



AAHP staff in front of the “Mammo-Van” at the People’s Community Baptist Church

**AAHP MONTHLY REPORT  
October 2020**



**African American Health Program  
October 2020**

## **I. Introduction**

October 2020 marked the beginning of the second quarter 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). In October, Montgomery County remained in the second phase of the COVID-19 reopening established by Executive Order 082 – 20 issued by the County’s Health Officer in March. From March to October, while observing social distancing guidelines, 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.

Because October is recognized nationally as Breast Cancer Awareness Month, the African American Health Program planned and executed new and targeted services and activities to increase awareness and education directed towards Black women about how breast cancer can be prevented, detected, and treated. This is especially important for Black women because breast cancer is the most commonly diagnosed cancer worldwide and people of African descent have the highest mortality rate of any racial or ethnic group. The American Cancer Society recommends monthly self-examinations for all women over the age of 20 and yearly mammograms when women turn 40. For the first time, AAHP organized a day-long mobile mammogram screening on October 6 at The People’s Community Baptist Church in Silver Spring, Maryland.

This event was especially important because the COVID-19 pandemic has caused many County residents to avoid routine health screenings and office visits with care providers. Thanks to this partnership, 15 women signed up for mammograms and 11 women completed mammogram screening. Before the event on October 6, the AAHP staff created and distributed printed flyers and brochures to encourage women to be screened individually in a safe and comfortable environment in the van. Only one patient was allowed on the van at any given time and surfaces were disinfected after each screening. As a special incentive, each woman screened received goodie bags provided by AAHP and Breast Care for Washington DC with culturally appropriate and relevant health information including hand sanitizers, pillboxes, masks, and jewelry.

At all events involving personal contact, AAHP staff observed safety precautions that stressed the importance of social distancing; using personal protective equipment including face shields, gloves, and masks; and sanitation procedures including hand washing and use of disinfectants. Thus far, no AAHP staff have contracted the COVID-19 virus.

During October, every SMILE client received one or more telehealth visits. To observe social distancing while also communicating with and educating County residents, the staff continued to refine and further expand the use of virtual communication technology, especially Zoom, Teams, FaceTime, Skype, and Duo. SMILE nurses used these technologies to conduct virtual visits to clients and their families and other providers. Virtual communications allowed staff to communicate with more participants and to provide advice, education, information, and counseling on how to stay healthy and prevent the spread of COVID-19. Many of these visits also included encounters with AAHP’s social worker and community health workers who collaborated to bring the best quality and range of services to pregnant and postpartum mothers.

As the pandemic persists, the range of social issues facing pregnant mothers and their families continues to increase.

The physical HIV screenings resumed in August 2020 and continued in October. AAHP staff screened homeless and other residents for HIV, hypertension, glucose, and HbA1c. These screenings were conducted at the Men's Homeless Shelter in Rockville, the Progress Place Homeless Shelter, and the Dennis Avenue Infectious Disease Clinic operated by DHHS.

The County's food distribution program (Grab N Go) continued to provide significant opportunities to connect with County residents at distribution sites in East County including The People's Community Baptist Church, White Oak Gardens Apartments, Kings, and Priests International Church, and Windsor Court Apartments. During October, the AAHP staff distributed 520 bags that included health promotion, disease prevention, and wellness information. A listing of the items distributed can be found in the community outreach section of this report. These events have emerged as an effective strategy for recruiting participants for AAHP focus area programs, particularly for chronic disease, weight management, and other activities designed to reduce health disparities.

Since March 2020, the staff has employed various strategies for engaging Black residents through the Grab N Go food distribution initiative supported by the County. These events are used primarily to increase awareness of the African American Health Program and to gather contact information that can be used for further contact and engagement around health and wellness. Because African Americans are underrepresented among residents participating in the Grab N Go program, initiating conversations is more difficult, especially because participants tend to be inside their cars with their windows rolled up which can serve as a barrier to facilitating a conversation and gathering personal information about residents' health, insurance status, and other factors that may be of interest.

Since March, program staff has increased the number of educational webinars on improving pregnancy and postpartum outcomes for Black mothers and their infants. On October 30, the staff organized and presented a webinar on the warning signs of pregnancy. This followed a prior webinar on the various confusing and anxiety-inducing symptoms experienced during pregnancy. While many pregnancy symptoms are predictable, for new moms, those symptoms can be stressful or easily misunderstood. To reduce stress and uncertainty about pregnancy, the SMILE staff presented a forum on signs and symptoms of pregnancy and guidelines about when to call the OB/GYN and when it may be more convenient to call the SMILE nurse or another specialty care provider.

Since the beginning of the COVID-19 pandemic, the AAHP staff has improved their aptitude at producing high-quality videos that are culturally appropriate. During October AAHP staff continued to produce video covering a more diverse range of health-related issues that can be stored on the AAHP website and made easily accessible for future use.

Towards the end of September, a draft of the AAHP 2020 Annual Report was completed and presented to the DHHS Program Manager for review and feedback. The report provides a broad overview of accomplishments during the past fiscal year that ended June 30, 2020, and reviews

successes, challenges, and opportunities. Upon receipt of comments from the AAHP Program Manager, revisions will be made in the document and finalized for printing and reproduction.

## **II. PROGRAM ACTIVITIES**

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

During the last quarter of the program year, the SMILE program received fewer program referrals. In previous months, a greater percentage of all referrals were from the County's Department of Health and Human Services. However, despite the decline in referrals, the total number of mothers enrolled in the SMILE program has stabilized since the beginning of October. Nevertheless, AAHP is eager to increase prenatal enrollments in the SMILE program. During November and December, the staff will intensify efforts to increase the enrollment to pre-COVID levels. It is also noted that most of the hospitals in the County reported a decline in births since Covid 19. Nevertheless, AAHP recognizes that new and innovative strategies are needed to recruit mothers.

