

#### Asian American Health Initiative

Montgomery County, Maryland Department of Health and Human Services

# ANNUAL REPORT

# IN ESSAGE

#### 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 2016 (FY2016) Annual Report to highlight the strides it has made towards achieving health equity for all Asian Americans in Montgomery County. In FY2016, AAHI implemented programs to enhance access to culturally and linguistically competent care as well as to promote community mobilization and empowerment. AAHI also continued its efforts in strengthening partnerships and collaborations and enhancing data collection and reporting.

FY2016 has been a significant milestone for AAHI. Established over 10 years ago in 2005 to support MCDHHS in addressing health disparities in Montgomery County, AAHI has grown into a trusted partner in the local Asian American community. The accomplishments highlighted in this Annual Report is a testament of AAHI's development and commitment to improving the health and well-being of the community.

AAHI continues to attend community outreach events to spread culturally and linguistically competent health information pertinent to the Asian American community, to organize Empowering Community Health Organizations workshops to build the capacity and sustainability of community partners, and to connect communities to services that otherwise would not have access by attending cultural celebrations and conducting small business outreach. At the same time, in FY2016, AAHI expanded its efforts and coordinated Mental Health First Aid trainings where participants completed a national-certified training and received a certification that is valid for the next three years. In FY2016, AAHI also implemented service connections where AAHI staff not only referred community members to services, but also ensured they were able to access them. All of these efforts help AAHI work towards eliminating health disparities for Asian Americans in Montgomery County.

As FY2016 comes to a close, we hope you will join us in celebrating our progress and accomplishments 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. We are committed to continue working alongside our partners and community members to build a healthy community.

Meng K. Lee

AAHI Steering Committee Chair

Perry Chan, MS

AAHI Program Manager

# 10 YEARS AND COUNTING

The Asian American Health Initiative (AAHI) celebrated its 10 year anniversary in Fiscal Year 2016 (FY2016) in conjunction with its spring Empowering Community Health Organizations workshop. At the event, AAHI provided a brief overview of its journey from its inception until FY2016. Uma Ahluwalia, Director of Montgomery County Department of Health and Human Services, delivered a short speech commemorating the event. AAHI was also honored to receive a letter of congratulations from the White House Initiative on Asian Americans and Pacific Islanders. In addition, Montgomery County Executive, Ike Leggett, issued a proclamation recognizing the AAHI Steering Committee's dedicated services. Overall, AAHI shared this special occasion with 80 attendees.









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2003	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	
Asian American Cancer Program	Asian American Health Initiative (AAHI) AAHI Steering Committee Health Promoters Program	Hepatitis B Prevention Pilot Project AAHI Conference: Commitment to Change: Exploring Health Disparities in the Asian American Community	Osteoporosis, Diabetes, and Tobacco Control Programs	Patient Navigator Program Connecting Communities to Services	AAHI Conference: A Time for Change: Transferring Opportunities into Action Komen Community Assisted Mammogram Program Grant	Hepatitis B Prevention Project in the Chinese Community AAHI Storybook: <i>Voices Among the Silent</i>	Hepatitis B Prevention Project in the Vietnamese Community Empowering Community Health Organizations Project	Hepatitis B Prevention Project in the Korean Community	Hepatitis B Prevention Project in the Filipino Community Million Hearts: Aspirin, Blood Pressure, Cholesterol, Smoking Grant	Affordable Care Act Outreach Leadership Institute for Equity and Elimination of Disparities Mental Health Project <i>Be the One that Makes a Difference</i>	Mental Health Project Photonovel and Video	AAHI: 10 Years and Counting Celebration	
Programs / Asian American Cancer	Projects Program	Asim American Cheer Physion			SO PE								2

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# ABOUT AA-II



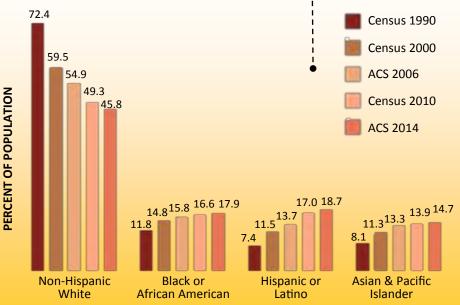
The Asian American Health Initiative (AAHI) was established in Fiscal Year 2005 with support from the ——Montgomery County Executive, County Council, and community leaders. As the first County program to specifically address the health disparities of the Asian American community, AAHI continues to advocate for their diverse health care needs. AAHI partners with community-and faith-based organizations to identify their health needs and learn about their cultures. AAHI then shares information on the health topics relevant to their community. In addition, AAHI implements culturally and linguistically competent programs and connects community members to local services.

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.

