial difficulties, transportation (particularly for seniors), linguistic barriers, and limited access to health care providers who speak an Asian language.

To help overcome barriers to access, AAHI provides key programs, such as the Patient Navigator Program, and outreach efforts on critical issues, including the Affordable Care Act, to inform and empower the Asian American community.



In Fiscal Year 2015 (FY2015), AAHI continued to work with existing partners, while solidifying new partnerships, to increase access to free or low-cost preventative services and treatments.

AAHI utilizes multiple vehicles to provide health information and resources to the Asian American community such as traditional health education materials, local multilingual media, and unique health communication tools including photonovels and videos.



Through strategic and targeted programming, such as the Patient Navigator Program and the AAHI cultural media campaign, AAHI can better reach underserved segments of the Asian American population to inform, empower, and equip these communities.



# PATIENT NAVIGATOR PROGRAM



AAHI's [Patient Navigator Program](#) (PNP) was established in 2008 to help with medical interpretation among community members with limited English proficiency. Communication issues between patients and health care providers can result in inaccurate diagnoses, decreased treatment adherence, and reduced patient satisfaction, ultimately leading to poorer health outcomes. PNP services help empower clients by providing them with the information and understanding they need to communicate with health care providers and make informed medical decisions.



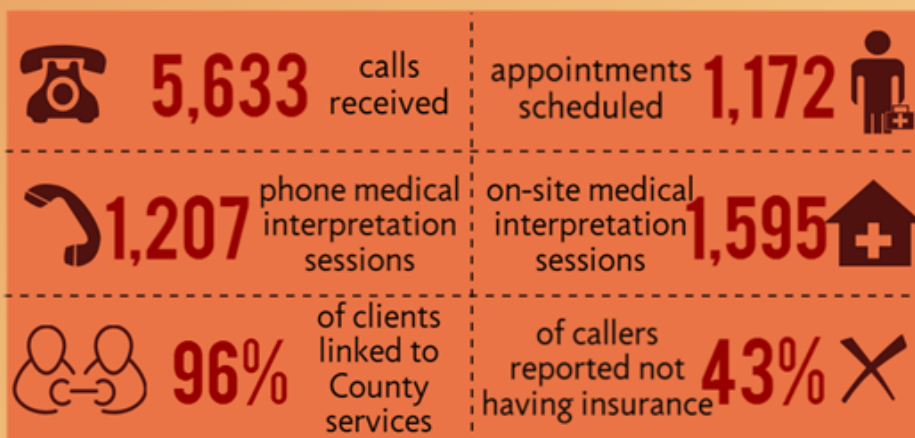
PNP is comprised of two components:

## MULTILINGUAL HEALTH INFORMATION AND REFERRAL TELEPHONE LINE

provides general health information and navigates callers through the extensive network of local resources and services available to County residents.

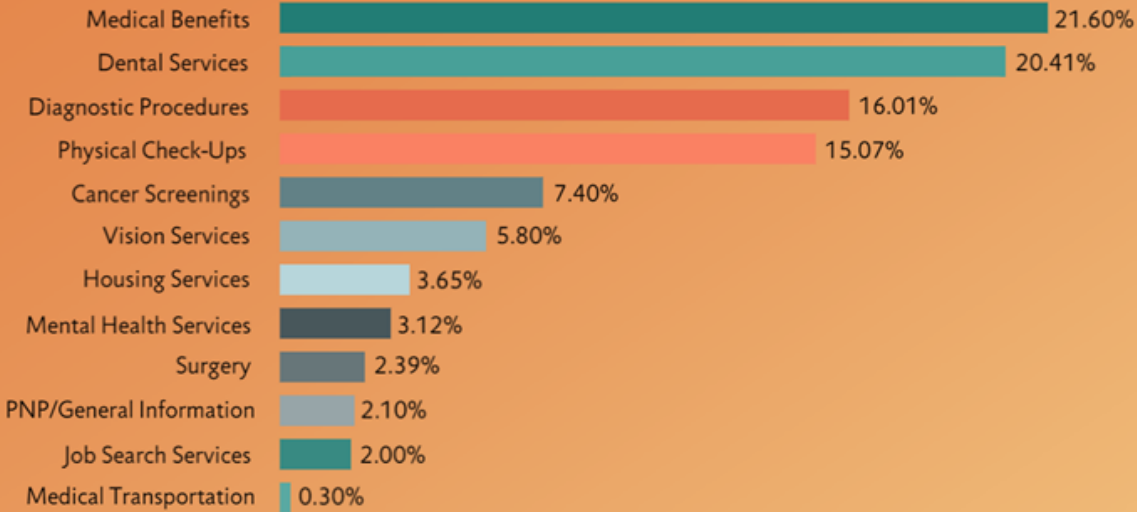
## TRAINED MULTILINGUAL MEDICAL INTERPRETERS

attend medical appointments with clients, provide face-to-face interpretation, and assist in translation of medical forms. Interpretation is available in several Asian languages, including but not limited to: Chinese, Hindi, Korean, and Vietnamese.