In October, the SMILE program's caseload increased slightly from 132 cases in September to 134 cases at the end of October. Although AAHP is encouraged by an increase in the closing census, the total number of cases remained below the monthly average of 147 for 2019. During October, the SMILE team initiated a multi-pronged strategy to increase the number of new prenatal cases to the average number of referrals received months before the pandemic. A starting point for this renewed effort involves the use of AAHP's newly established case management system to generate a list of practicing OB/GYNs and pediatricians who have provided care to mothers enrolled in the SMILE Program. This quarter, AAHP will initiate a re-engagement meet-and-greet campaign to reconnect with these providers and send out updated informational packages. A second prong of the campaign will concentrate on outreach to daycare centers in Montgomery County to inform them of the SMILE program since their clients are more likely to be pregnant or considering pregnancy. Thirdly, the nurses will reach out to sororities and other social groups that are more likely to be in contact with women who may become pregnant and therefore willing to make a referral to AAHP.

At the end of October, the SMILE caseload included 54 infants and 80 mothers. Among the 80 mothers, 26 cases were prenatal, and 54 cases were postpartum. Four babies were born into the program in October. Regrettably, one infant was born prematurely at 32 weeks at low birth weight. The three other births were healthy and at a normal weight. The nurses arranged for the distribution of car seats and cribs for the three new moms. Six new prenatal moms were enrolled during the month.

At the end of October, 12 of the 80 mothers were classified high-risk cases because of medical issues, 8 mothers were classified as high-risk due to social issues, and 5 mothers were classified for both high medical and social risks. High-risk medical conditions included gestational diabetes, pre-eclampsia, a history of multiple past miscarriages, and advanced maternal age. Six new prenatal cases and two postpartum moms were screened for depression using the Edinburgh Postnatal Depression Scale. Three mothers scored above the normal range and were referred for further evaluation and care. As in previous months, frequently cited social needs including housing, help with utility bills,

transportation to medical appointments, food insecurity, and concerns about personal safety. Social risks included low self-esteem, unemployment, low educational attainment, unclear immigration status, language barriers, and inadequate family support. Staff addressed these issues through appropriate referrals. Other emotional health-related interventions included providing emotional support and stress management counseling for SMILE clients experiencing anxiety and stress due to feelings of isolation and disconnectedness.

At the end of October, the overall percentage of mothers breastfeeding was 64%, and the percentage of mothers breastfeeding up to six months was 66%. Both breastfeeding indicators match or exceed the national rates reported by the Centers for Disease Control and Prevention (CDC). Comparative data presented by the 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. As shown in the graph presented below, the ethnic distribution of SMILE participants was 60% African, 37% Black American, and 3% Caribbean.

During October, the nurses held weekly meetings. These meetings were used to review individual cases and to plan for comprehensive home visits in consultation with the AAHP social worker, the nurse supervisor, and the clinical director. The team successfully recorded high-quality videos on various topics to educate the moms. Two educational sessions were held. One webinar was conducted by an obstetrician and gynecologist who offered effective recommendations about how to be prepared for an optimal clinical visit. The other was given by a SMILE nurse on the warning signs of pregnancy. Both recorded 19 participants each and were well received by the audience.

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

	PROFILES AND SERVICES	*Monthly Average of Reference Calendar Year 2019	October 2020	Comments
1	<b>A) Currently Active Moms</b>	<b>88</b>	80	
2	Prenatal (still pregnant)	<b>30</b>	26	
3	Postpartum (Moms who have delivered)	<b>57</b>	54	
4	<b>B) All infants</b>	<b>57</b>	54	
5	Single Births	<b>53</b>	54	
6	Multiples	<b>4</b>	0	
7	<b>Case Load (A+B)</b>	<b>147</b>	134	
	<b>MOM'S ETHNICITY</b>			
8	African American Clients	<b>39</b>	30	
9	African Clients	<b>46</b>	48	
10	Caribbean Clients	<b>3</b>	2	
	<b>REFERRALS</b>			
11	HHS Prenatal Referrals Received	<b>7</b>	6	
12	Referrals from Other Sources	<b>4</b>	1	
13	<b>Total Prenatal Referrals</b>	<b>11</b>	7	
	<b>NEW ENROLLMENTS</b>			
14	Prenatal Moms Newly Enrolled During the Month	<b>8</b>	6	
15	Infants Newly enrolled during the month	<b>5</b>	4	
16	<b>All new enrollments for the month</b>	<b>13</b>	10	
	<b>DISCHARGES during the month</b>			
16	Prenatal Discharges	<b>1</b>	0	
17	Infant Discharges	<b>5</b>	7	
18	<b>Total Discharges</b>	<b>6</b>	7	
	<b>DELIVERIES during the month</b>			
19	Term Deliveries	<b>5</b>	3	
20	Preterm Deliveries	<b>1</b>	1	Baby born at 32 weeks
Deliveries	<b>Total Deliveries</b>	<b>6</b>	4	
	<b>BIRTH OUTCOMES</b>			
22	% Healthy Birth Weight (% of Total Deliveries)	<b>95%</b>	75%	
23	Number of Low Birth Weight	<b>0</b>	1	
24	Number of Very Low Birth Weight	<b>0</b>	0	

25	Infant Deaths (includes Stillbirths)	<b>0</b>	0	
26	Unfavorable Birth Outcomes (Congenital Anomaly, Fetal Demise, Miscarriage)	<b>0</b>	0	
	<b>SERVICES</b>			
27	Total Home Visits	<b>78</b>	2	Trips necessary to deliver needed supplies
28	Telephonic Consultations	<b>8</b>	173	Includes 11 by SW and 5 by CHW
29	Community Referrals Made	<b>15</b>	25	
30	Classes/Presentations Completed	<b>4</b>	5	
	<b>BREASTFEEDING MOMS</b>			
31	Percent Clients Breastfeeding Infants 0-3 months	<b>92%</b>	63%	
32	Overall Breastfeeding Percent	<b>73%</b>	63%	
	<b>INSURANCE</b>			
33	Clients with Private Insurance**	<b>24</b>	17	
34	Clients with Medicaid Insurance**	<b>62</b>	64	
35	Clients without Insurance	<b>n/a</b>	0	

