



AAHP staff handing out AAHP information packets at the Windsor Court Apartments Grab N Go

## AAHP MONTHLY REPORT August 2020



## **African American Health Program August 2020**

### **I. Introduction**

August 2020 marked the second month in the fifth year of implementing the African American Health Program (AAHP) contract between McFarland and Associates and the Montgomery County Department of Health and Human Services (DHHS). August also saw the continuation of the second phase of the COVID-19 reopening established by Executive Order 082 – 20 issued by the County’s Health Officer in March 2020 that mandated social distancing. Starting in March and continuing into August, AAHP continued to refine and implement new health promotion, prevention, and wellness services to reach County residents of African descent to reduce health disparities and individual and family health risks while also observing social distancing guidelines.

In response to these circumstances, the African American Health Program continued to identify and implement new strategies that optimized telecommunications to reach more participants and provide advice, education, information, and counseling on how to stay healthy and prevent the spread of COVID-19 infection as well as how to reduce the risk for avoidable health conditions most closely linked to COVID-19 hospitalizations and deaths, especially among people of African descent. In August, expansion continued for new program activities to educate Black women on breast cancer prevention and detection and to educate residents about the significance of weight management in staying healthy and avoiding emergency room visits and hospitalizations. Also, for the first time since the establishment of the stay-at-home order, the AAHP began testing for HIV, blood pressure, glucose, HbA1c in collaboration with another DHHS contractor for medical services. During the first week of August, screening and testing services resumed at the Rockville Men’s Homeless Shelter, Progress Place Shelter, and the Dennis Avenue Infectious Disease Clinic operated by DHHS. Also, the staff expanded its procedures to begin encouraging all patients tested for HIV to also consider being tested for other sexually transmitted diseases at the Dennis Avenue Clinic.

The County’s food distribution program (Grab N Go) continued to provide significant opportunities to connect with County residents at four distribution sites in East County including the People’s Community Baptist Church, White Oak Gardens Apartments, Kings and Priests Church, and Windsor Court Apartments. During August, the AAHP staff distributed 1,110 bags that included a variety of health promotion, disease prevention, and wellness information. A listing of the items distributed is included in this monthly report. These events also served as major opportunities to recruit participants for AAHP programs, particularly for chronic disease, Weight management classes aimed at reducing health disparities, SMILE referrals and HIV/Sexual Health participants.

AAHP was especially pleased that, at the end of August, one of the AAHP’s SMILE nurses began orientation for returning to full duty effective September 1, 2020. Given the devastating consequences of COVID-19 transmission, the safety and security of the AAHP staff continued

to be a high priority. As part of this effort, the provisioning and use of personal protective equipment along with social distancing continued to be emphasized to all staff.

To stay engaged with community residents, over the past five months, the AAHP staff has continued to increase the number of educational webinars to improve pregnancy and postpartum outcomes for Black mothers and their infants. On August 27, the staff organized and presented a webinar on prenatal and postpartum depression that included a collaboration with a Black licensed psychiatrist, AAHP's social worker, and nursing staff.

In August, work continued on the final phases of production of a video that has been in the planning and execution stage for several months. Towards the end of August, a draft of the AAHP 2020 Annual Report neared completion and will be presented to the DHHS Program Manager for review, feedback and approval in September.

## **II. PROGRAM ACTIVITIES**

### **A. SMILE PROGRAM (Start More Infants Living Equally healthy)**

As social distancing and the COVID-19 pandemic continued through August, the SMILE program continued to use the new AAHP case management system to record, store, and update information on all mothers and infants enrolled in the SMILE program. Despite social distancing adherence, the program maintained its commitment to serving mothers and their infants by increasing the frequency of communications with mothers and expanding conversations about prenatal and postnatal care. Although in-person home visits remained suspended, the program staff recorded a steep increase in the number of virtual and telephone visits with mothers and recorded significant increases in the number of referrals for other service needs identified through engagement with SMILE participants.

At the end of August, the SMILE caseload remained fairly stable at 135 cases. Among the 135 cases, 81 enrollees were mothers and 54 were infants. The new caseload included one additional case over the last month's total on the last day of the month. Among the mothers, the caseload included 27 prenatal and 54 postpartum cases. Four babies were born into the program in August and they were all born healthy and at a normal weight. The nurses and community health workers arranged for the distribution of car seats and playpens for mothers. Six new prenatal mothers enrolled in the SMILE program during August and the social worker assessed their psychosocial needs. Upon enrollment of a new case, the nurse case manager routinely referred the case to AAHP's social worker to assess potential needs for emotional support, housing, financial support, transportation to medical appointments, access to food, and interpersonal safety. The assessment also considers emotional needs that may have been triggered by COVID-19 or any other trauma, or events surrounding life circumstances. One of the most important thing that AAHP SMILE nurses did during this month was to help about four (4) Immigrants clients with their Medicaid applications that were very challenging, they worked around the clock to make sure those individuals got enrolled.

At the end of August, 14 of the 81 mothers were classified as high-risk cases with medical issues, nine (9) with high-risk social issues, and six (6) cases were assessed as having both high medical and social risks. High-risk medical conditions included gestational diabetes,

pre-eclampsia, multiple past miscarriages, and advanced maternal age. Six new prenatal cases and two postpartum mothers were evaluated for depression using the Edinburgh Postnatal Depression Scale. Three mothers scored high and were therefore referred to mental health service providers for further evaluation and care. Social risks typically include sense of poor emotional well-being, unemployment, poor education, unclear immigration status, language difficulties, and inadequate family support. Staff addressed these issues through appropriate assessment and referrals.

At the end of August, the overall percentage of mothers breastfeeding was 75%, and the percentage of mothers breastfeeding up to six months was 89%. Both breastfeeding indicators exceed the national rates reported by the Centers for Disease Control and Prevention (CDC). Comparative data presented by CDC shows that the percentage of African American women who ever breastfed was 64.3%, and of that number, only 20% breastfed exclusively for six months after delivery.

The ethnic profile of the mothers in August comprised of 61% African, 38% African American, and 1% Caribbean.

During August, the nurses held weekly meetings to discuss and implement strategies to increase enrollment and ensure continuous quality of care services to program participants. These meetings included reviewing individual cases and staffing for difficult cases in consultation with the AAHP social worker, the nurse supervisor, and the clinical director.