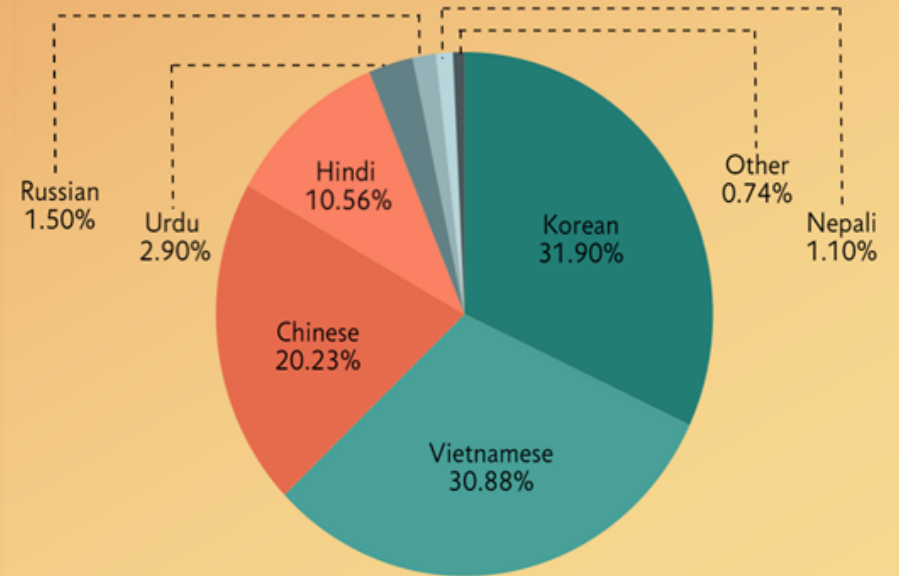


# PATIENT NAVIGATOR PROGRAM

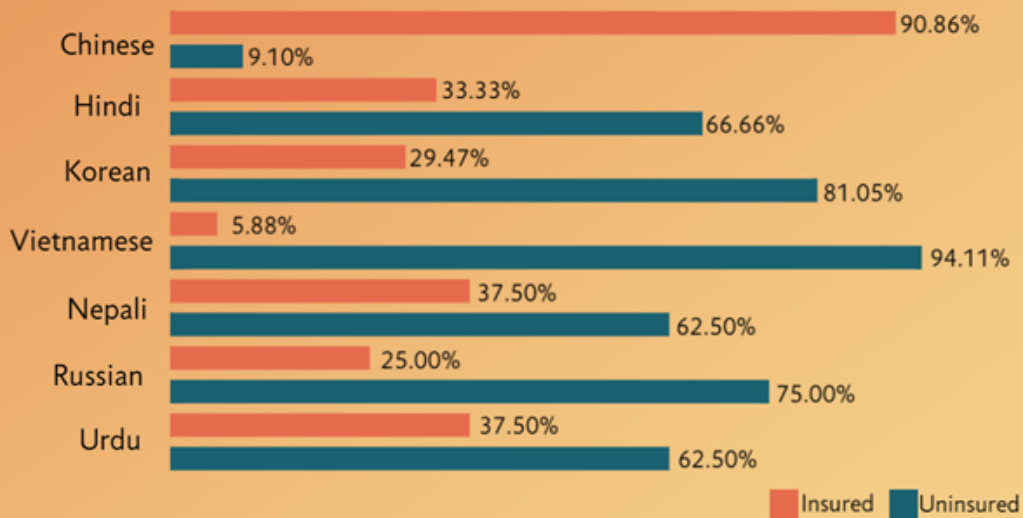
## PERCENTAGE OF CALLS BY CATEGORY



## PERCENTAGE OF CALLS BY LANGUAGE

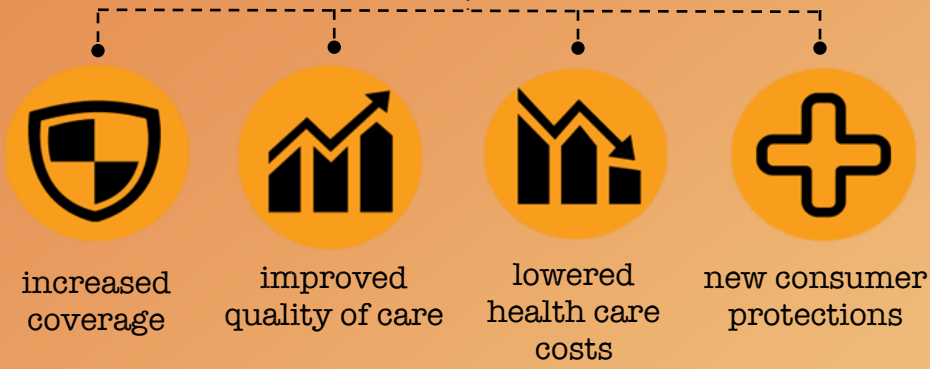


## PERCENTAGE OF CALLS BY LANGUAGE & INSURANCE STATUS



# AFFORDABLE CARE ACT

The Patient Protection and Affordable Care Act (ACA) was signed into law on March 23, 2010. Its passage brought sweeping health care reforms, including:



Starting October 2013, open enrollment is available each fall in Maryland through a state-facilitated health insurance marketplace, the [Maryland Health Connection](#). Through Maryland's Connector Program, residents are provided with in-person education, eligibility, and enrollment assistance.



# AFFORDABLE CARE ACT

The [Montgomery County Department of Health and Human Services](#) (MCDHHS) served as the [Connector Entity for the Capital Region](#), which includes Montgomery County. As part of MCDHHS, AAHI participated in ACA outreach and education by providing community members with ACA updates and raising general awareness on health care reform.

Asian  
language  
literature  
distributed  
**50**

English  
literature  
distributed  
**201**



**757**

community  
members  
assisted

outreach  
events  
attended

**14**



**236**

hours  
contributed  
to ACA

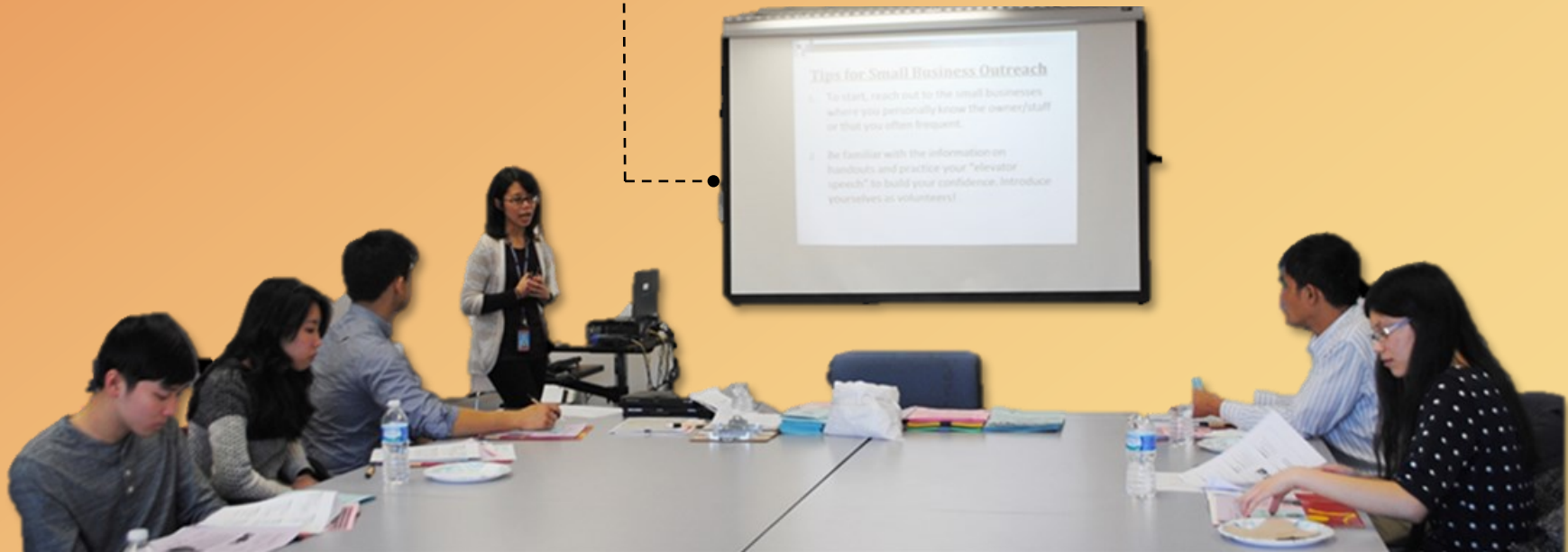
educational  
encounters  
conducted

**65**



**15**

referrals  
provided



# MENTAL HEALTH PROJECT

## Be the One That Makes a Difference

In FY2015, AAHI developed and implemented a new initiative, Be the One That Makes a Difference, with the goal of reducing mental health stigma in the Asian American community. In line with this goal, AAHI created two new educational resources, a multilingual [photonovel](#) and [video](#), to share at outreach events and mental health workshops, as well as on AAHI's social media and website. Both resources are available in English, Chinese, Hindi, Korean, and Vietnamese.



On May 3<sup>rd</sup>, AAHI officially launched the photonovels and videos, making them available to the community. County Executive Ike Leggett, Director of MCDHHS Uma Ahluwalia, policymakers, and community leaders were present. In addition, the AAHI Steering Committee received a proclamation for their advocacy, advice, and assistance in the development of these new resources.

AAHI also supported County-wide efforts in mental health service provision and education by participating in the [Healthy Montgomery Behavioral Health Task Force](#) as well as the Mental Health Advisory Committee.

### PHOTONOVEL

Mental Health: Understanding is the First Step

covers a range of topics including pertinent statistics, signs and symptoms, definitions of mental health and mental illness, types of mental health providers, and local support services.



**5** multilingual photonovels published

### VIDEO

Let's Talk About Mental Health

offers a comprehensive overview of mental health by highlighting definitions of mental health and mental illness, relevant statistics, protective and risk factors, signs and symptoms, and local support services.