\*Averages are rounded up to the next integer

\*\* A client may have multiple insurances

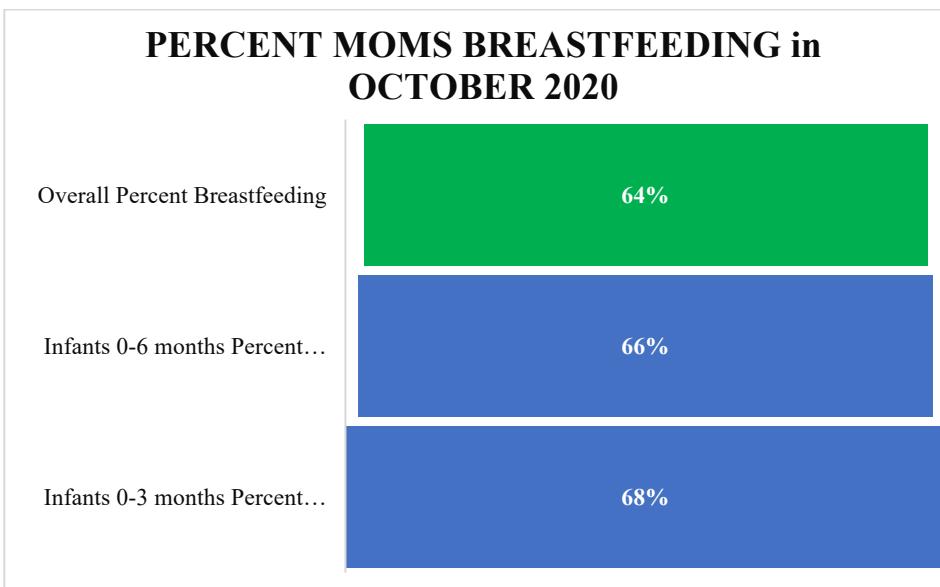
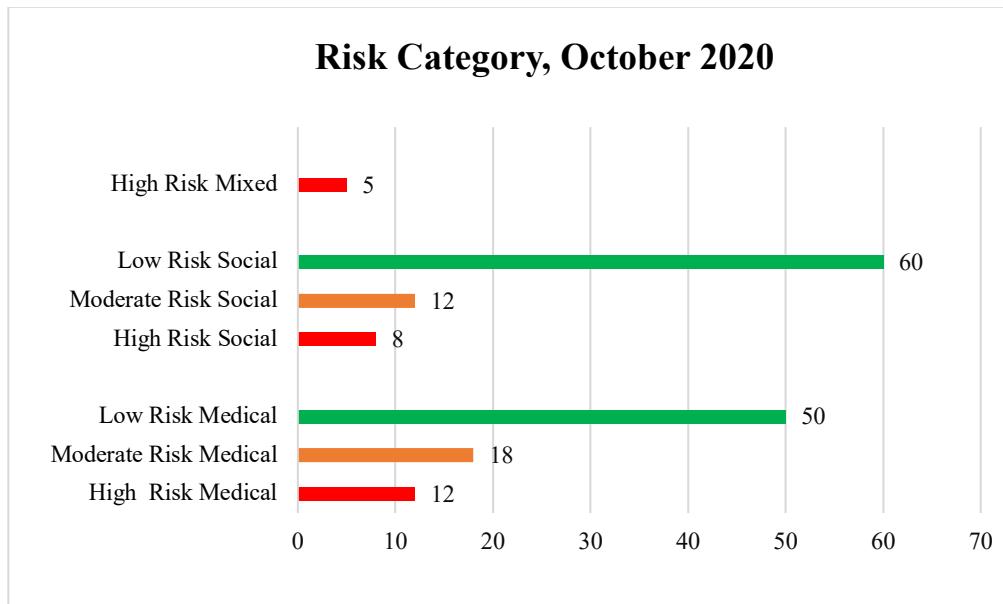
Increase above reference year

Level with reference year

The decrease from reference year

Untoward Outcome

Desired Outcome



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

In October, the CDMP team conducted four classes each week on the management and prevention of chronic disease. In recognition of Breast Cancer Awareness Month, October's curriculum focused on breast cancer and hypertension as a significant health risk. Classes included webinars led by breast cancer survivors with lived experiences as well as evidence-based documentaries. Emphasis was placed on breast cancer and hypertension prevention through four lifestyle behavioral factors: health education, proper exercise, a healthy diet, and stress reduction. The CDMP team used a combination of lectures, discussions, and quizzes to help participants understand the concepts.

Evidence-based health education was the central focus of AAHP's Kick Start Your Health (KSYH) I & II series of classes conducted by the CDMP director on Wednesday and Thursday evenings. The KSYH Wednesday evening series included content on the physiology, prevention, and treatment of hypertension. The series also explained how obesity, diet, and stress contribute to high blood pressure and how our bodies use different types of cholesterol to maintain health. To drive participation and engagement, sessions included interactive quizzes, a cholesterol screening test, and special prizes donated in collaboration with the DC Metro Chapter of the American Heart Association.

Thursday evening's KSYH II classes focused on breast cancer in observance of Breast Cancer Awareness Month. The CDMP team collaborated with Shay Sharpe's Pink Wishes Organization, a 501(c)3 non-profit organization that educates, advocates, mentors, supports, shares resources, and grants wishes to children & young women under the age of 40 who experience terminal breast cancer. These classes also presented an opportunity to showcase a new video on breast cancer prevention, detection, and treatment produced by AAHP staff to serve as a centerpiece for engaging participants around breast cancer. The video included an overview of breast cancer, testimonials, and a breast self-exam demonstration; and emphasized the need for annual screening beginning at the age of 40, the impact of lifestyle behaviors and stress management on survivorship, and the importance of support from family and friends in overcoming breast cancer. Research suggests that the incidence of breast cancer among African American women has grown to equal that of White women while African American women still suffer higher morbidity and mortality rates. Through a partnership with Breast Care for Washington DC, CDMP brought the 45-foot "Mobile Mammo" van to The People's Community Baptist Church where 15 women between the ages of 35 to 65 received 3D mammograms.

In October, food demonstrations continued to play a major role in making the connection between nutrition and cancer prevention with AAHP's Food for Life instructor lecturing participants on the health benefits of a vegan diet. An affiliate of the Physician's Committee for Responsible Medicine (PCRM) talked about her personal experience with a diagnosis of Stage III Er/Pr+, Her2- breast cancer in July of 1996. She explained how her initial medical treatment plan included a lumpectomy, chemo, radiation, and a stem-cell transplant, but instead, she changed her diet to vegan, had a lumpectomy, declined chemo, completed seven days of radiation but stopped when her skin started to burn. She testified that despite her early poor prognosis, she is currently a 24-year breast cancer survivor. Her lecture asserts that eating a plant-based diet helps to manage breast cancer.