The table and charts below present an overview of the SMILE performance indicators for August 2020 as compared to the performance in the calendar year 2019.

	<b>PROFILES AND SERVICES</b>	<b>*Monthly Average of Reference Calendar Year 2019</b>	<b>August 2020</b>	<b>Comments</b>
1	<b><i>A) Currently Active Mothers</i></b>	<b>88</b>	<b>81</b>	
2	Prenatal (still pregnant)	<b>30</b>	<b>27</b>	
3	Postpartum (Mothers who have delivered)	<b>57</b>	<b>54</b>	
4	<b><i>B) All infants</i></b>	<b>57</b>	<b>55</b>	
5	Single Births	<b>53</b>	<b>55</b>	
6	Multiples	<b>4</b>	<b>0</b>	
7	<b>Case Load (A+B)</b>	<b>147</b>	<b>135</b>	
	<b>MOM'S ETHNICITY</b>			
8	African American Clients	<b>39</b>	<b>31</b>	
9	African Clients	<b>46</b>	<b>49</b>	
10	Caribbean Clients	<b>3</b>	<b>1</b>	

	<b>REFERRALS</b>			
11	HHS Prenatal Referrals Received	7	3	
12	Referrals from Other Sources	4	3	
13	<b>Total Prenatal Referrals</b>	<b>11</b>	<b>6</b>	
	<b>NEW ENROLLMENTS</b>			
14	Prenatal Mothers Newly Enrolled During the Month	8	6	
15	Infants Newly enrolled during the month	5	3	
16	<b>All new enrollments for the month</b>	<b>13</b>	<b>9</b>	
	<b>DISCHARGES during the month</b>			
16	Prenatal Discharges	1	0	
17	Infant Discharges	5	6	
18	<b>Total Discharges</b>	<b>6</b>	<b>6</b>	
	<b>DELIVERIES during the month</b>			
19	Term Deliveries	5	4	
20	Preterm Deliveries	1	0	
<b>Total Deliveries</b>	<b>Total deliveries</b>	<b>6</b>	<b>4</b>	
	<b>BIRTH OUTCOMES</b>			
22	% Healthy Birth Weight (% of Total Deliveries)	95%	100%	
23	Number of Low Birth Weight	0	0	
24	Number of Very Low Birth Weight	0	0	
25	Infant Deaths (includes Stillbirths)	0	0	
26	Unfavorable Birth Outcomes (Congenital Anomaly, Fetal Demise, Miscarriage)	0	0	
	<b>SERVICES</b>			
27	Total Home Visits	78	0	
28	Telephonic Consultations	8	148	Includes 17 by SW and 4 by CHW
29	Community Referrals Made	15	21	
30	Classes/Presentations Completed	4	3	
	<b>BREASTFEEDING MOTHERS</b>			
31	Percent Clients Breastfeeding Infants 0-3 months	92%	94%	
32	Overall Breastfeeding Percent	73%	83%	
	<b>INSURANCE</b>			

33	Clients with Private Insurance**	24	21	
34	Clients with Medicaid Insurance**	62	60	
35	Clients without Insurance	n/a	3	