**5** multilingual videos created

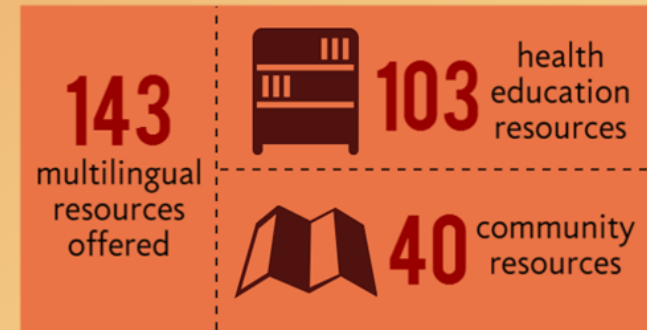
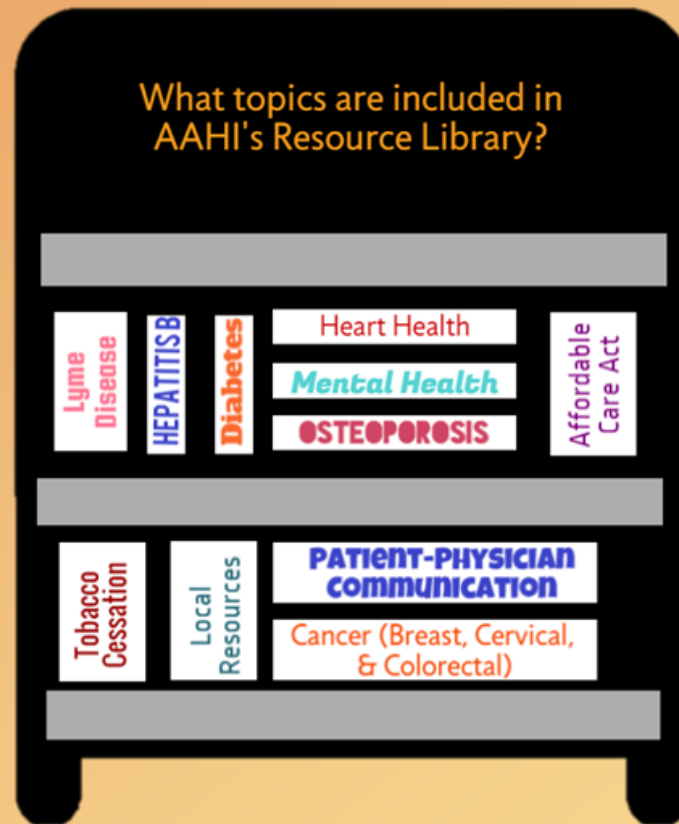
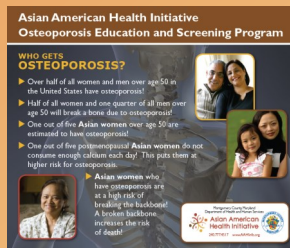
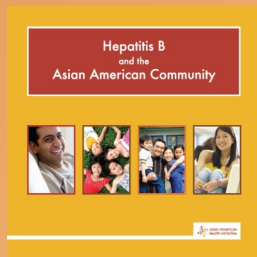




# HEALTH EDUCATION MATERIALS

At the crux of any health education effort is the ability to provide informative, high-quality resources and materials to the community. To ensure the Asian American community has the tools it needs to make educated decisions regarding its health, AAHI has a vast collection of [health education materials](#) which are available at outreach events and online.

Materials are available in multiple languages, including but not limited to: English, Chinese, Hindi, Korean, Vietnamese, and Tagalog.





# PROMOTING COMMUNITY

## Mobilization & Empowerment

According to the [World Health Organization](#), [community empowerment](#) is a process by which communities increase control over their lives. It is a process that is beyond community involvement, participation, and engagement. Rather, it refers to community ownership and action, often through the development of key partnerships.

The Asian American Health Initiative (AAHI) works with local Asian communities to employ a community empowerment framework. This framework includes strategic education and outreach as well as targeted efforts, such as the hepatitis B prevention project and the Empowering Community Health Organizations Project, to support communities in addressing their health priorities. Through technical assistance, AAHI informs, mobilizes, and empowers Asian American community members and leaders to take action on behalf of their health.



Furthermore, AAHI looks to the community for information, advice, and insight on key health concerns and priorities among the diverse Asian American population in Montgomery County. Through programs and projects that engage the Asian American community, such as the Health Promoters Program, community outreach events, and Connecting Communities to Services, AAHI stays up-to-date on pressing health issues facing the community.



# HEALTH PROMOTERS PROGRAM



**AAHI Health Promoters** are bilingual and bicultural community health workers who play an integral role in AAHI's ability to reach the County's diverse Asian American population. By serving as gatekeepers to their communities, Health Promoters help reduce cultural and linguistic barriers to accessing health services for Asian Americans in Montgomery County. Through passion and hard work, their dedication to their communities is clear.

To ensure the highest quality of education and information is made available to communities, Health Promoters participate in a number of trainings each year. Not only are Health Promoters trained on pertinent health topics, but AAHI institutes measures, such as pre- and post-tests, to ensure each training results in adequate changes in knowledge and attitude.



# HEALTH PROMOTERS PROGRAM

## FY2015 HEALTH PROMOTERS

Shahin Azam

Shamim Begum

Binh Cao

Leigh (Li-Chun) Chang

Jammie Cheung

Joyce Choi

Rose Anne Felipe

Maggie Fu

Jean KoKo Gyi

Carolyn Ho

Chi Yin Hon

Tasneem Hussain

Alpa Kaji

Lester Jao Lacorte

Meilan Kathy Lee

Sufia Mannan

Jinkle Mody

Cathy Ng

Ryan Nguy

Catherine Park

Ammar Rai

Jaspreet Singh

Simran Singh

Tin Truong

Maggie Tung

Kusuma Udagedera

Peter Uran

Tammy Wan



## YEARS OF EXPERIENCE

**3** new to the program

**10** 1-2 years of experience

**15** 3+ years of experience













# COMMUNITY OUTREACH EVENTS

To promote prevention, screening, and general health and wellness, AAHI employs dynamic and unique **community outreach** methods. On a macro level, AAHI collaborates with small businesses, as well as community- and faith-based organizations, to attend health fairs and outreach events. On a micro level, AAHI responds to the needs of individual community members who make internal requests for health literature or service referrals in-office or over the telephone. Through these efforts, AAHI connects Asian Americans to the latest health information, free or low-cost screenings, and health and human services available in the County. Additionally, using a community capacity building model, AAHI provides technical assistance to leaders from community- and faith-based organizations in the development and implementation of community programs.



In FY2015, AAHI's community outreach events included Affordable Care Act efforts, Connecting Communities to Services, and hepatitis B prevention project.

 <b>37</b> Resource Information Tables hosted	internal requests completed <b>70</b> 
 <b>677</b> hours contributed to outreach	ethnic communities reached <b>10</b> 
 <b>2,054</b> community members assisted	pieces of literature distributed <b>5,396</b> 
 <b>2,682</b> educational encounters conducted	breast self-exams demonstrated <b>117</b> 
 <b>719</b> health screenings and vaccinations given	health service referrals provided <b>197</b> 

# COMMUNITY OUTREACH EVENTS

## Participant & Community Partner Evaluations

AAHI is committed to providing high-quality, reliable, and pertinent information to the Asian American community. In line with this commitment, AAHI evaluates its work to ensure its service, volunteers/staff, and provided information meet the needs of community members and partners. Through the collection of at least one **Participant Evaluation** per Health Promoter at each outreach event, AAHI is able to measure the community members' satisfaction with AAHI's service. Based on Montgomery County's Asian American population, evaluation forms are available in English, Chinese, Hindi, Korean, and Vietnamese. Additionally, after the conclusion of each outreach event, AAHI provides community partners with a **Community Partner Evaluation** as an opportunity to evaluate their experiences working with AAHI.