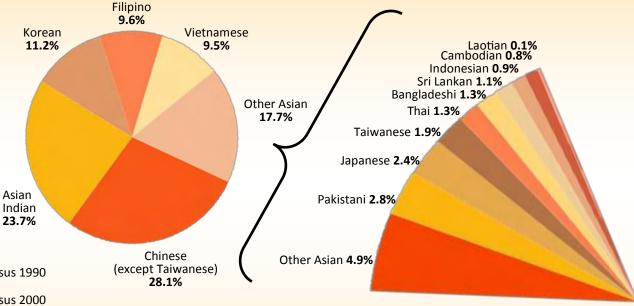


## COMMUNITY PROFILE

According to the 2010 United States Census, Asian Americans are the fastest growing population in the nation. Similarly, in Montgomery County, Asian Americans are the second fastest growing minority group. From 2000 to 2010, the Asian American population 37.3 increased percent. Additionally, the 2014 American Community Survey notes that Asian American residents represent 14.7 percent (151,476) of Montgomery County's total population and 43.6 percent of Maryland's total Asian American population. ----



**RACE/ETHNICITY** 



While Asian Americans are often seen as one homogenous group, they are in fact comprised of multiple subgroups. With such diversity comes a myriad of cultural values and health needs. Coupled with this diversity are barriers to accessing health care services often faced by new immigrants. According to the 2014 American Community Survey, almost 75 percent of Montgomery County's Asian American population are foreign born. In addition, nearly 33 percent of the County's Asian American population have limited English proficiency meaning that they do not speak English as their primary language and have a limited ability to read, speak, write, or understand English.

## SNAPSHOTS

FY16 at a Glance



MENTAL HEALTH PROJECT



HEPATITIS B PREVENTION PROJECT



HEALTH PROMOTERS PROGRAM

COMMUNITY OUTREACH EVENTS



EMPOWERING COMMUNITY HEALTH ORGANIZATIONS PROJECT



CONNECTING COMMUNITIES TO SERVICES



FY16 at a Glance

#### PROMOTING COMMUNITY MOBILIZATION & EMPOWERMENT -----



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

#### COMMUNITY OUTREACH EVENTS\*

2,284 community members assisted

31 Resource Information Tables hosted

58 internal requests completed

562 hours contributed to outreach

12 ethnic communities reached

7.148 pieces of literature distributed

2,865 educational encounters conducted

100 breast self-exams demonstrated

644 health screenings and vaccinations given

253 health service referrals provided

86% 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



#### **CONNECTING COMMUNITIES TO SERVICES**

598 community members assisted

9 Resource Information Tables hosted

52 small businesses reached

145 hours contributed to Connect



#### **HEPATITIS B PREVENTION PROJECT**

211 community members screened 45 community members completed or in the process of completing 3-shot vaccination series 100% of participants reported overall satisfaction with the program



#### **EMPOWERING COMMUNITY HEALTH ORGANIZATIONS PROJECT**

2 workshops conducted

120 individuals representing 60 organizations attended

90% of attendees rated overall workshops as 4 or higher on a scale of 1-5, where 5 is the highest



#### **HEALTH PROMOTERS PROGRAM**

27 Health Promoters recruited

15 languages and dialects spoken

14 communities represented

#### **ENHANCING DATA COLLECTION & REPORTING**

5 AAHI data collection efforts 3 systematic data collection efforts



#### ENHANCING ACCESS TO CULTURALLY & LINGUISTICALLY COMPETENT CARE-



#### **SERVICE CONNECTION**

**39** community members requested a service connection

53 service connections completed
75% of service connections were successful

26 service maps created



#### **AFFORDABLE CARE ACT**

272 community members assisted 21 outreach events attended 277 hours contributed to ACA



#### **AAHI CULTURAL MEDIA CAMPAIGN**

19 articles published in

4 media sources

5 topics covered



#### **MENTAL HEALTH PROJECT**

2,306 photonovels distributed2 Mental Health First Aid Workshops conducted38 individuals attended MHFA Workshops



#### **HEALTH EDUCATION MATERIALS**

126 health education resources offered 60 community resources offered



#### PATIENT NAVIGATOR PROGRAM

1,538 on-site medical interpretation sessions conducted

5,771 calls received

1,278 appointments scheduled

1,063 phone medical interpretation sessions conducted

#### STRENGTHENING PARTNERSHIPS & COLLABORATIONS



#### **AAHI IN SOCIAL MEDIA**

4 social media sources 278 social media posts shared 16,563 Blogger, Facebook, Twitter and YouTube views



#### **AAHI 101 & COMMUNITY NEEDS ASSESSMENT**

39 hours contributed to presentations 19 organizations presented to



#### **WORKGROUP PARTICIPATION**

28 hours contributed to workgroups5 workgroups participated in



#### **TECHNICAL ASSISTANCE**

77 hours contributed to technical assistance 23 organizations provided technical assistance to



#### LEADERSHIP INSTITUTE FOR EQUITY AND THE ELIMINATION OF DISPARITIES

59 hours contributed to activities

# ENHANGING ACCESS

#### to Culturally & Linguistically Competent Care

As the Asian American population in Montgomery County grows, it is essential that services and care are provided in a culturally and linguistically competent manner. Such needs in the Asian American community are underlined by the linguistic and cultural barriers many face when accessing care. In the Asian American Health Initiative's (AAHI) 2008 Countywide 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 their language.

To help overcome barriers to accessing health care, AAHI implements programs such as the Patient Navigator Program which provides trained medical interpreters to accompany community members to their appointments. At the same time, AAHI connects community members to local services by not only referring individuals but also helping them access services.





AAHI utilizes multiple vehicles to provide health information and resources to the Asian American community such as traditional health education materials and local news sources.



AAHI creates key projects, such as the mental health project, to address the health disparities specifically impacting Asian Americans. In addition, AAHI conducts special outreach efforts on critical issues, including the Affordable Care Act, to inform, empower, and equip the Asian American community.