\*Averages are rounded up to the next integer

\*\* A client may have multiple insurances

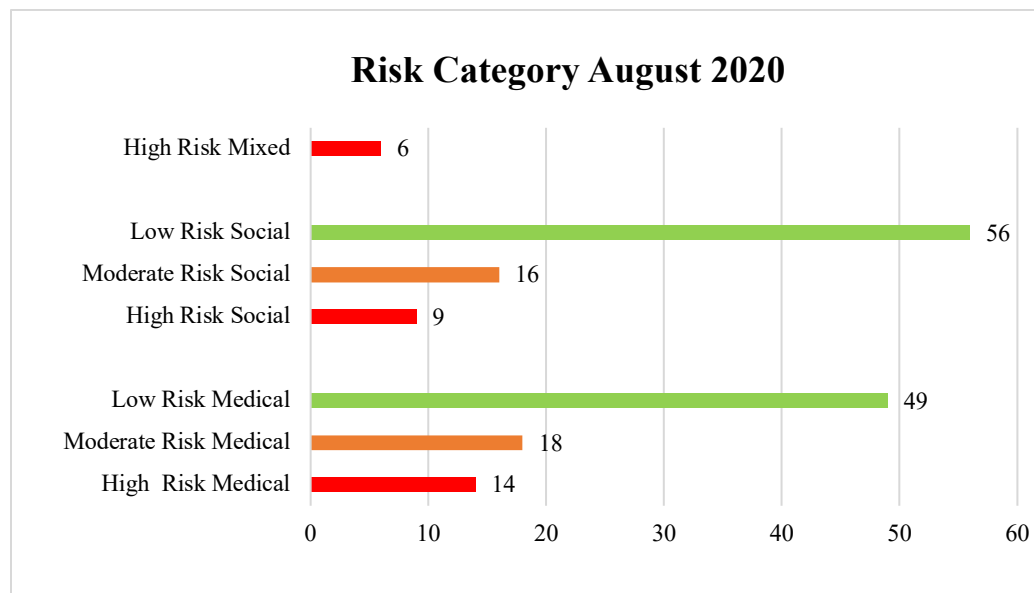
Increase above reference year

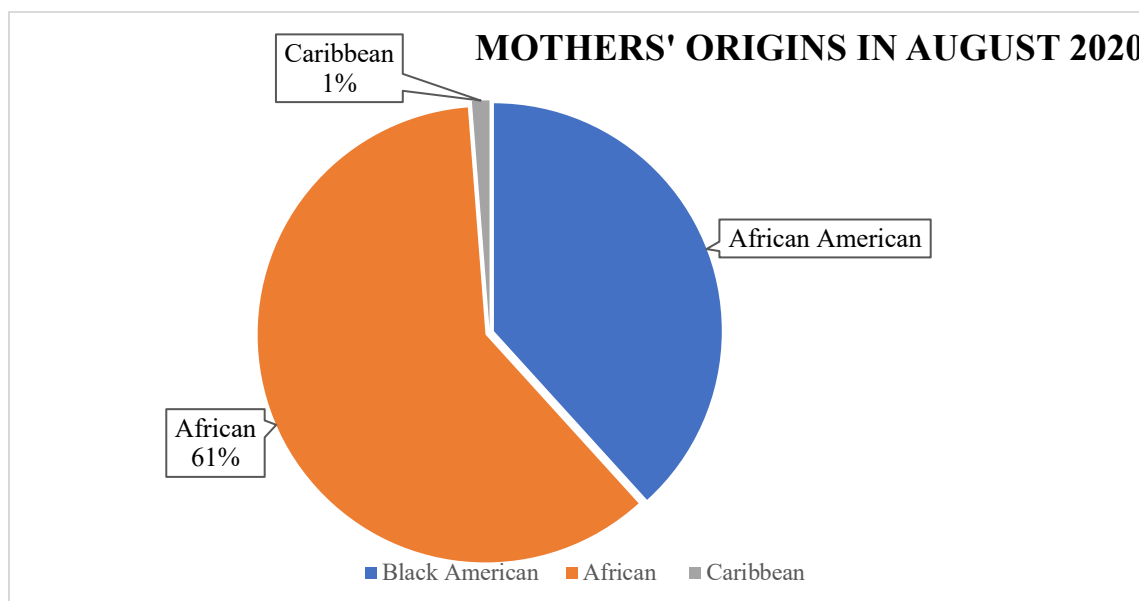
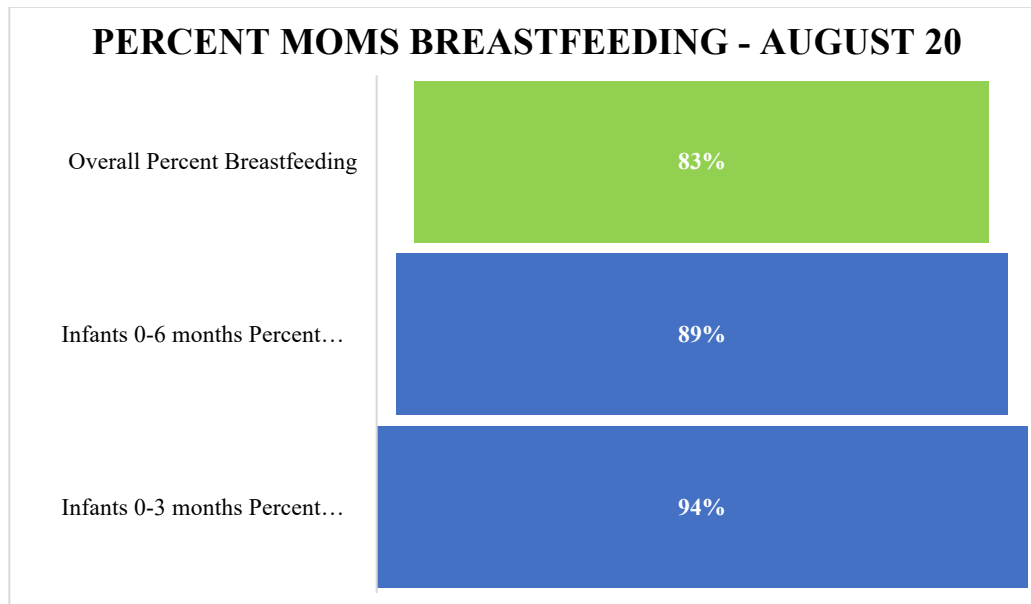
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The decrease from reference year

Untoward Outcome

Desired Outcome





#### **B. The Chronic Disease Management Program (CDMP)**

In August, the CDMP team continued offering weekly virtual classes on different evidence-based topics to help participants improve on their overall health and/or management of a chronic disease. The focus of the month was Overall Wellness and the tenet that chronic conditions don't just happen and therefore, prevention education and information must focus on the whole body to achieve optimal health. Total health can be achieved through the adoption of four lifestyle behaviors: evidence-based health education, proper exercise, a healthy diet, and stress reduction. The CDMP team helped participants experience each

of these lifestyle behaviors through educational instructions, lectures, and demonstrations throughout the month.

Evidence-based health education was presented through the Kick Start Your Health (KSYH) I & II series on Wednesday and Thursday evenings. The Wednesday evening classes were entitled “Is a Calorie just a calorie? Processed food experiment gone wrong.” The class explored whether calories from all foods are equal and explored the role that processed foods play in the increasing prevalence of obesity, diabetes, hypertension, and cancer. The class also examined how Americans are socialized to positively perceive processed foods and how we can change that perception. August also included information about cancer prevention through good nutrition and participants received an overview of cancer.

Nutrition was the topic for Thursday evening KSYH II classes which featured two presenters, a registered dietician, and a licensed nutritionist. In a two-part series, the dietitian led a discussion about the importance of nutrition to reducing stress, improving mental clarity, increasing energy, and preventing chronic conditions. The nutritionist continued the “From Garden to Table” series from last month. August course content focused on canning and preserving fruits and vegetables as a way to preserve nutritious foods. The nutritionist also gave participants a tutorial on baking bread from scratch, as part of a two-part series. During the Health and Nutrition classes, Thursday afternoon participants continued to participate in lectures and demonstrations by AAHP’s nutritionist who spoke on the benefits of a vegan diet to improve health and prevent chronic conditions.

Health and fitness education and activities continued to be a central part of the class content. CDMP Health and Fitness Class participants learned about the benefits of yoga and Zumba as a strategy for managing stress. The yoga class is a recent addition to the expanding class content and is taught by psychologists and professional yoga instructor with Five Medicine, LLC. These classes are offered repeatedly on the 2<sup>nd</sup> and 4<sup>th</sup> Wednesday of the month. Zumba was taught by a professional exercise instructor who assisted in helping the participants get their 30 minutes of daily aerobic exercise recommended as part of the Physical Activity Guidelines for Americans. Zumba occurred every Tuesday morning throughout the month.