In October, the CDMP continued to promote fitness and physical activity as a central component of chronic disease prevention and management. CDMP Health and Fitness class participants were introduced to the concept of exercise as a stress management tool. Both yoga and Zumba classes were conducted during October. The yoga class was taught by a psychologist and professional yoga instructor of Five Medicine, LLC. This class, offered twice in October, emphasized the importance of stretching and muscle strengthening exercises to improve fitness and included different types of yoga. AAHP's Zumba class was taught by a professional exercise instructor who eventually returned to her pre-COVID job and was nice enough to provide an amazing replacement. Conducted

every Tuesday morning in October, these Zumba classes helped participants get the recommended 30 minutes of daily aerobic exercise.

Improving participant adherence to self-monitoring and awareness screening numbers (ABC's: Hemoglobin A1c, Blood Pressure, and Cholesterol) remained a goal of the CDMP team. The AAHP staff continue to encourage participants' adherence to daily, weekly, and/or monthly self-monitoring. To do so, AAHP staff distributed diabetes and hypertension self-management supplies including glucose meters, lancets, strips, and blood pressure monitors. Written and signed agreements were negotiated as part of the monitoring and adherence process. CDMP staff encouraged all participants to monitor their numbers using the self-monitoring devices and relay their biometric measurements to AAHP staff and their PCP during one-on-one consultations. Also, participants were offered the option of a "brown bag session," a personalized consultation with a pharmacist, physician, and/or nutritionist for general health-related questions and/or medication therapy management (MTM). During the "brown bag" sessions, participants can ask questions about their nutrition needs and/or medications, receive a recommendation for changes in behaviors or medications to take to their physician, and follow-up with the nutritionist/pharmacist over the next month.

The AAHP CDMP team looks forward to November and providing evidence-based health education and promoting lifestyle changes during the focus on diabetes in observance of National Diabetes Awareness Month. The CDMP team will also launch the new AAHP Diabetes Prevention Program Prevent T2D Pre-diabetes classes which are sponsored and accredited by the CDC and based on an NIH-funded study that examined the impact of diet and exercise on preventing people from developing diabetes. AAHP staff trained in the Prevent T2D curriculum via the Emory University/CDC-sponsored training will administer the 12-month long program.

Below please find our monthly report for October 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	11 am – 12 pm	Class and Height, Weight, BP, BMI, %BF,	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.
ZUMBA: October 6 <sup>th</sup> , 13 <sup>th</sup> , 20 <sup>th</sup> , 27 <sup>th</sup>	10 am – 11 am	Glucose,	Participants learned how fitness can

YOGA: October 7 <sup>th</sup> , 21 <sup>st</sup>		Cholesterol Screenings	<p>prevent, manage, and reverse risk for chronic diseases such as hypertension and breast cancer,</p> <p><b>NOTABLY:</b> In the month, <b>7 new participants</b> joined. All 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 (Hypertension) on-line Webinar  October 7 <sup>th</sup> , 14 <sup>th</sup> 21 <sup>st</sup> , 28 <sup>th</sup>	6 pm – 8 pm	Class and Height, Weight, BP, BMI, %BF, Glucose, Cholesterol screenings	<p>This month's class topic was hypertension and how to improve health through education, nutrition, diet, and stress management. The class also included an overview of cancer and cancer prevention including diet, exercise, and stress management. <b>NOTABLY:</b> In the month, we had <b>8 new participants</b>. All participants continue to maintain or improve their HEDIS measures and adapt and make positive behavioral changes for exercise and diet.</p>
Health and Nutrition on-line Webinar  October 8 <sup>th</sup> , 15 <sup>th</sup> 22 <sup>nd</sup> , 29 <sup>th</sup>	1pm - 3pm	Weight, BP, BMI, %BF, Glucose, Cholesterol screenings	<p>This month's class focused on helping participants navigate healthy eating choices on how different foods reduce or increase the risk of chronic conditions. The class included healthy cooking demonstrations by the Food for Life instructor who continues to teach the plant-based diet/healthy cooking and meal tasting portion of the class.</p> <p><b>NOTABLY:</b> In one class we had <b>36 participants</b>. All 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 II Online Webinar	6 pm – 8 pm	Weight, BP, BMI, %BF, Glucose, Cholesterol screenings	<p>This month's class topic was breast cancer and how to improve health through education, nutrition, diet, and stress management. The class also included an overview of cancer and cancer prevention</p>

October 8 <sup>th</sup> , 15 <sup>th</sup> , 22 <sup>nd</sup> , 29 <sup>th</sup>			using diet, exercise, and stress management. <b>NOTABLY:</b> In the month, we had 4 new people join the class. All participants continue to maintain or improve their HEDIS measures and adapt and make positive behavioral changes for exercise and diet.
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### CDMP Virtual Webinar Attendance Metrics October '20

Date(s)	Health and Fitness 11am - 12pm				KSYH I 6pm – 7:15pm				Health and Nutrition 1pm – 2:15pm				KSYH II 6pm – 7:15pm			
	10/6 & 10/7	10/13	10/20 & 21	10/27	10/7	10/14	10/21	10/28	10/8	10/15	10/22	10/29	10/8	10/15	10/22	10/29
Class Size	19	16	33	20	14	15	15	21	36	30	36	27	10	17	14	9
TOTAL attendance	88				65				129				50			
Avg.	15				16.25				32.25				12.5			
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 Participant Self-Monitoring Clinical Measures

Participants	Health and Fitness: Zumba/YOGA	KSYH II (Calorie/Cancer)	Health and Nutrition: Vegan	KSYH III (Nutrition/FG TT )	Total
Male	3	2	1	2	8
Female	33	29	55	19	136
Non-disclosed	0	0	0	0	0
Total	36	31	56	21	144
% African American	100%	100%	98%	100%	
<b>Health Profile</b>					
Average Systolic	133mmHg	131 mmHg	129 mmHg	128 mmHg	
Average Diastolic	81 mmHg	76 mmHg	72 mmHg	77.2 mmHg	