#### **SERVICE CONNECTION**

At community outreach events, AAHI informs community members about and refers community members to local services. In Fiscal Year 2016 (FY2016), AAHI started to take service referrals to the next level by directly connecting community members to local services. AAHI helps community members access services by assisting them in making appointments, reminding them about their appointments and what to bring, and following up with them after the appointments.

Some of the challenges that community members who seek service connections face include: lower-income, limited English proficiency, immigrant status, lack of health insurance, and limited transportation. Service connections have helped AAHI not only better understand the barriers that Asian Americans face but also further minimize and overcome these barriers.

Some of the services that AAHI helped community members connect to include: Medicaid, Supplemental Security Income, health insurance, dental services, Montgomery Cares, mental health services, food stamps, and immunization services. The needs of the Asian American community have become more apparent through services connections.





#### Service Maps

Senior Dental Program

Visit one of Montgomery County's Service Eligibility Units to complete a

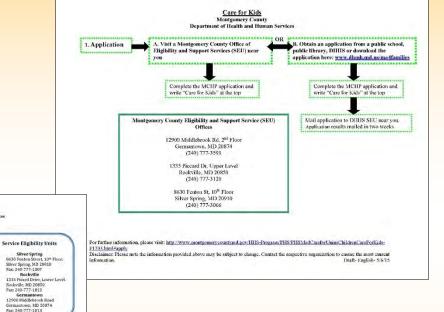
Call: 240-777-1875

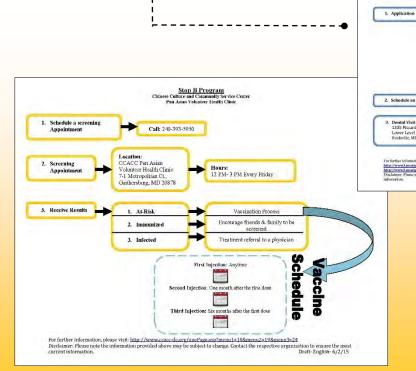
A. Bring a photo ID & certification letter
B. \$20,00 Co-pay for each visit
a. Only CASH or CHECK
(No credit cards accepted)

application
 Bring documents of verification

Certification Letter will be delivered to your home address Case manager's contact informa will be on your mailed notices.

A major barrier to accessing services is the difficulty that comes with navigating the health care system. Public programs often have specific eligibility requirements and application protocols that can be complex and confusing. A component of AAHI's service connection work was the development of service maps which help clarify the steps residents need to take to access a service. These maps act as a reference tool for the Montgomery County Department of Health and Human Services (MCDHHS) staff and volunteers to understand and relay various programs' information and application processes.





26 service maps created

Each service map provides a summary of the program, a list of key components of the program (i.e. application method, eligibility, services offered), and a supplemental flowchart on the process of contacting and applying to the program.

#### 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:



increased coverage

improved quality of care

lowered health care costs

new consumer protections

Starting October 2013, open enrollment is available each fall in Maryland through a state-facilitated health insurance marketplace, the Maryland Health Connection. Residents can enroll online, by phone, or in-person. Through Maryland's Connector Program, residents are provided with in-person education, eligibility, and enrollment assistance.

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.



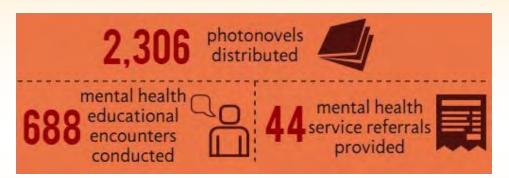
21 outreach events attended 277 contributed 277 to ACA

272 community 9 929 pieces of literature distributed

98 referrals sprovided 39 media posts

#### MENTAL HEALTH PROJECT

In Fiscal Year 2015 (FY2015), AAHI launched the *Be the One That Makes a Difference* initiative with the goal of reducing mental health stigma in the Asian American community. In line with this goal, AAHI created two educational resources, a multilingual photonovel and video. Both resources are available in English, Chinese, Hindi, Korean, and Vietnamese.





#### Be the One That Makes a Difference

In FY2016, AAHI wanted to expand its efforts to not only include community education, but also strengthen community capacity to address their own mental health concerns. In particular, AAHI wanted to ensure community leaders were equipped with the tools they needed to support their community members in dealing with their mental health concerns. Thus AAHI coordinated Mental Health First Aid trainings in the Asian American community. Mental Health First Aid is a national-certified, 8-hour, evidence-based curriculum. It is designed to equip participants with the skills to recognize mental illness and to assist an individual who might be in crisis. After completion of the course, participants receive a certification that is valid for the next three years.

AAHI also supported County-wide efforts in mental health education and services by participating in the <u>Healthy Montgomery Behavioral Health Task Force</u> as well as the Mental Health Advisory Committee.



#### **AAHI CULTURAL MEDIA CAMPAIGN**

To enhance AAHI's reach to the Asian American community, AAHI created its cultural media campaign. Through partnerships with local print and online news sources targeting different Asian subgroups, AAHI publishes educational articles on various health topics that impact Asian Americans. These articles are published in several Asian languages.





INDIATHIS WEEK NOVEMBER 27, 2015

#### Tackling Diabetes in the Asian **American Community**









This Week



Korea Daily



Tre Magazine



articles published

Local media serves as a popular and reliable source of news and information for many Asian American communities. Given their wide distribution, publishing educational articles allows AAHI to reach hundreds of readers to provide information on different health topics and free or low-cost resources in the community.