Improving participant adherence to self-monitoring and awareness of their ABC’s (Hemoglobin A1c, Blood Pressure, and Cholesterol) screening numbers were continued as core goals for the CDMP team. AAHP continues to encourage participants’ adherence to daily, weekly, and/or monthly self-monitoring in concert with their goals. AAHP staff distributed diabetes and hypertension self-management supplies to participants such as glucose meters, lancets, strips, and blood pressure monitors. Using “Blood Glucose/Blood Pressure Monitoring Self-Management Agreements” CDMP staff encouraged all participants to monitor their numbers using the self-monitoring devices and to relay those numbers to AAHP staff and their PCP during one-on-one consultations. To answer remaining health-related questions, participants have the option of a personalized consultation with a pharmacist, physician, and/or nutritionist for medication therapy management (MTM), often referred to as “brown bag” sessions; general health-related



questions; and/or medical nutrition therapy (MNT). During the “brown bag” sessions, participants can ask questions about their medications, receive a recommendation for changes in medications to take to their physician, and follow-up by the pharmacist over the next month.

The AAHP CDMP team looks forward to September in providing more diversely ranging topics including a specific focus on lung, colorectal, breast, and prostate cancers, which disproportionately affect people of African descent in Montgomery County, MD. AAHP will continue to monitor the latest developments in the COVID-19 pandemic and educate our participants and community on healthy behaviors during these changing times and ways to mitigate risk to themselves and family members while still fostering a culture of good health within the home.

Below please find our monthly report for August 2020. The reporting format includes the following:

- The class and outreach activities coordinated
- The number of individuals/participants for class, duration of attendance, topics covered, and poll/quiz results
- The number of individuals/participants provided individual or group education.

CDMP CLASS Activities			
ACTIVITY	HOURS	DATA REQUESTED	TOPIC COVERED
Health and Fitness on-line Webinar  ZUMBA: August 4 <sup>th</sup> , 11 <sup>th</sup> , 18 <sup>th</sup> , 25 <sup>th</sup>  YOGA: August 12 <sup>th</sup> , 26 <sup>th</sup>	11 am – 12 pm  10 am – 11 am	Class and Height, Weight, BP, BMI, %BF, Glucose, Cholesterol screenings	This month was focused on guided fun exercises such as Yoga and Zumba by trained exercise professionals and AAHP staff from the comfort of participants’ own homes aimed to get them moving. Participants learned how fitness can prevent, manage, and reverse risk for chronic diseases such as obesity, diabetes, hypertension, cancer, and Alzheimer’s Disease.  <b>NOTABLY:</b> In the month, we had <b>6 new</b> participants. Participants continue to maintain or improve their HEDIS measures and adapt and make positive behavioral changes for exercise and diet.

<p>Kick Start Your Health I (Is a Calorie a Calorie: Food Processing Experiment Gone Wrong / Cancer Overview) on-line Webinar</p> <p>August 5<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup>, 26<sup>th</sup></p>	<p>6 pm – 8 pm</p>	<p>Class and Height, Weight, BP, BMI, %BF, Glucose, Cholesterol screenings</p>	<p>This month's class topic was Overall Wellness and how to improve health through education, nutrition, diet, and stress management. Also, an overview of cancer was presented along with prevention tips on diet, exercise, and stress management. <b>NOTABLY: 4 new participants</b> joined the class. All participants continue to maintain or improve their HEDIS measures and adapt and make positive behavioral changes for exercise and diet.</p>
<p>Health and Nutrition on-line Webinar</p> <p>August 6<sup>th</sup>, 13<sup>th</sup>, 20<sup>th</sup>, 27<sup>th</sup></p>	<p>1pm - 3pm</p>	<p>Weight, BP, BMI, %BF, Glucose, Cholesterol screenings</p>	<p>This month's class topic was focused on helping participants navigate healthy eating choices and learn what different foods do to reduce or increase the risk of chronic conditions. The class included healthy cooking demonstrations along with education on how foods can prevent, manage, and reverse your risk for chronic diseases such as obesity, diabetes, hypertension, cancer, and Alzheimer's Disease. AAHP's nutritionist continues to teach the plant-based diet/healthy cooking and meal tasting portion of the class.</p> <p><b>NOTABLY: One class had 23 participants.</b> All participants continue to maintain or improve their HEDIS measures and adapt and make positive behavioral changes for exercise and diet.</p>
<p>Kick Start Your Health II Online Webinar</p> <p>August 6<sup>th</sup>, 13<sup>th</sup>, 20<sup>th</sup>, 27<sup>th</sup></p>	<p>6 pm – 8 pm</p>	<p>Weight, BP, BMI, %BF, Glucose, Cholesterol screenings</p>	<p>This month's class topic was "From Garden to Table." The class explored the benefits of canning and baking one's bread as well as growing and cooking your food nutritionally. <b>NOTABLY:</b> In the month, we had <b>3</b> new people join the class. All participants continue to maintain or improved their HEDIS measures and adapt</p>

			and make positive behavioral changes for exercise and diet.
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### CDMP Virtual Webinar Attendance Metrics August '20

	Health and Fitness 11am - 12pm				KSYH I 6pm – 7:15pm				Health and Nutrition 1pm – 2:15pm				KSYH II 6pm – 7:15pm			
Date(s)	8/4	8/11 & 8/12	8/1 8	8/25 & 8/26	8/5	8/12	8/19	8/26	8/5	8/13	8/20	8/27	8/5	8/13	8/20	8/27
Class Size	11	24	10	25	12	12	13	12	12	20	23	16	10	13	14	10
TOTAL attendance	69				49				71				47			
Avg.	17.25				12.25				17.75				11.75			
Natl. Avg.	4-6 (Among classes that meet weekly)				4-6 (Among classes that meet weekly)				4-6 (Among classes that meet weekly)				4-6 (Among classes that meet weekly)			

### CDMP Team Consultation, Follow-up, and Outreach Efforts

CHW Consultations (Telephone):	# Given Self-Monitoring devices (BP or Glucose)
Approx. 200	3 Glucose Meters; 250 Strips and Lancets, 1 BP Monitors
Pharmacist Consultations (Virtual Telehealth):	# Taught to use Self-Monitoring devices (BP or Glucose)
0	4
Physician Consultations (Virtual Telehealth):	# of People with Elevated Values
4	62
Nutritionist Consultations (Virtual Telehealth):	
4	