<i>Average HB A1C</i>	N/A	N/A	N/A	N/A	
<i>Average Glucose</i>	N/A	121.2 mg/dL	N/A	123 mg/dL	
<b>Diabetes</b>					
<i>Pre-diabetes cases</i>	<b>3</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>12</b>
<i>Diabetes cases</i>	<b>2</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>12</b>
<b>Hypertension</b>					
<i>Pre-hypertension cases</i>	<b>2</b>	<b>7</b>	<b>3</b>	<b>4</b>	<b>16</b>
<i>Hypertension cases</i>	<b>4</b>	<b>7</b>	<b>4</b>	<b>5</b>	<b>20</b>
<i>Uncontrolled hypertension</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Elevated Values</b>	<b>11</b>	<b>22</b>	<b>14</b>	<b>13</b>	<b>60</b>

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

CHW Consultations (Telephone):	# Given Self-Monitoring devices (BP or Glucose)
Approx. 144	0 Glucose Meters; 0 Strips and Lancets, 3BP Monitors: 15 Cholesterol Tests
Pharmacist Consultations (Virtual Telehealth):	# Taught to use Self-Monitoring devices (BP or Glucose)
3	3
Physician Consultations (Virtual Telehealth):	# of People with Elevated Values
4	60
Nutritionist Consultations (Virtual Telehealth):	
2	

**October 2020 HEALTH CHAMPION**

October's Health Champion was Ms. E.B., who has attended every single AAHP class going back to the start of classes at the White Oak Recreation Center. She began attending CDMP classes to satisfy her thirst for knowledge on how to improve her blood pressure and eat healthier. Since she began attending classes, she has lost weight and has reduced her medication to only a diuretic. She attributes improvements in her health status to the knowledge gained in the classes and changes she has made in her diet including eating less processed foods and more vegetables and whole grains. AAHP congratulates Ms. E.B. and wish her well on her continued success!

### **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. 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 December 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 December 2020.

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

As in previous months, social work services continue to encompass all focus areas. Over the last quarter, AAHP has continued to see a slight decline in the average number of

mental health screenings conducted. However, as a result of more concerted efforts by the staff to advertise the value of mental health screenings, AAHP has seen a gradual and slight increase in the number of average monthly mental health screenings.

In October, AAHP's mental health screening tools were accessed and completed 23 times and the link was selected 35 times, with a 66% completion rate. Of all people screened, 89% identified as Black/African American while the remaining 11% identified as Multiracial/ethnic, Hispanic, and Other. October's data also shows that residents were screened for a variety of behavioral and mental health issues as shown below:

- 4 Wellbeing Screening
- 8 Wide Range Screenings
- 4 Generalized Anxiety
- 1 HADS Depression
- 1 Substance Use Disorder
- 3 Disordered Eating

Because of the impact of Covid 19 and the increasing emphasis on social distancing, the need to monitor mental and behavioral health has increased. To address this growing problem, AAHP's social worker and other AAHP staff continue to raise awareness of and increase access to mental health services available in the County. All current and potential clients that contacted the social worker in October were encouraged to complete a screening that seemed to best fit their current circumstances and feelings. Most frequently, participants were encouraged to first complete the Wide Range screening to assess for general and overarching concerns. For example, in October, the social worker introduced the possibility of new enrollees in the weight management program assessing whether disordered eating could be a factor in weight gain and control. Going forward, this tool will be referred to new weight management clients whose eating habits may be also connected to behavioral or emotional issues.

During October, AAHP's community health workers made more efforts to distribute mental health awareness information such as brochures and postcards to participants at the Grab N Go events to share with them how they can learn more about their mental health status by using the tools accessible on the AAHP website. The AAHP mental health link was shared via email and text where in-person encounters were not possible.

During October, AAHP's social worker provided individualized mental health counseling for six (6) county residents on an as-needed basis. Individual counseling services included clients seeking a mental health provider for long-term support for themselves or family members. In all instances, services connected clients with providers appropriate to their circumstances and needs. Because social determinants are continuing to have a disproportionate impact on the health and well-being of residents, AAHP social workers received 10 referrals from SMILE nurses for clients that included 18 telephonic visits. These consults were for issues about Medicaid/healthcare access assistance, food resources, medical transportation, and housing needs. Other support included providing follow up support and monitoring progress for clients with individual and family goals.

Because of AAHP's established record of responsiveness in the County, more organizations and agencies have reached out to collaborate. Examples include:

- **Collaboration: American Muslim Senior Society – 10/22/2020**

The American Muslim Senior Society (AMSS) held a virtual forum on “Social Isolation” to address the health risks and needs of seniors in the County. AAHP has seen great support from AMSS, who have expressed the need for engagement within the Black Muslim community of Montgomery County, similar to the efforts made in various local church health ministries. This forum was open to both providers and community members with the intent to raise awareness of services, discuss current challenges experienced by community members, and to explore creative ways to reach those who may be in need. AMSS highlighted AAHP’s services and included information as part of their resource list. Plans are in place for an upcoming event on social injustice.

- **Montgomery County Adolescent Pregnancy Meeting: 10/20/2020**

Participated in the county’s ICAP Meeting to raise awareness of AAHP’s programs, specifically SMILE. Referral forms were shared with providers with prospective clients.

- **MoCo Mental Health & Substance Abuse Virtual Fair: 10/2/2020**

Participated in the County’s virtual fair to gather mental health information and resources to share with clients suffering from both substance use disorders and other mental health illnesses. Many of these clients receive service at locations such as Progress Place.

- **MCPS Head Start/Pre-K Virtual Fair: 10/26/2020**

Participated in the County’s MCPS Head Start/Pre-K fair to raise awareness of AAHP’s programs, specifically SMILE.