#### **HEALTH EDUCATION MATERIALS**

To ensure the Asian American community has the tools it needs to make educated decisions regarding its health, AAHI has a collection of <u>health education materials</u> which are available at outreach events and online. Having informative materials are essential to helping disperse knowledge across diverse communities. Materials are available in multiple languages, including but not limited to: English, Chinese, Hindi, Korean, Vietnamese, and Tagalog.









#### PATIENT NAVIGATOR PROGRAM





AAHI's Patient Navigator Program (PNP) helps 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 clients by providing them with the interpretation they need to communicate with health care providers and make informed medical decisions. At the same time, PNP enables community members with language barriers to access services.



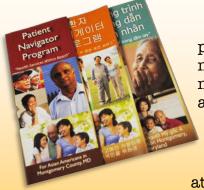
5,771 calls received 1,278 appointments scheduled

1,063 phone medical 1,538 on-site medical interpretation sessions

1,538 interpretation sessions

of clients linked to County services

40% reported not having insurance



PNP is comprised of two components:

#### MULTILINGUAL HEALTH INFORMATION AND REFERRAL TELEPHONE LINE

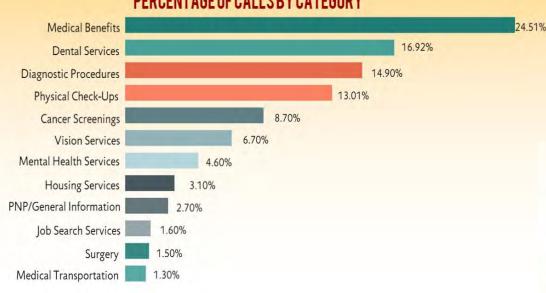
provides general health information and navigates callers through the extensive network of local resources and services available to County residents.

#### 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.

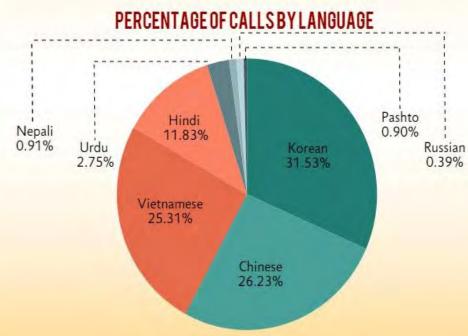
#### PATIENT NAVIGATOR PROGRAM





#### PERCENTAGE OF CALLS BY LANGUAGE & INSURANCE STATUS





## PROMOTING COMMUNITY

Mobilization & Empowerment

According to the <u>World Health Organization</u>, <u>community empowerment</u> 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, that empower communities to take action on their health priorities. Through technical assistance and training, AAHI assists the community in planning, implementing, and evaluating programs.





Furthermore, AAHI looks to the community for advice and insight on key health concerns among the diverse Asian American population in Montgomery County. Through community partnership, AAHI utilizes its programs and projects, such as the Health Promoters Program, community outreach events, and Connecting Communities to Services, to stay up-to-date on pressing health issues facing the Asian American 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. Through passion and hard work, they provide information to some of Montgomery County's hardest to reach Asian American community members.

To ensure the highest quality of information is 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 also institutes pre- and post-tests to ensure each training results in adequate changes in knowledge and attitude.

27 Promoters 2 15 languages & dialects spoken 14 communities 2 trainings offered 2 offered



#### **HEALTH PROMOTERS PROGRAM**

#### **FY2016 HEALTH PROMOTERS**

Alpa Kaji
Catherine Park
Cathy Ng
Chi Yin Hon
Hena Thakur
Jammie Cheung
Jaspreet Singh
Jean KoKo Gyi
Jinkle Mody

Joyce Choi
Kusuma Udagedera
Leigh (Li-Chun) Chang
Lester Jao Lacorte
Maggie Tung
Maria Truong
Meilan Kathy Lee
Natasha Sabade
Peter Uran

Raymond Zhou
Rose Anne Felipe
Ryan Nguy
Shahin Azam
Shamim Begum
Simran Singh
Sufia Mannan
Tammy Wan
Tasneem Hussain





#### YEARS OF EXPERIENCE

4 new to the program

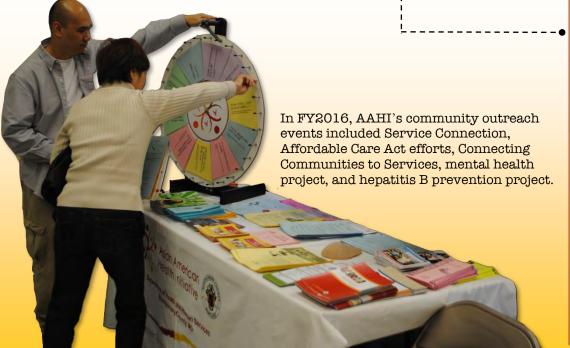
4 1-2 years of experience

9 3+ years of experience

#### **COMMUNITY OUTREACH EVENTS**

To promote prevention, screening, and general health, AAHI employs dynamic and unique community outreach methods. On a macro level, AAHI collaborates with community- and faith-based organizations to host Resource Information Tables at health fairs and outreach events. On a micro level, AAHI responds to the needs of individual community members who make internal requests in-office or over the telephone. On both levels, AAHI connects Asian Americans to the latest health information, free or low-cost screenings, and health and human services. Additionally, using a community capacity building model, AAHI provides technical assistance to community- and faith-based organizations in the development and implementation of community programs.