<b>Participants</b>	<b>Health and Fitness: Zumba</b>	<b>Health and Fitness: Yoga</b>	<b>KSYH II (Calorie / Cancer)</b>	<b>Health and Nutrition</b>	<b>KSYH III</b>	<b>Total</b>
<i>Male</i>	2	2	4	0	1	7
<i>Female</i>	25	25	36	16	15	92
<i>Non-disclosed</i>	0	0	0	0	0	0
<i>Total</i>	27	27	40	16	16	99
<i>% African American</i>	100%	100%	100%	100%	100%	
<b>Diabetes</b>						
<i>Pre-diabetes cases</i>	1	1	4	4	1	10
<i>Diabetes cases</i>	2	2	10	3	2	17
<b>Hypertension</b>						
<i>Pre-hypertension cases</i>	2	2	7	3	3	15
<i>Hypertension cases</i>	6	6	11	6	5	28
<i>Uncontrolled hypertension</i>	0	0	0	0	0	0
<b>Elevated Values</b>	11	11	32	16	11	70

### August 2020 HEALTH CHAMPION

This month's Health Champion is Mrs. A.N. Mrs. A.N. has been a part of the AAHP CDMP classes for the past FOUR YEARS, having joined the cohort at White Oak Recreation at its inception. Mrs. A.N. originally began coming to class for her uncontrolled diabetes with HbA1c above 9% and because she was on multiple blood pressure and diabetic medications. Mrs. A.N. gradually adopted a healthier lifestyle including the elimination of red meat and dairy from her diet and reducing her portion sizes. Mrs. A.N. received a pharmacist consult which resulted in medication reconciliation and, along with her lifestyle changes, a reduction of her meds to just three. Though Mrs. A.N. had days when she couldn't physically make it to class, she continued to keep AAHP CDMP staff updated and most recently gave us the greatest update: she had lowered her HbA1c to under 7%, lowered her blood pressure to the normal range, and lost 8 lbs. Mrs. A.N. not only attends classes but also volunteers for events and recruits her family and friends as class

participants. AAHP thanks and congratulates Mrs. A.N. on being this month's AAHP CDMP Health Champion!!

### **Planning and Administrative Activities**

DATE	ACTIVITY	ACTION/NEXT STEPS
Continuously	Made contact to establish a Physician referral network, Pharmacies to drop off referral, and order forms to offices. Creating a physician referral network for patients. System for tracking referrals	Contacted Dr. Kelley, Dr. Latta, Dr. Lawson, Dr. Jean Welsh, Dr. Ayim Djamsson, Dr. Ball (psychologist)
Implement a Strategic Action Plan (SAP)	Assign roles within the organization to both Outcomes and Marketing SAPs	Continue Monthly and Quarterly reporting
Plan to conduct monthly in-service for AAHP staff	Monthly in-service to give insight into the Chronic Disease Program to aid staff in the promotion of the program. Processes, procedures, Paperwork, oversight.	Continuous. Will complete one October 2020.
DPP, AHA, ADA, and AADE meetings and Accreditation and consulting	Continuing status of AAHP accreditation as a stand-alone AADE/ADA program and billing. Strategized program goals for future projects. Schedule AAHP Advisory board.	Continuous chart maintenance and documentation. Advisory Board Meeting scheduled for TBD in October/November 2020.

### **C. Social Work Services**

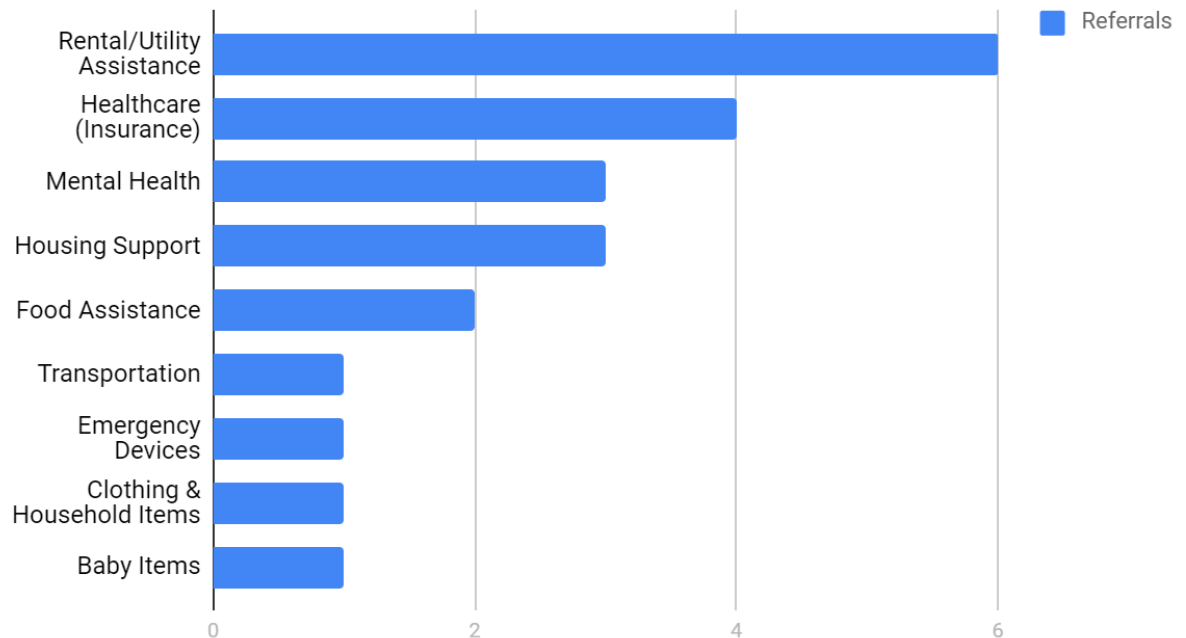
In August, AAHP's social worker continued to play a critical role in working collaboratively across all focus areas of the African American Health Program. She provided leadership in motivating County residents to conduct anonymous mental health assessments using validated instruments featured on AAHP's website. During August, 19 participants conducted personal assessments of their mental status and used most of the screening instruments on the website. Specifically, the screenings showed that participants were screened for:

TYPES OF SCREENINGS	NUMBER OF SCREENINGS
Wellbeing screening	1
Generalized Anxiety	1
HANDS Depression screenings	5
Psychosis	1
Eating Disorders	1
Bipolar	3
Wide Range Screenings,	7

AAHP observed that while the total number of screenings may vary from to month since the issuance of the stay-at-home order, the number of other behavioral health requests for social support have increased markedly as a result of referrals from the SMILE nurses and the Chronic Disease Management Program. Also, AAHP's social worker continued to contribute to and support the video production team that made great strides in developing and completing a culturally competent video to educate and inform young people about how to make informed decisions around their sexual health. Also, the AAHP social worker participated in the development of a presentation of the webinar on prenatal and postnatal depression that was presented on August 27, 2020.