### PARTICIPANT EVALUATIONS

Out of 49 evaluations...

of community members thought the health information provided by AAHI was helpful

**100%**

of community members thought the AAHI volunteers were helpful in answering health questions

**100%**

of community members agreed or strongly agreed that they were satisfied with AAHI's service

**98%**

### COMMUNITY PARTNER EVALUATIONS

Out of 12 evaluations...

of community partners thought AAHI staff were punctual and well-prepared for the event

**100%**

of community partners would recommend AAHI to other organizations/ events in their community

**100%**

of community partners rated their overall satisfaction with AAHI's service as 8 or higher on a scale of 1-10, with 10 being highest

**100%**



# CONNECTING COMMUNITIES TO SERVICES

Through Connecting Communities to Services (Connect), AAHI is able to reach smaller communities as well as underserved small business owners and employees using Resource Information Tables and small business outreach.

AAHI coordinates a number of Resource Information Tables at local celebrations and festivals. This allows AAHI to inform community members that do not regularly attend health fairs about health resources available in Montgomery County.

In Fiscal Year 2015 (FY2015), AAHI instituted a new, more effective small business outreach model that was revamped and piloted in the previous fiscal year. AAHI coordinated one intensive outreach day where bilingual volunteers visited businesses throughout Montgomery County. In 2007, 12.1 percent of small business owners were Asian American in Montgomery County; this demonstrates the need for small business outreach.



**244**

community members assisted



**5**

Resource Information Tables hosted

small businesses reached

**42**



**139**

hours contributed to Connect

pieces of literature distributed

**608**

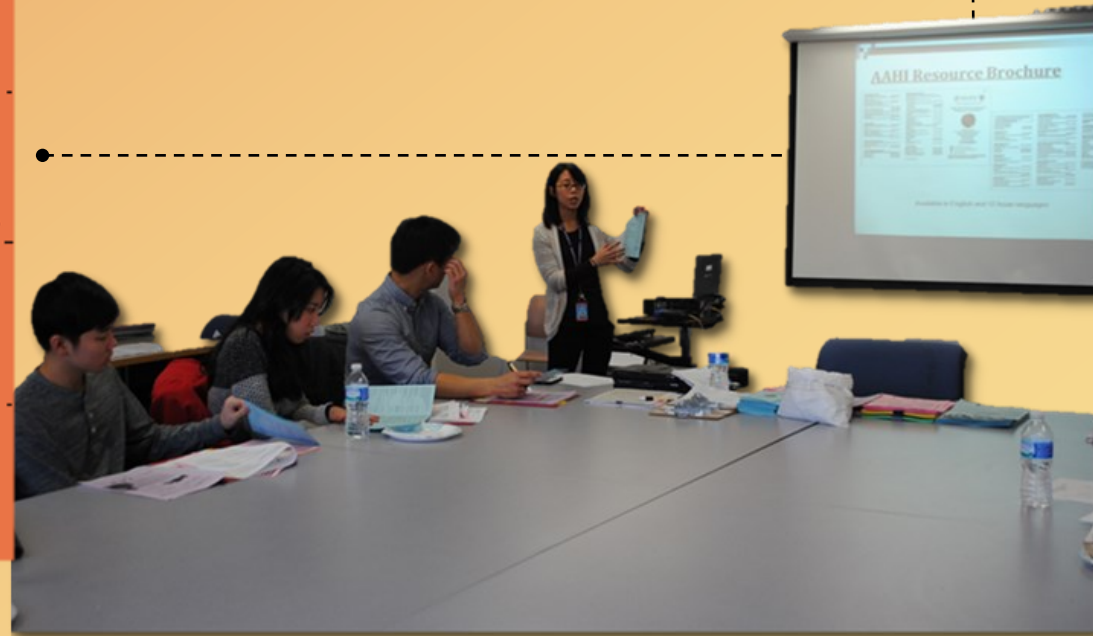


**123**

educational encounters conducted

health service referrals provided

**18**

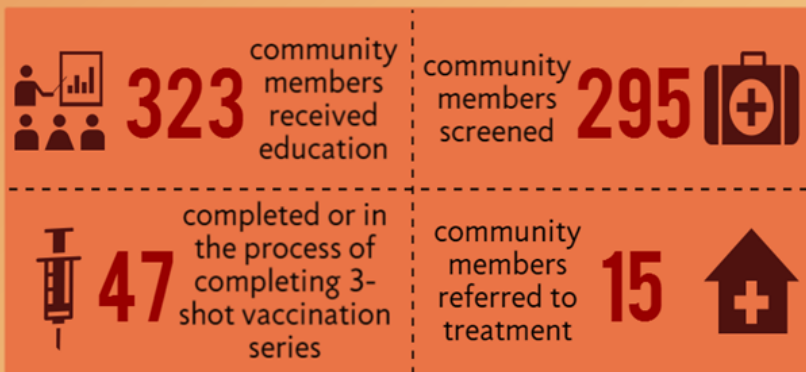


# HEPATITIS B PREVENTION PROJECT

Asian Americans and Pacific Islanders (AAPIs) shoulder a disproportionate burden of hepatitis B cases in the United States (U.S.). Comprising less than five percent of the U.S. population, AAPIs account for more than 50 percent of Americans living with chronic hepatitis B. Furthermore, the death rate from hepatitis B among AAPIs is seven times greater than rates among White Americans.

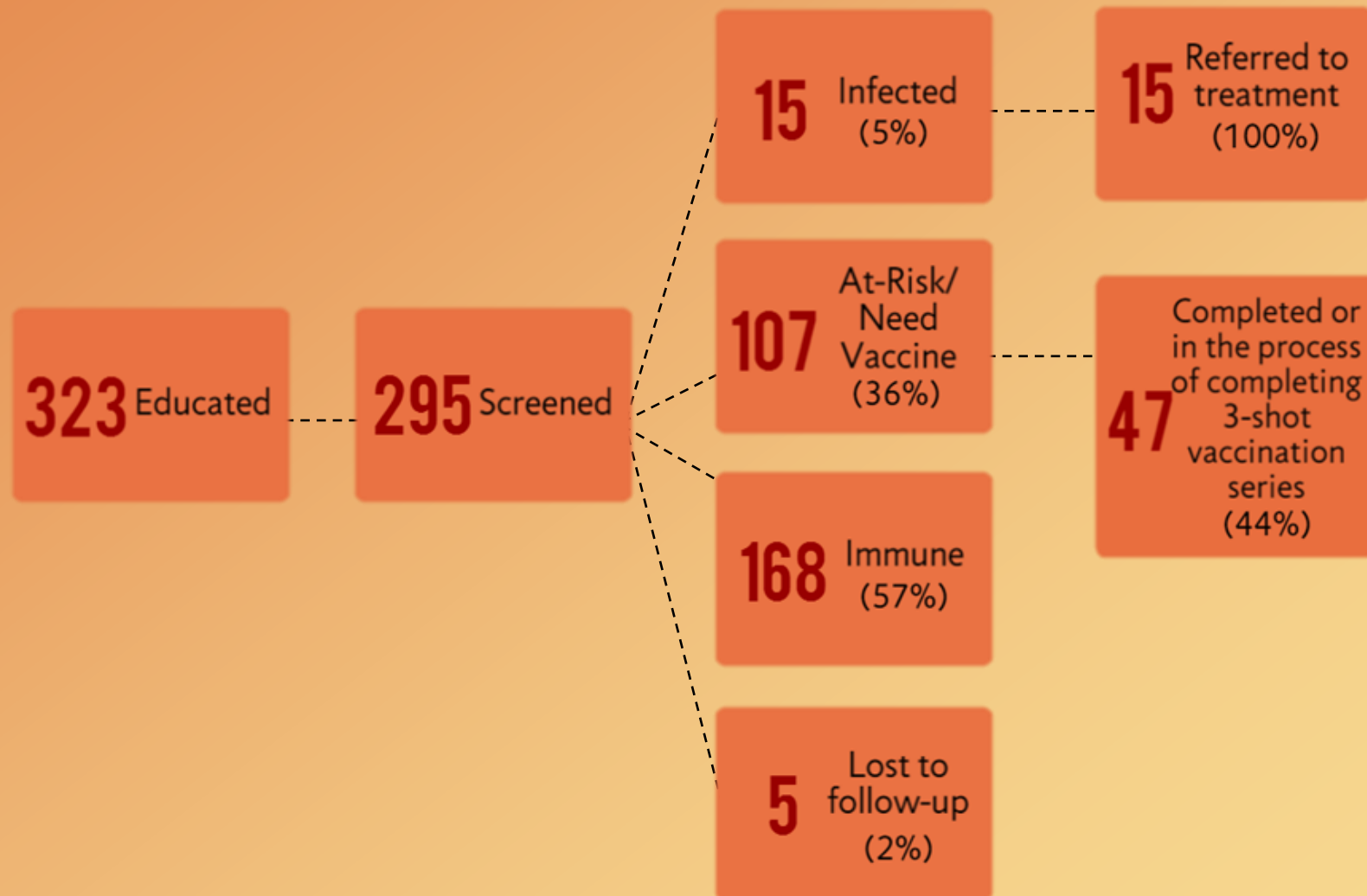
In response to this health disparity, coupled with the increased need for hepatitis B services, AAHI created the hepatitis B prevention project. This project utilizes a four-pronged model that includes education, screening, vaccination, and treatment referral. These hepatitis B services are provided to Asian American Montgomery County residents over the age of 18 at no cost, regardless of income level or insurance status.