• 31 Resource Information Tables hosted 

58 requests completed 

562 contributed to outreach 

12 communities reached 

2,284 community members assisted 

7,148 pieces of literature distributed 

2,865 educational conducted 

100 breast self-exams demonstrated 

100 demonstrated 

110 completed 

12 communities pieces of literature distributed 

13 communities pieces of literature distributed 

14 communities pieces of literature distributed 

15 communities pieces of literature distributed 

16 communities pieces of literature distributed 

17 communities pieces of literature distributed 

18 communities pieces of literature distributed 

19 communities pieces of literature distributed 

10 communities pieces 

10 communities pieces 

10 c

health screenings

and vaccinations

health service

referrals

#### **COMMUNITY OUTREACH EVENTS**

#### Participant & Community Partner Evaluations

AAHI is committed to providing high-quality tailored information to the Asian American community. In line with this commitment, AAHI evaluates its work to ensure its service and 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 measures the community members' satisfaction with AAHI's service. 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. Through these evaluations, AAHI continues to improve the services and information they provide.



Out of 43 evaluations...

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

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

strongly agreed that they were satisfied with AAHI's service

of community

members agreed or

#### **COMMUNITY PARTNER EVALUATIONS**

Out of 20 evaluations...

of community partners thought AAHI staff were punctual and wellprepared for the

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

partners agreed or strongly agreed that they were satisfied with AAHI's performance

of community



#### **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 2012, 13.8 percent of small business owners were Asian American in Montgomery County; this demonstrates the need for small business outreach. To reach these small businesses, AAHI employs two models. In one model, they coordinate an intensive outreach day where a group of bilingual volunteers visits businesses throughout different parts of Montgomery County. In another model, they conduct smaller scale outreach periodically throughout the year where AAHI staff visit small businesses within the County.

598 community members assisted



9 Resource Information Tables hosted

52 small businesses reached



hours contributed to Connect

3

1,851 pieces of literature distributed

678 educational encounters conducted



health service referrals provided





#### 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. To provide services that are culturally and linguistically competent, AAHI partners with local community- and faith-based organizations. AAHI empowers these partners through technical assistance in the development, implementation, and evaluation of hepatitis B prevention projects.

292 community members received education

211 community members screened

211 community members screened

45 completed or in the process of completing 3-shot vaccination series

6 community members referred to treatment

With six years of successful implementation, AAHI's project management approach has evolved to one which allows them to support more communities per fiscal year. In addition, not only does AAHI work with organizations to implement the four-pronged event model but also a clinic model. The clinic model provides hepatitis B services to community members year-round through a clinic that has bilingual providers. In Fiscal Year 2016 (FY2016), AAHI conducted three hepatitis B prevention projects partnerships with three different through organizations: the Chinese Culture and Community Service Center, Inc. (CCACC), the Korean Community Service Center of Greater Washington (KCSC), and the Viet Nam Medical Assistance Program (VNMAP).



#### HEPATITIS B PREVENTION PROJECT

#### **Evaluations**

#### **PROCESS FLOW CHART**

292 Educated --

211 Screened

6 Infected (3%)

84 At-Risk/ Need Vaccine (40%)

115 Immune (55%)

6 Lost to follow-up (3%)

Referred to treatment (100%)

Completed or in the process of completing 3-shot vaccination series (54%)

Percentages may not add to 100 due to rounding. To ensure services are provided in an efficient and effective manner as well as to measure program impact, AAHI collects two evaluations throughout the hepatitis B project. An initial evaluation is administered after participants have completed both education and screening. Participants are also asked to fill out an 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 17 evaluations...



100% of participants reported overall satisfaction with the program

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

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

94% 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 community empowerment approach, the Empowering Community Health Organizations (ECHO) Project provides a series of practical and professional training workshops aimed to build the capacity and sustainability of community organizations. In partnership with the Montgomery County Department of Health and Human Services' African American Health Program, Latino Health Initiative, and Community Action Agency, AAHI hosts two workshops a year. Through these workshops, AAHI equips community leaders with information and skills on 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.



The fall 2015 workshop, "Finding Census Data", the second in a three-part series about health data, consisted of an overview of how to find national, state, and local data using Census tools. Attendees also participated in an interactive demonstration on how to navigate American FactFinder.

The spring 2016 workshop, "Basics of Program Evaluation", was the final installment in the thee-part series about health data. The workshop went over the role of evaluations in program growth and covered foundational knowledge of program evaluation.







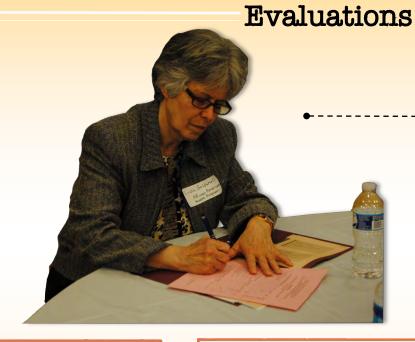
May 2016 **HEALTH DATA III** 

80 individuals attended

36 organizations represented

## EMPOWERING COMMUNITY HEALTH ORGANIZATIONS PROJECT

At the conclusion of every ECHO workshop, attendees complete an evaluation form to help AAHI's continuous fine-tuning of the project. Responses from the evaluations inform AAHI about the implementation and impact of the workshop. Specifically, evaluations allow AAHI to gauge attendee satisfaction and



# evaluations allow AAHI to gauge attendee satisfaction and measure any changes in knowledge and attitude.

#### HEALTH DATA 11

Out of 29 evaluations

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

of attendees felt more or somewhat more knowledgeable about the types of data collected by the US Census Bureau

of attendees felt they had a better or somewhat better understanding of US Census Bureau data

#### HEALTH DATA II

Out of 46 evaluations...