On August 17, 2020, AAHP's social worker presented at an invitational virtual edition of The County Food Council's weekly strategy meeting, which was attended by more than 100 local community service providers, including many food assistance providers who discussed food insecurity initiatives in the County. This meeting provided an opportunity for community advocates to stay updated on available resources and information about food distribution strategies to reach County residents. This event also provided an opportunity for community partners to increase their knowledge of the importance of the food assistance community as a critical force addressing a serious issue facing Montgomery County residents. Some of the topics addressed during the meeting were: COVID-19 related disparities, eviction prevention, and family violence. AAHP's social worker and community health worker presented an overview of AAHP's mission, vision, and program services to reduce health disparities and ongoing efforts to prevent food insecurity.

AAHP's social worker also continued to support children and families enrolled in the SMILE program. During the month, 17 telephonic visits were conducted with clients and a wide variety of support services including housing and rental assistance; healthcare assistance with Medicaid; and assistance with food, stress management, depression, and anxiety. Mental resiliency is especially important during pregnancy due to hormonal changes that affect the mood. To help SMILE mothers understand these new experiences, the social worker joined the nurses in learning about the difference between postpartum depression and "Baby Blues." The presentation was well received, and clients were connected to the appropriate resources based on their request. The bar graph below shows the frequency of issues that required assistance in August.



*Total # of external referrals for clients across all programs = 22*

#### **D. HIV/STI/AIDS Education**

On August 10, AAHP's HIV/AIDS navigator, along with a community health worker, resumed HIV and AIDS testing, counseling, and referral services at the Dennis Avenue Clinic, by appointment only from 1:00-3:00 pm. They also conducted HIV screening on August 4 and 5 at Progress Place and the men's homeless shelter, in close collaboration with the new DHHS contractor providing medical care for homeless County residents. In addition to HIV, the AAHP staff conducted blood pressure, glucose, A1C screenings for homeless persons at the men's shelter and Progress Place. These will continue monthly, on the first Tuesday and Wednesday. A total of 22 HIV, blood pressure, and blood glucose; 10 cholesterol; and five (5) A1C screenings were completed. All HIV results were negative and all participants with elevated results were referred to the DHHS contractor and followed up by AAHP's nurse. To encourage participation, the HIV/AIDS navigator obtained refreshments donated by Manna Foods, and each month, 1,000 condoms and pamphlets on sexual health will be distributed as part of an expanded effort to reduce the prevalence of sexually transmitted infections.

A total of 31 HIV tests were conducted in August. The table below presents demographic data on the participants tested.

#### **African- American Health Program**

Age Group	Male	Female
1947 -1969	7	1

	1970 -1989	6	1	
	1990+	5	4	
<b>Total</b>		18	6	24
All Others				
		Male	Female	
	1947 -1969	1	0	
	1970 -1989	4	0	
	1990+	0	2	
<b>Total</b>		5	2	7
<b>GRAND TOTAL</b>				<b>31</b>

#### E. Community Outreach & Education

AAHP's strategy for increasing health promotion and literacy depends on leveraging teamwork and collaboration with other organizations and agencies to reach hundreds of County residents every month. As the pandemic has continued, food Grab' N Go services have increased. AAHP has attained a high visibility for its participation in these events, particularly in the East County. These events also provide an opportunity to distribute health-related information and initiate conversations with Black residents about their health status and increase their awareness of opportunities to enroll in the various programs and services offered by AAHP.

In August AAHP staff participated in the Grab' N Go food distribution events at People's Community Baptist Church, The Windsor Apartment complex at Briggs Chaney/East County, White Oak Towers, White Oak Gardens and Kings and Priests International Church.

A total of 1,110 African American Health Program bags were given with health information pamphlets (Diabetes, Cancer, Cholesterol, Sexual Health, Weight management, Oral), condoms, and water bottles. Below is the breakdown of items distributed.

	Peoples Church	White Oak Gardens	Kings & Priest	Windsor Court Apt
Water Bottles	200	80	150	200
Hand Sanitizers	100	100	100	200
Black Lives Matters	40	20	15	0
Condoms	50	50	50	100



D-Meeting					
SMILE Brochure	80	80	80	160	
PrEP is for you Pamphlet	50	50	50	100	
HIV treatment Work Cards	25	25	25	50	
Diabetes	80	80	80	160	
STD Facts for teen Pamphlet	50	15	67	100	
Colo rectoral Cancer Booklet	10	10	10	20	
Mammogram Booklet	20	20	20	40	
Lanyards	30	30	30	60	
AAHP Bookmark	50	50	50	100	
Cancer Pamphlets (Men)	15	15	15	30	
Cancer Pamphlets Women	0	0	0	0	
HIV- Get Tested	50	50	50	100	
Diabetes Pamphlets	0	0	20	100	
Cholesterol Pamphlets	20	20	20	40	
Youth and Sexual	50	50	50	100	
Weight Management	50	50	50	100	
AAHP Card	50	50	50	100	
African American Bags Given	240	140	160	165	
Others (Hispanics, Asians, Caucasian)	140	85	80	100	
<b>Total of number bags given:</b>	<b>380</b>	<b>225</b>	<b>240</b>	<b>265</b>	<b>1110</b>

## F. Brother 2 Brother

The series of collaborative Men's Dialogue and Prayer Meetings at People's Community Baptist Church continued in August. Workgroups responding to concerns raised in the areas of Coalition Building and Youth, Voter Mobilization, Economic Development, and Police Reform met separately to advance their plans of action. These committee meetings culminated with a virtual townhall for and with the youth on August 22, in which 47 individuals participated. A plenary session of all workgroups followed on August 27, during which the Police Reform Workgroup presented the outline of a reform document to be presented to the vice-chair of the County Council. The Workgroup identified 20 reform issues and listed the top five priorities as being: Eliminating Racial Bias in Hiring; Vetting of New Hires to Weed out Candidates with Problematic Pasts; Ban on Chokeholds; Methods of Police Interventions; and Qualified Immunity. A community meeting has been planned for September to discuss the reform document with chief of police, Black members of the County Council, and the general public.