To provide services that are culturally and linguistically competent, AAHI partners with local community- and faith-based organizations. AAHI engages and empowers these partners through technical assistance in the development, implementation, and evaluation of successful hepatitis B prevention projects. With five years of successful implementation, AAHI's project management approach has grown and evolved to one which allows them to support more communities per fiscal year. In FY2015, AAHI conducted five hepatitis B prevention projects through partnerships with four different organizations: the [Chinese Culture and Community Service Center, Inc. \(CCACC\)](#), the [Korean Community Service Center of Greater Washington \(KCSC\)](#), the [Viet Nam Medical Assistance Program \(VNMAP\)](#), and the [Hepatitis B Initiative of Washington, D.C. \(HBI-DC\)](#).



# HEPATITIS B PREVENTION PROJECT

## Process Flow Chart





# HEPATITIS B PREVENTION PROJECT

## Evaluations

The hepatitis B prevention project consists of four components: education, screening, vaccination, and treatment referral. To ensure services are provided in an efficient and effective manner as well as to measure program impact, two evaluations are conducted throughout the project. An initial evaluation is administered after participants have completed both education and screening. Participants are also asked to fill out another evaluation at project completion, which is dependent on screening status: immune, at-risk, or infected. Those who are immune conclude participation after receiving the screening results. Those whose results indicate at-risk continue with the project to receive three vaccinations over a seven-month period. Lastly, those who are infected are linked to care and treatment options.



### PARTICIPANT EVALUATIONS

Out of 135 evaluations...



**95%**

of participants reported overall satisfaction with the program



**96%**

of participants reported they would recommend family and friends participate in future hepatitis B education and screening programs



**64%**

of participants were not planning to get screened for hepatitis B this year prior to participating in the program



**80%**

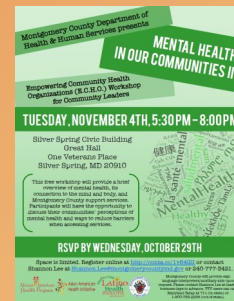
of participants reported since participating in the program, they have encouraged family and friends born in high prevalence regions to get screened



# EMPOWERING COMMUNITY HEALTH ORGANIZATIONS PROJECT

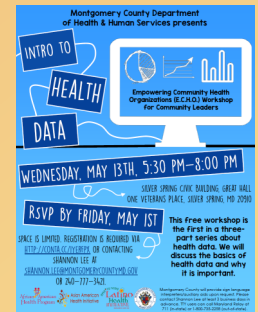
In line with AAHI's capacity building approach to community empowerment, the Empowering Community Health Organizations (ECHO) Project was created to provide relevant, useful, and professional trainings to community organizations. Through biannual workshops, AAHI equips community leaders with information and skills on pertinent topics related to health, service provision, and organizational growth. The ECHO Project aims to empower and enhance the ability of community leaders to develop culturally and linguistically sensitive health programming.

In FY2015, AAHI hosted two workshops in partnership with the Montgomery County Department of Health and Human Services' [African American Health Program](#), [Latino Health Initiative](#), and Leadership Institute for Equity and the Elimination of Disparities.



The fall 2014 workshop, “[Mental Health in Our Communities II](#)”, consisted of a presentation which provided a brief overview of mental health, its connection to the mind and body, and support services in Montgomery County. In small groups, participants discussed their communities’ perceptions of mental health and ways to reduce barriers when accessing services.

The spring 2015 workshop, “[Intro to Health Data](#)”, is the first in a three-part series about health data. Participants were engaged in a presentation about the basics of health-related data and its importance in needs assessments and program evaluations.



## November 2014 MENTAL HEALTH II

**103** individuals attended

**49** organizations represented



## May 2015 HEALTH DATA

**81** individuals attended

**31** organizations represented

# EMPOWERING COMMUNITY HEALTH ORGANIZATIONS PROJECT

## Evaluations

At the conclusion of every ECHO Workshop, attendees complete an evaluation form to support AAHI's continuous fine-tuning of the project. Responses from the evaluations inform AAHI about the implementation and impact of the respective workshop. Specifically, evaluations allow AAHI to gauge attendee satisfaction and measure any changes in knowledge and attitude.



### MENTAL HEALTH II

Out of 73 evaluations...

**90%**

of attendees rated overall workshop as 4 or higher on a scale of 1-5, where 5 is the highest

**84%**

of attendees felt more or somewhat more knowledgeable about local mental health services and resources after the workshop

**88%**

of attendees felt they had a better or somewhat better understanding of how to reduce barriers for communities when accessing mental health services after the workshop

### HEALTH DATA

Out of 63 evaluations...

**84%**

of attendees rated overall workshop as 4 or higher on a scale of 1-5, where 5 is the highest

**86%**

of attendees felt more or somewhat more knowledgeable about health data after the workshop

**89%**

of attendees felt they had a better or somewhat better understanding of the importance of health data after the workshop

# STRENGTHENING

## Partnerships & Collaborations

Research and literature asserts the importance of partnerships in public health practice and delivery. The formation of partnerships across sectors is necessary for the growth of a community and improvements in health status.

In line with this, the Asian American Health Initiative (AAHI) has built an extensive network of partnerships to better serve the community. Through collaborations at the local, state, and national levels, and in the public and private sectors, AAHI utilizes a myriad of resources to improve the health and well-being of Asian Americans in Montgomery County.

Partnerships and collaborations with key entities, such as public health organizations and health service vendors, support AAHI in meeting the diverse health needs of the County's Asian American population.

Additionally, through technical assistance, AAHI exposes organizations to these health needs and provides them with a platform to better serve the Asian American community.

Collaborations with community partners are vital to AAHI's ability to reach the Asian American population. It is only through the trust garnered, nurtured, and sustained with community- and faith-based organizations that AAHI is able to have an impact on the health status of Asian Americans.