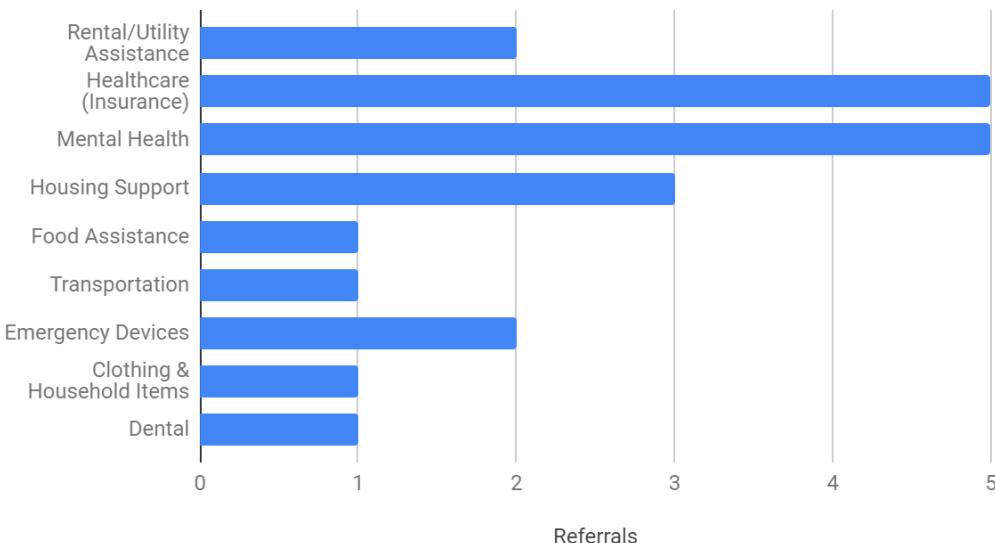
Increasingly, more cases are being referred to the social worker that requires more concentrated effort based on the complexity of the presenting circumstances. For instance, in October, a new enrollee was 21 years old, pregnant for the first time, and became homeless during the pandemic. Unfortunately, her family did not agree with her decision to continue with her pregnancy due to religious and cultural beliefs. Upon disclosing her pregnancy, she was kicked out of the home and forced to sleep in her car. When this client was referred to SMILE, she had been sleeping alone in her car for months, without proper clothing or security. After numerous calls, referrals, and contacts to the Crisis Center, AAHP’s social worker learned that most of the County’s women’s shelters were at capacity and could no longer accept new clients due to the pandemic.

As an interim measure, AAHP staff organized a team of donors to provide a hotel room and food for this client while transitional services could be provided. Despite this challenge, AAHP’s social worker identified an agency with available space in a newly renovated maternity home in Gaithersburg. As a result of concerted teamwork, this mother-to-be is now happily and safely placed in the maternity home where she is receiving additional support and case management services leading to permanent housing. She has expressed great gratitude and appreciation for her SMILE team’s support in this matter.

The table below presents a graphic depiction of the prevalence of various services provided during the month.

The chart below illustrates the prevalence of services requested.

### Referrals vs.



### D. HIV/STI/AIDS Education

Despite the challenges posed by the pandemic, AAHP's community health workers continued to safely provide personal health screening services to detect and monitor HIV/STI among Black residents. While conducting HIV testing and counseling for County residents, including homeless residents, staff also screened for hypertension, elevated HBA1c, and cholesterol. Also, staff distributed condoms and educational information and materials about health literacy and how to prevent the most common health conditions. On October, 34 County residents were tested and counseled for HIV. The table below documents the number of tests and participants.

Age Group	Male	Female	
1947 -1969	4	1	
1970 -1989	16	1	
1990+	3	2	
Total	23	4	27
All Others	Male	Female	
1970 -1989	3	2	
1990+	2	0	
Total	5	2	7
GRAND TOTAL			34

In addition to screening services, AAHP staff also provided refreshments donated by Manna Foods as well as condoms and pamphlets on sexual health for various populations.

In addition to HIV testing and counseling, community health workers continued to collaborate with other governmental and non-governmental entities to reduce health risk with a particular emphasis on reducing STIs. Examples include:

- **The Montgomery County Ending the HIV Epidemic (EHE) planning workgroup** held an inaugural meeting on October 13, 2020, and weekly after until October 30<sup>th</sup>. This meeting consisted of a diverse group of community leaders involved in our plan development through Zoom.
- **The Prevention Committee Meeting** discussed strategies to expand PrEP/PEP access and building capacity to support prevention in primary care and schools.
- **The Community Engagement Committee Meeting** discussed how to engage various communities in plan development/feedback, and how to raise awareness of expanded HIV service, testing, and prevention options moving forward.
- **The Treatment Committee Meeting** discussed strategies to engage and retain more people living with HIV in high-quality care across the county, support out-of-care folks, and how to increase viral suppression.

The next steps to be implemented will include:

- An LGBTQ community-focused HIV/EHE townhall is intentional on centering trans folks and people of color.
- An EHE “intro” webinar (around World AIDS Day) for public information and public comment and that contains a basic overview of HIV in Montgomery County.
- Surveys to assure that the EHE planning workgroup engages priority communities during plan development and beyond. Future meetings are scheduled for November 18, 20, 23, and 24.

### **Community Outreach Events**

Since March 16, 2020, the weekly Grab N Go food distribution programs have become the most effective way to maintain social distancing while also distributing health information, conducting outreach to African American residents, and initiating conversations around health and wellness. In October, AAHP staff participated in food distribution events at The People’s Community Church, and Kings and Priest International Church.

Below is the breakdown of the items distributed.

	<b>Peoples Church</b>	<b>Kings &amp; Priest</b>
Hand sanitizers	100	100
HIV Epidemic pamphlet	100	100
Condoms	500	500
HIV Testing flyers	25	25
SMILE brochure	50	50
PrEP is for You pamphlet	50	50
HIV treatment work card	50	50
Diabetes info	80	80
STD Facts for teen pamphlet	50	50
Colorectal Cancer booklet	10	10
Mammogram booklet	20	20
Cancer pamphlets (men)	15	15
Cancer pamphlets (women)	10	10
HIV- Get Tested info	50	50
Diabetes pamphlet	50	20
Cholesterol pamphlet	20	20
Youth and sexual health info	50	50
Weight management info	50	50
AAHP card	100	100
<b>African American Bags Given</b>	<b>110</b>	<b>110</b>
Others (Hispanics, Asians, Caucasians)	40	20
<b>Total of number bags given:</b>	<b>150</b>	<b>130</b>

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

#### **A. Meetings**

AAHP staff participated in the planning and execution of the monthly AAHP Executive Committee meeting by setting up Zoom functionality and transmitting announcements and links in advance of the meeting. On October 2, 2020, AAHP's project director and clinical services director participated in the meeting and provided an update on AAHP's current services and plans for the future.