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

of attendees felt more or somewhat more knowledgeable about program evaluation

of attendees felt they had a better or somewhat better understanding of the value of conducting program evaluations

# STRENGIFENING

#### Partnerships & Collaborations

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 is able to provide more services to the community and better meet the health needs of the County's diverse Asian American population.

Over the past 10 years, AAHI has fine-tuned the practice of partnering and collaborating with organizations. When initiating and building a new partnership, AAHI offers an AAHI 101 presentation which provides background on Asian Americans and AAHI. In addition to the presentation, AAHI may conduct an ad-hoc community needs assessment with the organization's leadership to learn more about the nuances of the community.

AAHI also provides organizations with technical assistance in the planning, implementation, and evaluation of their health programs. By aiding organizations through technical assistance, collaborations and partnerships are created.

Collaborations with community partners are vital to AAHI's ability to reach the diverse Asian American population. It is only through the trust garnered, nurtured, and sustained with community- and faith-based organizations that AAHI can provide its services.

AAHI would like to thank their partners and collaborators for their time, effort, and support in Fiscal Year 2016 (FY2016). AHHI appreciates the organizations and community groups who work 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

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. In FY2016, LIEED continued to see growth towards fulfillment of its mission.

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 FY2016, LIEED team members, including AAHI, focused on four main projects. These projects primarily aim to improve systemic and systematic practices and approaches within MCDHHS. In particular, LIEED focuses on efforts around equity, data collection, capacity building, and workforce diversification.



#### **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 to ensure the implementation and integration of equitable practices throughout 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 this Initiative, the Department aims to eliminate health disparities and improve social equity.

As a part of MCDHHS, AAHI continues to participate in the Equity Workgroup. In FY2015, the Workgroup initiated the Creating a Culture of Equity training. This training embedded equity principles throughout the policies, practices, procedures, and infrastructure of MCDHHS. In FY2016, the Equity Workgroup continued to implement this training. The goal is to have all MCDHHS employees complete the Creating a Culture of Equity training to ensure equitable practices are integrated throughout MCDHHS.

#### **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





ACCESS

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.

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





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

#### **AAHI 101 & COMMUNITY NEEDS ASSESSMENT**

After a decade of working with community partners, AAHI has acquired extensive practice in building successful partnerships. When embarking on a new collaboration, AAHI provides community partners with an AAHI 101 presentation. These presentations offer insight on Asian American demographics, health disparities among Asian Americans, barriers to accessing health care, and the importance of cultural and linguistic competency. Furthermore, AAHI 101 presentations inform partners about the full spectrum of AAHI publications, programs, and projects serving the Asian American community. Through these presentations, we are able to create a joined platform to discuss aligned missions and goals between organizations.



#### SOME ORGANIZATIONS PRESENTED TO:

America's Tooth Fairy
Asian Gambling SOS
Aspire Counseling
Chinese Bible Church of Maryland
Gaithersburg Christian Alliance Church
Inter-Cultural Center/Crossroads
Mental Health Association
of Montgomery County
Montgomery College
University of Maryland Asian American
Health Studies

hours contributed to presentations

8

organizations presented to



In addition to the AAHI 101 presentation, these meetings provide an opportunity to discuss future collaborative efforts. Recognizing that each community is unique in their health needs, AAHI may also conduct an ad-hoc community needs assessment. These assessments inquire about the community's demographics, health concerns, barriers to accessing health services, and strengths and assets. By understanding the specific needs of the respective community, AAHI is able to tailor their health services.

#### **AAHI IN SOCIAL MEDIA**



The use of social media as a health communication and education tool has grown significantly. AAHI utilizes social share information on local media to resources, promote local health events, and inform community members of volunteer opportunities. In addition, AAHI publishes quarterly e-newsletters which provide an efficient and effective way to communicate with its partners. With the ability to reach large groups of people, tools like social media e-newsletters powerful and can be mechanisms to engage community leaders.





Join our mailing list



#### TECHNICAL ASSISTANCE

hours contributed to technical assistance



organizations provided technical assistance to



AAHI provides community partners with technical assistance related to the development, implementation, and evaluation of health programs. These health programs range in shape and form from community events to organizational capacity building. In FY2016, 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 provided partners with insight on how to best reach Asian Americans when developing health programs by sharing community outreach best practices. Through the provision of technical assistance to community partners, not only is AAHI able to strengthen partnerships, but also it is able to help increase services for Montgomery County residents.



#### SOME ORGANIZATIONS WHO RECEIVED TECHNICAL ASSISTANCE:

Association of Vietnamese Americans
Chinese Culture and Community Service Center
Epoch Times
MCDHHS Healthy Montgomery
Mental Health Association of Montgomery County
National Alliance on Mental Illness
Vietnamese American Services

#### **WORKGROUP PARTICIPATION**

AAHI participates and engages in a number of workgroups that aim to strengthen health systems. Workgroups can range from internal MCDHHS groups to external national groups. AAHI staff contribute to workgroups and provide support towards their missions. By leveraging their experience from working with the Asian American community, AAHI is able to give voice to systematic issues impacting Asian Americans during workgroup discussions and projects.