During August, the staff surveyed community stakeholders to gather information about health and well-being topics of special concern to Black men in Montgomery County. The survey was distributed through email to approximately 200 men. One hundred and thirty of these men were individuals AAHP encountered during COVID-19-related outreach earlier in the calendar year. AAHP has also started the planning process for a major Brother 2 Brother event with the Gaithersburg-Rockville Alumnae Chapter of Kappa Alpha Psi

Fraternity, Inc. Also, the AAHP staff contacted representatives of men's ministries at 15 churches to determine their level of interest in developing and implementing health and wellness virtual meetings through June 30, 2021. Additionally, collaborative discussions are underway with a chair from the Guide Wright Program, a mentorship program that helps young African American men prepare for college and the professional world.

AAHP will continue to reach out to the community to identify possible collaborations.

### **III. Planning and Administrative Activities**

#### **A. Meetings**

In August, AAHP staff continued to provide administrative support for meetings to promote collaboration and communication between AAHP and the DHHS program manager. On August 20, AAHP's leadership team met with the DHHS program manager to review programmatic issues including budget modifications and adjustments, staffing of positions in the new contract year, data software and case management system implementation, COVID-19 underlying chronic disease outreach services in FY 2021, and changes in office assignments at the Rockville office.

#### **B. Information System Use and Implementation**

In August, AAHP's data coordinator continued to work closely with the software developer of the management information system (MIS) to ensure that AAHP staff understands the capabilities of MIS and is proficient in entering, storing, and accessing patient information. The data coordinator trained four staff on its extensive features and functionalities. During each session, the staff learned to enter patient information for each new encounter, find participant data, create multiple encounters for the same participant, display patient data organized by location, and to generate reports based on existing client data. As MIS integrates into the AAHP workflow, its features and functionalities continue to expand. In August, new fields were created to include the Postpartum Social Support Screening assessment information as part of the social worker's efforts to better identify and understand the clients and determine the most effective ways to improve their health and well-being. AAHP's Healthcare Effectiveness Data and Information Set document (HEDIS) measures are now integrated into the system for use in the Chronic Disease Management Program's monitoring of the overall health of patients with weekly interactions. AAHP also had two meetings with a mental health consultant to review AAHP's system and discuss areas of improvement.

Over the month, AAHP's staff continued to enter client encounters into the MIS. AAHP's community health workers met with the clinical director to develop a plan for getting complete patient information into the system thoroughly and accurately. As more data was entered into the system, AAHP's data coordinator monitored the data for completeness and accuracy and flagged duplicate entries. AAHP currently has 1,876 encounters documented in the MIS.

## **APPENDIX A**

### **August 2020 Media Report**

AAHP Health Notes - Distributed: Monday, August 3, 2:30pm

#### **August Campaign Metrics**

	August	July
General List Recipients:	1547	1647
Successful deliveries:	1,201	1280
Open rate:	24%	25%
Click rate	4%	6%
Unsubscribed because of this message	2	2

AAHP's August Health Notes opened with a celebration of National Breastfeeding Month and Black Breastfeeding Week, which is the last week in August. This feature article highlighted the numerous lifetime health benefits of breastfeeding for newborns. The next article explained how we can protect our lung health by exercising and not smoking. The article also offered an overview of two breathing exercises recommended by pulmonary rehabilitation specialists. To address the mental health of children in the midst of the COVID-19 pandemic and the uncertainty surrounding school openings, "Children's Mental Health" discussed how adults can support the mental health of the children in their lives. "Fun, Socially Distanced Fitness" featured three fun, high-impact exercises that have gained popularity during life in quarantine: jump roping, roller skating, and bike riding. The Health Hint encouraged readers to stay up-to-date on their health screenings, as they would in the pre-COVID-19 days. In the featured video, a CDC health scientist explained how Black women can reduce their breast cancer risk. The featured recipe was one-pan Mexican quinoa.

August's Health Notes was opened by 290 readers, which represents a decrease of 38 readers. Due to a mishap with the scheduling software, fewer readers received this newsletter. However the open rate of 24% was only slightly lower than last month's open rate of 25%, and higher than AAHP's average of 23%, and 6% higher than the industry average. August's click rate of 4% was 2% lower than last month's, and slightly lower than AAHP's average and industry average. The bounce rate also remained the same. There were two unsubscribers.

#### AAHP website

The following outlines the basic AAHP website metrics for July:

- 8,051 visits, compared to 5,575 visits last month.
- 36% of visitors accessed AAHP's website on their desktop computers, and 63% accessed the website on their phone or tablet, representing an even more dramatic shift away from desktop access than last month's shift

In the coming months, more extensive analytics will offer insights on AAHP's website performance based on zip code.

### Facebook

AAHP's Facebook page performed lower in August than July, yet gained a significant number of new followers. This indicates that AAHP's Facebook page has the influence and momentum to gain followers with less content. The most popular post on AAHP's Facebook page was a graphic shared for Black Breastfeeding Week.

#### Facebook Metrics – August '20

	Followers	Posts	Likes/Love	Comments	Shares	Impressions	Engagement Rate
Total	667	22	20	1	3	749	25
Change from last month	+18	-15%	-5	-2	-11	-3,736	-39%

### Twitter

AAHP's Twitter performed well, with a significant number of new followers in spite of a slight decline from last month.

#### Twitter Metrics – August '20

	Followers	New Followers	Tweets	Profile Visits	Retweets	Mentions	Tweet Impressions
Total	316	7	12	29	1	9	3,041
Change from last month		+3	-7	-23	-3	0	-1,502

### Instagram

AAHP's Instagram channel continued to perform well, with slight declines from last month. Most notably, fresh new content was added, with the most popular post garnering an engagement rate of 5.19%.