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

In October, AAHP staff focused on producing five videos on depression, preterm labor, newborn care, breastfeeding, and child milestones. These videos aim to provide valuable information about pregnancy in a personal manner. The staff works intently to assure that the content on slides is error-free before publishing on the AAHP website.

This month, AAHP completed the production of an AAHP overview video that details the different sections of our program. The video talks about the many services that are offered to the public such as health screenings, health classes, mental health support, and

pregnancy assistance. Currently, the video is saved and ready to be used whenever there is a purpose. AAHP has also brought back some of the older video productions. Two testimony videos have been edited that include discussions on the SMILE and CDMP programs.

### **C. Management Information System**

In October, AAHP staff continued to refine elements of the AAHP case management system. In August and September, staff identified opportunities to improve data collection and reporting program features. Data collection on social work services expanded to include more notes on services provided. Additional effort was devoted to providing training to staff who were not previously trained in using the system.

With the case management system running smoothly, AAHP has now begun focusing on the generation of reports that accurately compile and organize data into useful information. In October, AAHP's data coordinator created a report that contains insights on AAHP clients and the prevalence of the chronic disease. These insights can be used to identify populations that can benefit the most from AAHP's services. This report was also useful because it showed that information and insights can be obtained without using the system's standard reporting. The data export feature enables the creation of specific reports.

## **APPENDIX A** **October 2020 Media Report**

AAHP Health Notes - Distributed: Wednesday, September 2, 1:30pm

### **October Campaign Metrics**

	October	September
General List Recipients:	1644	1645
Successful deliveries:	1275	1282
Open rate:	19%	19%
Click rate	5%	9%
Unsubscribed because of this message	2	1

AAHP's October Health Notes opened with a feature on Breast Cancer Awareness Month, which detailed how Black women can prevent breast cancer with certain controllable factors. The article also mentioned AAHP's breast cancer webinar and the upcoming appearance of the "Mammo-van" at The People's Community Baptist Church. The next article, "The Battle Against Bad Bacteria," explained how good and bad bacteria in the mouth and the gastric tract affect health and wellness. The article included fun and informative animated video about how cavities and oral disease develop in the mouth. With Halloween and the holiday season upon us, the next article offered advice on how to socially distance and stay safe during the most social time of the year. The next article highlighted AAHP's receipt of the 2020 Achievement Award from the National Association of Counties for its work with the Montgomery County Fire and Rescue Service on the Senior Home Safety Visit Program. The following article focused on spreading awareness of arthritis in observance of World Arthritis Day on October 13. The Health Hint informed readers that Halloween masks do not replace face mask intended to prevent the spread of COVID-19. In the featured video from Susan G Komen, Vanessa Bell Calloway discussed breast cancer risks for Black women with a doctor and breast cancer survivor. The featured recipe was vegan gluten-free popcorn balls.

October's Health Notes was opened by 250 readers, which has not changed since last month. The open rate of 19.3% remained on par with last month's rate, which is lower than AAHP's average, and 4% higher than the industry average. October's click rate of 5% was 4% lower than last month's and lower than AAHP's average and the industry average. The bounce rate also remained the same. There were two unsubscribes.

### **Facebook**

AAHP's Facebook page performed lower in October than September, yet the number of followers remained the same. Health and Fitness class posts performed well, particularly the Zumba online classes.

### Facebook Metrics – September ‘20

	Followers	Posts	Likes/Love	Comments	Shares	Impressions	Engagement Rate
Total	<b>667</b>	<b>21</b>	<b>10</b>	<b>1</b>	<b>14</b>	<b>1318</b>	<b>25</b>
Change from last month	same	-30%	-28	-1	-14	-28.33%	-63%

### Twitter

AAHP’s Twitter performed well, with a significant number of mentions and retweets compared to last month.

### Twitter Metrics – October ‘20

	Followers	New Followers	Tweets	Profile Visits	Retweets	Mentions	Tweet Impressions
Total		<b>8</b>	<b>8</b>	<b>30</b>	8	<b>5</b>	<b>1844</b>
Change from last month	331	+1	-13	-28	+7	+4	-2618

### Instagram

AAHP’s Instagram channel continued to perform well, with a slight increase in the number of followers. Most notably, posts garnered a significant increase in the number of likes compared to last month.

### Instagram Metrics – October ‘20

	Followers	Post Likes	Engagement Rate	Impressions	Reach
Total	<b>145</b>	135	4%	<b>896</b>	<b>21</b>
Change from last month	2	+86	-2%	-252	-1

## APPENDIX B

### October 2020 Health Notes

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

OCTOBER 2020

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



October is Breast Cancer Awareness Month

October is Breast Cancer Awareness Month. Breast Cancer is the most commonly diagnosed cancer among women worldwide, and the second leading cause of death among women in the U.S. One in eight women are diagnosed in their lifetime. Additionally, African American women have the highest mortality rate out of any racial or ethnic group.

Certain controllable actions can help decrease risk. They include:

- Limiting alcohol intake
- Not smoking
- Maintaining a healthy diet
- Exercising
- Getting enough sleep
- Breastfeeding

Evidence consistently suggests that the BEST chance for survival is early detection. In fact, early stage breast cancer has a nearly 100% cure rate. Hence, it's important for women to be in tune to the shape and feel of their breasts and recognize signs and symptoms in order to facilitate early diagnosis and treatment. Women who have mammograms regularly are more likely to find breast cancer early, are less likely to require aggressive treatment such as mastectomy (removal of breast) or chemotherapy, and more likely to be cured.

Black Montgomery County residents can view [AAHP's Breast Cancer Webinar](#) to learn more about risk factors, how to decrease their risk, how to conduct breast self-exams, mammogram recommendations, what to do if you find a lump, and how to cope with a diagnosis.