AAHI would like to thank their partners and collaborators for their time, effort, and support in Fiscal Year 2015 (FY2015). AAHI appreciates the organizations and community groups who work hand-in-hand with them to build a healthier community.



# LEADERSHIP INSTITUTE FOR EQUITY AND THE ELIMINATION OF DISPARITIES

To address social determinants of health with the goal of eliminating disparities and achieving equity among residents of Montgomery County

## LIEED'S MISSION



**109** hours contributed to activities

The Leadership Institute for Equity and the Elimination of Disparities (LIEED) was established in July 2013 under the Montgomery County Department of Health and Human Services' (MCDHHS) Office of Community Affairs. With a solid infrastructure and foundation developed in the previous fiscal year, LIEED continued to see growth towards fulfillment of its mission in FY2015.

The overall functions of LIEED are to:

- ⇒ Provide strategic leadership and coordination;
- ⇒ Serve as a capacity builder;
- ⇒ Act as a resource partner and collaborator;
- ⇒ Promote effective community engagement;
- ⇒ Promote innovation and support linkages/opportunities; and
- ⇒ Support community advocacy.

In FY2015, AAHI continued to support LIEED's functional development and key projects. One key project this year was AAHI's representation of LIEED in the [Workgroup on Workforce Development for Community Health Workers \(CHWs\)](#). This workgroup, established by the [Maryland Department of Health and Mental Hygiene](#) and the [Maryland Insurance Administration](#), made recommendations for workforce development of CHWs across the State. LIEED shared its experience with successful deployment of CHWs in the County and contributed to the development of the recommendations.



# EQUITY AND SOCIAL JUSTICE INITIATIVE

MCDHHS defines equity as

“Fair policies, decisions, and actions that guide the way that we work with our customers, our colleagues, and our community to promote health, safety, well-being, and self-sufficiency.”

The Equity and Social Justice Initiative was established as a means to ensure the implementation and integration of equitable practices in all of MCDHHS’ activities. This includes a wide spectrum of health and human services such as child welfare, juvenile justice, behavioral health services, and employment and housing. Through the adoption of an equity lens, the Department aims to eliminate health disparities that stem from systematic inequities.

As a part of MCDHHS, AAHI continues to participate in and bolster the efforts of the Equity Workgroup. In FY2015, curriculum for a one-day training, Creating a Culture of Equity, was formed. This training was developed to embed equity principles throughout policies, practices, procedures, and infrastructure of MCDHHS. Nineteen peer facilitators delivered five workshops to 101 MCDHHS staff members. Participants in the training were eligible to receive six Continuing Education Units for formal training.

## EQUITY PRINCIPLES



### DIGNITY

All individuals should be treated with dignity and respect.

Prevent and eliminate social and health disparities to achieve optimal health and well-being.

### ELIMINATION OF DISPARITIES



Ensure access to effective and high quality services that meet people’s needs, when they need them, delivered by a professional workforce which is competent to provide those services in a caring and respectful manner.



### ACCESS

Resources of the Department should be distributed in a manner that maximizes the health, safety, well-being, and self-sufficiency of the community as a whole.

### DISTRIBUTION OF RESOURCES



### COMMUNITY ENGAGEMENT & PARTICIPATION

Our diverse communities should be meaningfully engaged in providing input and feedback on policies, practices, and services.

# AAHI 101 & COMMUNITY NEEDS ASSESSMENT

With a decade of community building experience, AAHI has honed the practice of partnership building. AAHI recognizes that the early stages of a partnership are critical in the development of an effective working relationship. When embarking on a collaborative effort, AAHI provides community partners with an educational presentation on the health needs of Asian Americans. Dubbed AAHI 101, these presentations offer AAHI's various community partners insight on Asian American demographics, challenges to accessing care, health disparities, and the importance of cultural and linguistic competency. Furthermore, AAHI 101 presentations inform partners about the full spectrum of AAHI projects, programs, and services.

## SOME ORGANIZATIONS PRESENTED TO:

Adventist HealthCare  
 Alzheimer's Association  
 Asian American Leadership Empowerment  
 and Development for Youth & Families  
 Johns Hopkins School of Medicine  
 Lakeview House  
 Mental Health Association  
 National Alliance on Mental Illness  
 National Council  
 of Asian Pacific Islander Physicians  
 University of Maryland School of Medicine



61

hours  
 contributed to  
 presentations

organizations  
 presented to

22



In addition to the AAHI 101 presentation, these meetings serve as a platform to discuss future collaborative efforts. Recognizing that each community is unique in their needs, AAHI may also conduct an ad-hoc community needs assessment. By understanding the specific needs of the respective community, AAHI is able to tailor the health services that are offered to fit these concerns. Additionally, the ad-hoc community needs assessments are yet another avenue for AAHI to gain insight on the health concerns of Montgomery County's Asian American population.

# AAHI IN SOCIAL MEDIA

## ASIAN AMERICAN HEALTH INITIATIVE

Together to build a healthy community

March 2015  
Volume 5, Issue 5

### Greetings!

Despite the snowy and chilly weather we have been getting AAHI is keeping busy with several new and exciting projects. As spring approaches, we look forward to attending outreach events and working with the local community!

We would like to take this time to bid our Program Coordinator, Janine Vinh, a heartfelt farewell in her last and a full year at AAHI. Janine played a major role in our internal/external communications, expanded our outreach efforts, and strengthened our Health Promoter Program. We will miss her passion and dedication to serving the community, she will remain the best of luck in her future endeavors!

We also welcome our new Senior Program Coordinator, Logan Peters, MPH. She will be responsible for overall coordination of the Health Promoter Program and outreach activities in diverse communities, welcome to the AAHI team, Logan!

### Save the Date!

ECHO Workshop: Info to Health Data  
Wednesday, May 13, 2015



Senior Program Director of the Health Health Association of Montgomery County, Barbara Brink, speaking at our recent ECHO Workshop.

Date: Wednesday, May 13, 2015  
Time: 5:00pm - 8:00pm  
Location: Grand Hall, Silver Spring Civic Building, 1 Veterans Place, Silver Spring, MD 20910

It is that time of the year again! Please mark your calendars for our next Empowering Community Health Organizations (ECHO) Workshop: Info to Health Data, with us at partnering with the [Montgomery Health Program](#) and the [Latin Health Program](#), for a free evening on the basis of health data and why it is important.

### Raising Awareness on Mental Health

Did you know that suicide is the tenth-leading cause of death among Asian-Americans? That Asian-American women ages 15 and 64 and older have the highest suicide rates among women across all racial and ethnic groups? Despite these alarming statistics, Asian-Americans have the lowest utilization of mental health services (National Alliance on Mental Illness).

### Quick Links

[AAHI Website](#)  
[AAHI Facebook Page](#)  
[Health/Montgomery](#)  
[Montgomery County](#)  
[Health/Department of Health & Human Services](#)

### Connect with AAHI



### Upcoming Events

March 21 - Hepatitis B Health Fair in Washington, DC (AAHI) Education & Screening Day  
March 28 - Chinese Community Services Association (CCSA) 18th Health Fair  
March 27 - Viet Nam Medical Association (VNMA) Health Fair  
April 11 - Muslim Community Center, INC (MCC) Fall Meet with Health Fair  
April 18 - VNMAAP (Vietnam American Health & Wellness Day)  
April 24 - Vietnamese Cancer Health Fair

Check out our calendar at [aahi.org](#) for more information!

### Past Highlights

January 22 - Affordable Care Act Community Training & Outreach Session  
January 23 - Making 2015's Education Day Relevant to Asian-Americans (AAHI) Lunch Meet with Health Fair

The rise of social media as a communication tool has led to its adoption as a health promotion tool. With the ability to reach a limitless number of people, tools like social media and e-newsletters can be powerful mechanisms to engage community leaders to work together to build a healthier community.