#### **AAHI WORKGROUP PARTICIPATION**

MCDHHS Data to Enhance Effective Practice

MCDHHS Equity and Social Justice Initiative

MCDHHS Healthy Montgomery Community Health Needs Assessment

Montgomery County Executive Mental Health Advisory Committee

Leadership Institute for Equity and the Elimination of Disparities

## ENHANCING DATA

Collection & Reporting



Health policies and programs are developed based on needs which are expressed and substantiated by data. Furthermore, the successes and challenges of policies and programs are shown through data. Decision makers then utilize this data to decide how to allocate resources. Thus, the availability of appropriate data is essential not only to the development of health programs but also their sustainability.

The availability of disaggregated data is key to highlighting the unique health concerns of various Asian American subgroups. The current lack of disaggregated data has led to misrepresentation and misunderstanding of the actual health needs of Asian Americans. That is, aggregated data mask the health needs of specific subgroups.





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

### **AAHI DATA COLLECTION**

AAHI is committed to the availability of disaggregated Asian American data in Montgomery County. In line with this commitment, AAHI engages in primary data collection to bolster local level data. In Fiscal Year 2016 (FY2016), AAHI collected Montgomery County level data through a variety of ways.

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

#### Community Needs Assessments:

AAHI conducts ad-hoc community needs assessments with leaders of local community- and faith-based organizations. The information obtained from these assessments helps illuminate the specific health concerns and barriers faced by that unique group when accessing health services.



ECHO Workshop Evaluations: Through evaluations administered at the Empowering Community Health Organizations (ECHO) Workshops, AAHI is able to collect data on community leaders' changes in knowledge and attitude on the various topics discussed.

Health Screenings: AAHI gathers data on the results of the health screenings they provide. Data from the non-diagnostic bone density screening and carbon monoxide screening quantify the disproportionate burden of osteoporosis and tobacco use in the Asian American community.

Hepatitis B Evaluations: Two evaluations are built within the framework of AAHI's hepatitis B prevention project. Through these evaluations, AAHI is able to collect data on community attitudes and behaviors surrounding hepatitis B screening.

### SYSTEMATIC DATA COLLECTION



AAHI participates in various County-level workgroups to advocate for disaggregated Asian American data in Montgomery County.



#### HEALTHY MONTGOMERY COMMUNITY HEALTH NEEDS ASSESSMENT

The mission of <u>Healthy Montgomery</u> 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
- $\Rightarrow$  Enhance the physical and social environment to support optimal health and well-being

Fiscal Year 2016 saw the completion and conclusion of Healthy Montgomery's Community Health Needs Assessment (CHNA). AAHI supported the CHNA by coordinating four Asian American community conversations. The four community conversations were with the AAHI Steering Committee, the Chinese community, the Korean community, and the Vietnamese community. These four communities were chosen based on Montgomery County's Asian American population.

The community conversations included discussions on what health and well-being mean at the individual and community levels, community assets and challenges, and practical steps to improve the health and well-being of the community. These conversations added to the qualitative component of the CHNA in Montgomery County.

Based on the CHNA, Healthy Montgomery will set priority areas to focus on for the next three years. Therefore, it was not only critical that Asian American health needs were included in the CHNA but also that the information was disaggregated to show the nuances between the Asian American subgroups.

### SYSTEMATIC DATA COLLECTION



## DATA TO ENHANCE EFFECTIVE PRACTICE

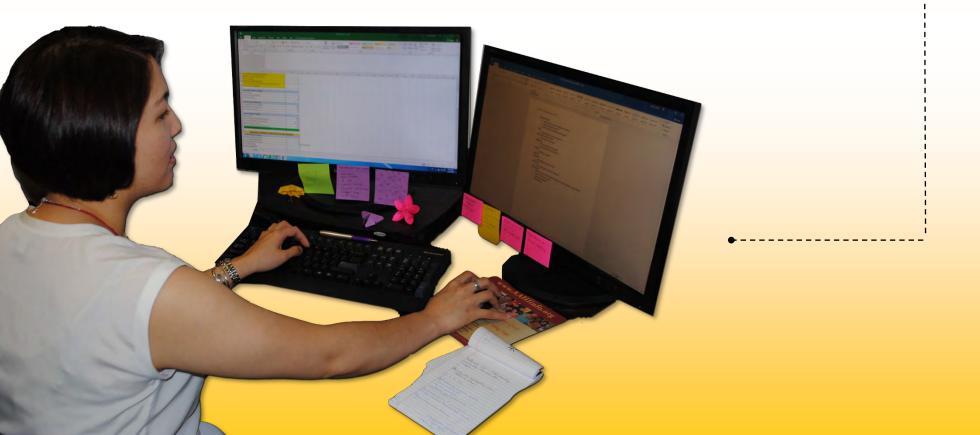
The Data to Enhance Effective Practice (DEEP) throughout workgroup combines individuals Montgomery County Department of Health and Human Services (MCDHHS) who collect and analyze Countylevel data. Each service area within MCDHHS appoints a representative to DEEP. These meetings enable data experts to come together and identify the data needs and best practices for the County. In FY2016, DEEP discussed the Enterprise Integrated Case Management (eICM) and the Electronic Health Record (eHR). Through these conversations, AAHI and other members identified the data needed from these processes. Additionally, DEEP members are responsible for collecting the outcomes from their service area for the annual MCDHHS Performance and Accountability Report.