#### Instagram Metrics – August '20

	Followers	Post Likes	Engagement Rate	Impressions	Reach
Total	136	49	4%	532	10
Change from last month	0	-62	-2%	-382	-10

## Appendix B July Health Notes



# AAHP HEALTH NOTES

The newsletter of the African American Health Program of Montgomery County, MD

AUGUST 2020

[www.aahpmontgomerycounty.org](http://www.aahpmontgomerycounty.org)



### AAHP Celebrates National Breastfeeding Month and Black Breastfeeding Week

There's so much to celebrate about breastfeeding, so this August, once again, AAHP is excited to observe National Breastfeeding Month to raise awareness of its benefits. AAHP also recognizes Black Breastfeeding Week from August 25 to 31 and will participate in its campaign "Revive. Restore. Reclaim." to highlight the power and presence of Black breastfeeding mothers. We hope that you will join us in empowering and encouraging more Black moms to breastfeed.

Breastfeeding gives infants a healthier start in life by providing them with the right nutrients to build strong immune systems. The antibodies in breast milk can reduce an infant's risk for colds, diarrhea, pneumonia, meningitis, infections and sudden infant death syndrome (SIDS). Breastfeeding also lowers an infant's risk for type 2 diabetes, asthma and obesity even into adulthood. For moms, breastfeeding lowers the risk of ovarian and breast cancer and helps the body heal from childbirth.

Expecting and postpartum moms with questions about breastfeeding during the COVID-19 pandemic should know that there is still overwhelming support for breastfeeding. For information on the relevant precautions, visit [www.unicef.org](http://www.unicef.org) and the [Centers for Disease Control and Prevention](https://www.cdc.gov/disease/index.html). Intimacy and skin-to-skin contact between moms and their babies is critical and should be balanced with extra safety measures.

In support of moms who breastfeed, AAHP's SMILE Program offers resources and trainings, including free virtual childbirth and breastfeeding classes. Visit AAHP's [calendar](#) to stay up to date with upcoming events.

#### Sources:

[www.nchph.org](http://www.nchph.org)

<http://www.blackbreastfeedingweek.org>

<http://www.healthychildren.org/>



Love your lungs by keeping them strong with regular exercise. Adults should get at least 30 minutes of exercise five days a week. From competitive sports and intense workouts to walking, gardening, or even cleaning the house—it all counts as lung-loving exercise. People with lung disease can benefit from more exercise too but they should consult with their physician before adjusting or adding an exercise routine and do exercise indoors in areas with high rates of air pollution.

As we age, our lung capacity diminishes, but exercising and not smoking helps to preserve our lungs for the long run. Smoking causes poor breathing conditions like wheezing, coughing and asthma, and can lead to more serious diseases, such as lung cancer or COPD (chronic obstructive pulmonary disease, which includes emphysema and chronic bronchitis). On average, smokers die ten years earlier than non-smokers. While it's clear how smoking adversely affects lung health and overall health, many people need support and assistance to stop smoking. Check out [www.smokefree.gov](http://www.smokefree.gov) for smoking cessation resources and tips.

Did you know that breathing exercises can help your lungs work more efficiently? Pulmonary rehabilitation specialists teach two specific exercises that individuals with weakened lungs can practice five to 10 minutes each day:

- Pursed Lip Breathing - breathe in through the nose, and breathe out twice as long through the mouth with pursed lips
- Belly, or Diaphragmic, Breathing - inhale through the nose, allowing the belly to naturally fill with air, and exhale two to three times as long through the mouth while observing how the belly rises and falls.

For more information on cancer prevention and management, join AAHP's Chronic Disease Management classes on zoom. Visit AAHP's [calendar](#) for upcoming dates and times.

**Sources:**

[www.lung.org/exercise-and-lung-health](http://www.lung.org/exercise-and-lung-health)

[www.lung.org/breathing-exercises](http://www.lung.org/breathing-exercises)

[www.smokefree.gov](http://www.smokefree.gov)





Life in COVID-19 times presents a great deal of uncertainty and stress for adults, but what about for children? Of course, children are aware of and affected by the world around them and some children may need special care and help processing crises. One in six children is affected by mental health issues like depression, anxiety, suicide symptoms, sleep disorders, behavioral problems, and substance use—and even more are affected during a time of crisis.

How can you support a child's mental health during the pandemic?

1. Remember that children need companionship. Allow children to stay connected with friends, family and social groups via text, video chat, or email. Having at least one caring adult around can help a child maintain their mental and emotional development. Invite them to express how they feel about what's going on.
2. As a parent, caregiver, or role model, make sure you have an outlet to express your own feelings of stress and anxiety. Be patient with yourself when talking to children. It's okay to pause or take a deep breath before answering questions they may have.
3. Establish routines. Having regular mealtimes, play times and bedtimes help children maintain a sense of normalcy.
4. Remind children that they too play a part in preventing the spread of COVID-19 so they must wash their hands frequently, practice physical distancing, and follow all other health recommendations. Reassure children that their grandparents and/or other high-risk loved ones receive tremendous support and protection through those measures.
5. Children take cues from the adults in their lives so set a good example. Improve or maintain your own good health habits to ensure a healthy mind, body and spirit.

With fall approaching, some students may return to school, while others may learn virtually from home. Please visit [www.unicef.org](http://www.unicef.org) for some thoughtful considerations on preparing and comforting children for what's next.

**Sources:**

[www.ncbi.gov](http://www.ncbi.gov)

[www.chkd.org](http://www.chkd.org)

[www.thechildren.com](http://www.thechildren.com)

## Featured Video

Dr. Temeika Fairley, a health scientist, explains how Black women can reduce breast cancer risk in this informative video from the CDC:



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## Featured Recipe: One Pan Mexican Quinoa



### INGREDIENTS

- quinoa
- black beans
- frozen corn
- 1 red onion
- garlic
- 2 bell peppers
- paprika powder
- cumin
- fresh lime juice
- chopped parsley
- vegetable broth
- canned diced tomatoes
- salt and pepper
- red pepper flakes (optional)

### INSTRUCTIONS

1. Heat some oil in a large pot or pan and sauté the onion for 2-3 minutes or until it becomes translucent. Then add the garlic and the bell pepper and cook for another 2 minutes.
2. Add the rest of the ingredients except for the lime juice, the green onions, and the parsley.
3. Cover with a lid and cook for 20 minutes on medium heat. Stir once in a while to make sure your Mexican quinoa is not burning or sticking to the bottom of the pan.

Source: [www.veganheaven.org](http://www.veganheaven.org)