Through social media, AAHI is able to connect the community to a myriad of resources. AAHI utilizes social media to share information on local resources, promote local health events, and inform community members of volunteer opportunities.



4 social media sources

350 social media posts shared

12 monthly local events handouts distributed

Blogger, Facebook, and YouTube views reached 8,651

6 AAHI e-newsletters sent

- [Read our community blog](#)
- [Like us on Facebook](#)
- [Follow us on Twitter](#)
- [Follow us on YouTube](#)
- [Join our mailing list](#)



# TECHNICAL ASSISTANCE



54

hours  
contributed to  
technical  
assistance



15

organizations  
provided  
technical  
assistance to

To ensure sustainable community health endeavors, AAHI provides community partners with technical assistance related to the development and implementation of health programs. These health programs range in shape and form from community events to social media initiatives. In FY2015, AAHI offered technical assistance to community partners on the planning, execution, and evaluation of community events, such as health fairs and health workshops. Additionally, AAHI shared their social media best practices with community partners who were interested in utilizing social media platforms for their organizational advancement, but were unsure how to move from theory to practice. Through the provision of technical assistance to community partners, not only is AAHI able to strengthen partnerships, but it is also able to augment the capacity of organizations addressing Asian American health needs.

## SOME ORGANIZATIONS WHO RECEIVED TECHNICAL ASSISTANCE:

Adventist HealthCare  
Asian Indians for Community Service, Inc.  
MCDHHS Community Action Agency  
MCDHHS Healthy Montgomery  
Muslim Community Center  
Washington Spencerville Korean SDA Church



# WORKGROUP PARTICIPATION

Creating solid health infrastructure is important for building healthier communities. AAHI engages and participates in a number of workgroups that aim to strengthen various health systems. Workgroups can range from internal MCDHHS groups to external national groups. AAHI staff contribute to workgroups through attendance at regular meetings and support on specific efforts.



68

hours  
contributed to  
workgroups



7

workgroups  
participated in

## AAHI WORKGROUP PARTICIPATION

Adventist HealthCare Center for Health Equity and Wellness – Advisory Group

Maryland Department of Health and Mental Hygiene – Workgroup on Workforce Development for Community Health Workers

MCDHHS Equity and Social Justice Initiative

MCDHHS Healthy Montgomery Community Health Improvement Process

MCDHHS Healthy Montgomery Behavioral Health Task Force

MCDHHS Healthy Montgomery Community Health Needs Assessment

MCDHHS Healthy Montgomery Data Project Team



# ENHANCING DATA

## Collection & Reporting



Policies and programs are shaped around health needs which are expressed, underlined, and substantiated by data. Furthermore, the successes and challenges of policies and programs can be reflected through data, thereby indicating to decision makers what changes are needed in current efforts. Thus, the existence and availability of appropriate data is necessary for the development and sustainability of health programs.

Specifically, Asian Americans need disaggregated data which highlight the unique health concerns and challenges of various subgroups. The current lack of disaggregated data has led to a misrepresentation and misunderstanding of the actual needs of Asian Americans. That is, aggregated data mask the health needs of specific subpopulations.



The Asian American Health Initiative (AAHI) recognizes the need for and the importance of having disaggregated data available to local decision makers. To supplement available data, AAHI collects distinct health data through its programs to enhance the breadth and depth of Asian American data in Montgomery County. Additionally, AAHI advocates for the inclusion of disaggregated data within current data collection mechanisms which can lead to systematic changes in local data collection efforts.



# AAHI DATA COLLECTION

AAHI is committed to the provision, availability, and accessibility of disaggregated data in Montgomery County. In line with this commitment, AAHI aims to bolster local level data in Montgomery County through primary data collection. In Fiscal Year 2015 (FY2015), AAHI collected community level data through a variety of means.

**Community Outreach Evaluations:** AAHI utilizes outreach events as an opportunity to gather feedback and data from community members and leaders about their health concerns through **Participant Evaluations** and **Community Partner Evaluations**.

**Community Needs Assessments:** AAHI conducts community needs assessments with leaders of local community- and faith-based organizations. The information obtained from these assessments helps illuminate the health concerns and needs Asian Americans face across Montgomery County.



**ECHO Workshop Evaluations:** Through an evaluation form administered at the Empowering Community Health Organizations (ECHO) Workshops, AAHI is able to collect data on local health interests from community leaders.

**Health Screenings:** AAHI collects data on the results of two health screenings provided at outreach events. Data from the non-diagnostic **bone density screening** and **carbon monoxide screening** both quantify the disproportionate burden of osteoporosis and tobacco use in the Asian American community.

**Hepatitis B Evaluations:** Built within the framework of AAHI's hepatitis B prevention project are multiple data collection points. Specifically, two evaluations are administered during the project span - at the conclusion of education and screening as well as at the conclusion of the entire project.

# SYSTEMATIC DATA COLLECTION



AAHI participates in various County-level workgroups and committees to advocate for disaggregated data in Montgomery County.



## HEALTHY MONTGOMERY

The mission of [Healthy Montgomery](#) is to achieve optimal health and well-being for Montgomery County residents. Healthy Montgomery's three goals are:

- ⇒ Improve access to health and social services
- ⇒ Achieve health equity for all residents
- ⇒ Enhance the physical and social environment to support optimal health and well-being

AAHI participated in two teams within Healthy Montgomery to advocate for disaggregated data:

### 1 DATA PROJECT TEAM

This team created a [Core Measures Set](#) for the Healthy Montgomery website, which is a one-stop, online resource for population-based data and information about the County's health. The Core Measures Set is a brief list of health indicators that can serve as a quick assessment of Montgomery County's health status.

### 2 COMMUNITY HEALTH NEEDS ASSESSMENT

This group helped create materials and coordinate focus groups for a Community Health Needs Assessment in Montgomery County.

## LEADERSHIP INSTITUTE FOR EQUITY AND THE ELIMINATION OF DISPARITIES

AAHI worked with the Leadership Institute for Equity and the Elimination of Disparities (LIEED) Advisory Group to provide advice on the Process and Technology Modernization (PTM) Program, which reviewed two specific processes, the Enterprise Integrated Case Management (EICM) and the Electronic Health Record (EHR). This advice underscored the importance of collecting racial and ethnic demographic data, explained how the data should be used, and provided guidance on how to ask for the information in a culturally competent and sensitive manner.

### THE GOALS OF PTM ARE TO:

- ⇒ Improve client outcomes
- ⇒ Reduce overall costs of treatment
- ⇒ Establish single platform for most service delivery
- ⇒ Prepare for Affordable Care Act mandated changes
- ⇒ Simplify ongoing application maintenance
- ⇒ Realize vision of integrated Montgomery County Department of Health and Human Services
- ⇒ Create a holistic view of the client with secure access to all their case data
- ⇒ Provide business analytics to monitor key outcomes

# COMMUNITY REVIEW

Since the fall of 1999, the Montgomery County Department of Health and Human Services (MCDHHS) has conducted a number of community reviews. Community reviews serve as opportunities to look at existing programming and to ensure that Montgomery County residents are safe, healthy, and self-sufficient. Reviews are administered by teams of Montgomery County community members who have knowledge about the health and human services sector. Additionally, teams are built so that they are reflective of the ethnic, economic, and cultural diversity found in Montgomery County.

In Fiscal Year 2015, the Asian American Health Initiative (AAHI) was selected for a student community review by graduate students studying Public Policy at the [University of Maryland, College Park](#). Over a two-month span, with the help of a mentor, the student team examined AAHI's programmatic efforts for achievements and areas of improvement.