## LEADERSHIP INSTITUTE FOR EQUITY AND THE •-ELIMINATION OF DISPARITIES

As a part of the Leadership Institute for Equity and the Elimination of Disparities (LIEED), AAHI supported LIEED's efforts towards improved data collection among MCDHHS programs. In FY2016, LIEED focused on building MCDHHS' capacity to collect demographic data by conducting trainings with staff at community health centers. The training was intended for employees who use the newly designed Electronic Health Record (eHR). By attending the training, staff at these health centers better understood the importance of accurately collecting clients' demographic data and were instructed on how to collect this data within the new system. In total 35 employees were trained at 3 health centers through this initiative.

# PROFESSIONAL DEVELOPMENT

To ensure high-quality programming, the Asian American Health Initiative (AAHI) encourages and supports professional development for staff. AAHI recognizes the importance of investing in staff so programs run in an effective and efficient manner. Staying up-to-date on information is critical in providing services that address the unique health needs of Asian Americans. Through staff development and training, AAHI equips staff with the necessary knowledge and skills to improve and advance its programs.



#### INTERNSHIP PROGRAM

The goal of the AAHI Internship Program is to provide current students and recent graduates with hands-on experience in public and community health. Interns gain insight into the dynamics of public health from a community-based approach. The program presents students with multifaceted opportunities to ensure their growth into well-rounded public health professionals. Projects include public health research, educational material development, and outreach program implementation. In addition, interns have the opportunity to participate in professional development opportunities provided to County staff, exposing them to public health issues affecting Montgomery County at large.

In Fiscal Year 2016, the Internship Program had one fall intern. While the intern worked on many projects, below are some of the highlights:

- ⇒ Participated in community outreach events where she provided health education and screenings for community members
- ⇒ Conducted a literature review on Asian American health needs
- ⇒ Completed a research project on the mental health needs of Asian American college-aged students
- $\Rightarrow$  Created an interactive health education game on health insurance literacy

#### **FY2016 FALL INTERN**

Neena Kuruvilla

University of Maryland, School of Public Health, Department of Behavioral & Community Health



### STAFF TRAINING & DEVELOPMENT

In line with the value AAHI places on professional development, AAHI staff participate in 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

Dialogue4Health Webinar: Sustainable Finance for Community Health Workers

Hepatitis B United Summit

Manna Food Center Seminar: Food Stamp Changes for Montgomery County Residents in 2016

MCDHHS Training: Limited English Proficiency

MCDHHS Workshop: Creating a Culture of Equity

MCDHHS Workshop: Emergency Preparedness at the Workplace

Mental Health Association of Montgomery County Training: Mental Health First Aid

Primary Care Coalition of Montgomery County: Best Place to Live 2020 Summitt

Silver Spring Regional Center & Montgomery County
Volunteer Center Training: Making a Difference - Measuring
Your Outcomes

United States Census Bureau Training: Accessing Immigrant and Ethnic Data

University of Albany School of Public Health Webinar: Community Health Workers - Advancing Population Health Equity and Promoting Structural Competency



In addition to these opportunities, AAHI staff participated in an MCDHHS Office of Community Affairs (OCA) Meet and Greet in Fiscal Year 2016. OCA staff from various programs attended the event and participated in team building activities. Additionally, staff members were able to learn more about the various services and programs offered across OCA.

staff development and training opportunities

155 hours contributed to development and trainings

## FINAIGALS

In Fiscal Year 2016 (FY2016), the Asian American Health Initiative's (AAHI's) budget was \$593,068. Expenses for the fiscal year are divided into two categories:



#### IN-HOUSE PROGRAMS AND ADMINISTRATIVE

This includes program staff, special projects, office equipment, supplies, printing, and mileage. This category accounts for 18.96% of AAHI's core budget expenditures.



#### **CONTRACT WITH PRIMARY CARE COALITION**

This category accounts for 81.03% of AAHI's core budget expenditures.



# AAH STERNG COMM TITE

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 18 professionals from diverse backgrounds, both professionally and ethnically. Using their professional expertise and community knowledge, they play an instrumental role in growing and guiding AAHI.

In Fiscal Year 2016 (FY2016), the Steering Committee continued to build upon their commitment to improving Asian American health in Montgomery County. Through their passion and dedication, they made the following contributions in FY2016:

- ⇒ Volunteered over 560 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
- ⇒ 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)

Anis Ahmed

Ji-Young Cho

Wilbur Friedman

Christina Lee

Sunmin Lee

Michael Lin

Cynthia Macri

Mayur Mody

Nerita Estampador (Vice Chair)

Sam Mukherjee

Cathy Ng

Nguyen Nguyen

Tho Tran

Thomas Tran

Sovan Tun

Edward Wan

Judy Wang



## HOW TO GET INVOLVED

**HEALTH PROMOTERS:** Applications for the Health Promoters Program are reviewed three times a year in August, December, and May. The Asian American Health Initiative (AAHI) trains Health Promoters on various health education topics as well as County and AAHI services and resources. 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.

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 attain 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.

## ACKNOWLEDGEWENTS

The Asian American Health Initiative (AAHI) would like to express its sincerest thanks and 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 2016.

#### **AAHI STAFF**

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**Huyen Bui** Resource Coordinator

Karie Cheung, CHES
Program Coordinator

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#### SPECIAL THANKS

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