The results highlighted areas where AAHI exceeded the team's expectations and where further growth was needed. At the culmination of the review, AAHI was presented with a Certificate of Review, which recognized the shared commitment AAHI and MCDHHS have to quality public service.

AAHI appreciates the time and energy furnished by the review team and is thankful for the opportunity to participate in this valuable experience. Additionally, AAHI hopes to incorporate what was learned to enhance future programmatic efforts.



# PROFESSIONAL DEVELOPMENT

In order to combat health disparities in the Asian American community, not only is it necessary for programs to be culturally and linguistically competent, but it is equally important that they run in an effective and efficient manner. To ensure the provision of quality programming for the Asian American community, the Asian American Health Initiative (AAHI) encourages and supports professional development opportunities for staff.

Professional development is critical for the growth of high-quality programs and services that address Asian American health. Through staff development and training, AAHI ensures that its staff are equipped with the necessary tools, knowledge, and skills to address long-standing and emerging public health issues. Continuous refinement of staff skills benefits AAHI programs and the Asian American community.



# STAFF TRAINING & DEVELOPMENT

To support their professional development, AAHI staff participate in and attend a number of webinars, trainings, and conferences provided by the Montgomery County Department of Health and Human Services (MCDHHS) as well as other local, state, and national organizations.

## STAFF DEVELOPMENT & TRAININGS

### AAHI Staff Retreat

Asian and Pacific Islander American Health Forum (APIAHF) Webinars:

- Presenting Data to Tell a Story
- Understanding the Psychology Behind Design
- Putting Your Data Out There & Getting Retweets, Likes, Shares, and Comments

Hep B United Webinar: Collecting and Using Hepatitis B Screening Data for Research and Policy

Maryland Department of Health and Mental Hygiene Conference: Maryland's 11th Annual Health Disparities Conference

MCDHHS Summit: Healthcare Enrollment Summit

National Alliance on Mental Health Webinar: Health Coverage - Getting It Right & Using It Wisely

New York University Center for the Study of Asian American Health & APIAHF Conference: Moving the Dial 7th Biennial Health Conference

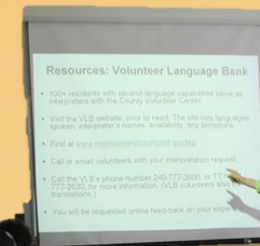
Primary Care Coalition Seminar: The Synergy Between Care, Health, & Cost - Innovative Design for the Triple Aim

University of Maryland Extension Training: Health Literacy

United States Census Bureau Webinar: Accessing Immigrant and Ethnic Data for Montgomery County, MD



In addition to these opportunities, AAHI staff participated in an internal AAHI Staff Retreat at the start of Fiscal Year 2015. At the retreat, AAHI staff discussed their shared vision and direction for the future of AAHI. Additionally, through synergistic team building activities, staff members strengthened and enhanced their ability to work effectively as a team.



# 12

staff  
development  
and training  
opportunities



# 88

hours contributed  
to development  
and trainings



# FINANCIALS

In Fiscal Year 2015, the Asian American Health Initiative's (AAHI's) budget was \$577,233. Expenses for the fiscal year are classified into two broad categories:



## IN-HOUSE PROGRAMS AND ADMINISTRATIVE

This includes program staff, special projects, office equipment, supplies, printing, and mileage. This category accounts for 18.4% of AAHI's core budget expenditures.



## CONTRACT WITH PRIMARY CARE COALITION

This category accounts for 81.6% of AAHI's core budget expenditures.



FY2015  
Budget

**\$577,233**

# AAHI STEERING COMMITTEE

The [Asian American Health Initiative \(AAHI\) Steering Committee](#) advocates for, advises, and assists AAHI in attaining health equity in Montgomery County. The Steering Committee is comprised of 17 professionals from various disciplines and diverse ethnic backgrounds. Using their professional expertise, intimate community knowledge, and familiarity with local resources, they play an instrumental role in AAHI and County-level projects and endeavors.

In Fiscal Year 2015 (FY2015), the Steering Committee continued to build upon their commitment to improving Asian American health in Montgomery County. Through their tireless efforts and unwavering dedication, they were able to make the following contributions in FY2015:

- ⇒ Volunteered over 490 hours in support of AAHI's efforts
- ⇒ Advocated in meetings with key leaders and policymakers in Montgomery County
- ⇒ Advised AAHI programmatic efforts throughout the year
- ⇒ Assisted AAHI with reviewing in-language health education materials for accuracy of content and cultural competency
- ⇒ Served as liaisons to external community workgroups including the Asian American Advisory Group to the County Executive, Healthy Montgomery Steering Committee, Leadership Institute for Equity and the Elimination of Disparities, Maryland Governor's Commission on Asian Pacific American Affairs, and the Montgomery County Commission on Health

## AAHI STEERING COMMITTEE MEMBERS

Meng K. Lee (Chair)

Nerita Estampador (Vice Chair)	Mayur Mody
Anis Ahmed	Sam Mukherjee
Sufi Ashraf	Cathy Ng
Ji-Young Cho	Nguyen Nguyen
Wilbur Friedman	Wendy Shiau
Yan Gu	Tho Tran
Sunmin Lee	Stan Tsai
Michael Lin	Sovan Tun



# HOW TO GET INVOLVED

**HEALTH PROMOTERS:** Applications for the Health Promoters Program will be reviewed three times a year in August, December, and May. Health Promoters are trained by the Asian American Health Initiative (AAHI) in areas of health education, health resources, as well as County and AAHI services. Health Promoters, in turn, inform and connect their communities to these resources. For more information about the program, or to apply, visit the [AAHI website](#) to download an application form.



**INTERNS:** AAHI seeks interns during the summer, fall, and spring semesters who are interested in gaining hands-on experience in public and community health. Intern projects are dynamic and multifaceted, providing exposure to public health research, educational material development, and outreach program implementation. 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.



**VOLUNTEERS:** Volunteers have the opportunity to assist with health fairs and outreach events in various capacities, such as translation and cultural competency support to event planning and implementation. AAHI is continually searching for dedicated volunteers to support our projects and programs. Please contact [AAHI staff](#) if you are interested.

**STEERING COMMITTEE:** The AAHI Steering Committee is comprised of professionally and ethnically diverse stakeholders from the local community who advocate for, advise, and assist AAHI with its efforts to achieve health equity in Montgomery County. Through their wealth of professional expertise and community knowledge, they support AAHI's growth towards fulfilling its mission and goals. If you would like to join the AAHI Steering Committee, please download an application form from the [AAHI website](#).



**COMMUNITY PARTNERS:** AAHI has long-standing partnerships with many community- and faith-based organizations. Working with these organizations, AAHI plans health events and participates in cultural festivities. If you are interested in partnering with AAHI or would like AAHI to visit your community, please contact [AAHI staff](#).

# ACKNOWLEDGEMENTS

The Asian American Health Initiative (AAHI) would like to express its deepest appreciation to the County Executive, Montgomery County Council, Montgomery County Department of Health and Human Services, AAHI Steering Committee, community partners, AAHI Health Promoters, volunteers, and staff for their support and dedication during Fiscal Year 2015.

## AAHI STAFF

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Program Manager

**Sierra Jue-Leong, MPH, CHES**  
Senior Program Coordinator

**Udara Perera, MPH**  
Senior Program Coordinator

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Health Education &  
Communications Coordinator

**Huyen Bui**  
Resource Coordinator

**Nazia Cheema**  
Office Services Coordinator



## SPECIAL THANKS

**Betty Lam**  
Chief, Office of Community Affairs  
Montgomery County  
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## REPORT AUTHOR

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