AAHP's Chronic Disease Management classes educate and inform Black County residents on prevention and management of breast cancer along with other cancers that disproportionately impact African Americans. AAHP also facilitated access to life-saving mammograms for Black women in Montgomery County by teaming up with Breast Care of

Washington to bring their "MobileMammovan" to The People's Community Baptist Church on Tuesday, October 6.

A breast cancer diagnosis may be overwhelming, but being knowledgeable, leaning on family and friends, joining a support group, and speaking with your healthcare provider about the best treatment option for you can help you feel more in control. A majority of women diagnosed with breast cancer do survive and continue to lead healthy, productive lives!

Learn more about reducing breast cancer risk here: <https://youtu.be/nYM2Ccuhs4E>

**Sources:**

[www.cancer.org/research/cancer-facts-statistics](http://www.cancer.org/research/cancer-facts-statistics)  
[www.cancer.org/cancer/breast-cancer](http://www.cancer.org/cancer/breast-cancer)  
[www.sharecancersupport.org](http://www.sharecancersupport.org)  
[phpa.health.maryland.gov/cancer](http://phpa.health.maryland.gov/cancer)



Did you know that your mouth is home to more than six billion bacteria? Indeed, your mouth contains various ecosystems of both good and bad bacteria. The bad guys feed off of sugar and starchy carbs and then produce acids that erode tooth enamel. You can prevent these bad bacteria from popping up and sticking around with diligent oral care and a healthy diet.

The same food and drink that wreak havoc on your oral cavity can also unleash armies of bad bacteria in your digestive tract as well. More than one trillion bacteria live in your digestive tract, also known as your gut. Age, diet, environment, genes, and medications (particularly antibiotics) determine the health of your gut bacteria. An unhealthy gut filled with bacteria fueled by sugars and starches may increase your risk for chronic diseases like heart disease and cancer, allergies, migraines, and a host of other health conditions including mental health issues. Antibiotics can deplete good gut bacteria so don't overuse them. Eating a balanced, fiber-rich diet and eating fermented foods (like pickled vegetables) or taking a probiotic vitamin can help you give the good gut bacteria what it needs.

Although we are surrounded by and filled with bacteria, viruses, and other microbes, we can claim victory over bad bacteria by consistently practicing good oral and hand hygiene.

Check out this awesome animation explaining how not brushing your teeth can lead to a host of chronic diseases:



Sources:

[www.health.harvard.edu](http://www.health.harvard.edu)  
[www.everydayhealth.com/digestive-health](http://www.everydayhealth.com/digestive-health)  
[newsinhealth.nih.gov](http://newsinhealth.nih.gov)  
[www.jni.com](http://www.jni.com)  
[nationaltoday.com/national-dental-hygiene-month](http://nationaltoday.com/national-dental-hygiene-month)  
[www.smithsonianmag.com](http://www.smithsonianmag.com)



The disruption of Halloween and other holiday festivities add to the disappointment and frustration many feel, especially children. As we face the first flu season in the midst of COVID-19, we can rise to this challenge by adapting and innovating. Let's focus on ways we can round out 2020 with good memories while staying safe and healthy. Consider these new ways to celebrate and fellowship:

- Host a Halloween Movie Night. Queue up some scary movies, make some cheesy vegan gluten-free popcorn balls (recipe below), and gather some great company (even if it's just yourself). As long as you keep your gathering small and follow the [precautions](#)

[recommended by the Centers for Disease Control](#), you can enjoy a thrilling Halloween evening while staying safe from COVID-19.

- Focus on Crafts. Since Halloween falls on a Saturday this year, you can spend the whole day decorating pumpkins, face masks, or your home; making wreaths or handmade gifts like soap or candles; or any other festive craft activity. Crafting can help fight depression and anxiety and promote happiness and a sense of normalcy. Check out some fun craft ideas [here](#).

[Stay tuned for the County's upcoming Halloween safety guidelines which will be determined by data compiled at a later date.](#)



**Sources:**

[www.cdc.gov/coronavirus](http://www.cdc.gov/coronavirus)

[www.mymcmmedia.org/cdc-releases-halloween-trick-or-treating-guidelines](http://www.mymcmmedia.org/cdc-releases-halloween-trick-or-treating-guidelines)



The African American Health Program (AAHP) and Montgomery County Fire & Rescue Service (MCFRS) were recently awarded a 2020 Achievement Award from the National Association of Counties (NACo). This prestigious award recognizes the success of the Senior Home Safety Visit Program and acknowledges the hard work of AAHP and MCFRS in helping African American seniors in Montgomery County prevent injury and death in their homes.

The Senior Home Safety Visit Program addresses the increased risk of dying in a fire that African Americans face compared to the general population. In September 2019, the Home Safety Check initiative engaged 41 African American households, conducted hour-long home visits that included health screenings administered by AAHP and fire and injury prevention evaluations administered by MCFRS. Health screenings included blood pressure, blood glucose, weight, and other measures. The fire safety evaluation included checking smoke and carbon monoxide alarms, developing an individualized fire escape plan, and providing a File of Life packet that was completed during the visit.

NACo applauded the Senior Home Safety Visit Program as an innovative model to combat health and fire safety disparities in African American and other under-served populations.



Arthritis affects millions of people as one of the world's most common diseases. While many people think of arthritis as one particular disease that affects the elderly, arthritis is actually a symptom of other ailments, such as gout, osteoarthritis, rheumatoid arthritis, or lupus. And while most sufferers are elderly, almost 30% of sufferers are under the age of 65. On October 13, AAHP will observe World Arthritis Day to raise awareness of this condition and how we can all prevent and manage it. Pharmaceuticals and physical therapy can treat arthritis, but good health habits like exercising regularly and maintaining a healthy weight go a long way in prevention and management. Young people should understand that they'll reduce their risk for arthritis later in life by committing now to being physically active, having good posture, and eating a healthy diet with foods that support bone development and overall health.

Learn more at [Arthritis Foundation](#).

**Source:**

[blog.arthritis.org/news](http://blog.arthritis.org/news)  
[www.daysoftheyear.com](http://www.daysoftheyear.com)  
[www.healthcentral.com](http://www.healthcentral.com)

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## Health Hint

Halloween costume masks DO NOT replace face masks. Unless a costume mask is made of two layers of breathable fabric that cover the mouth and nose and don't leave gaps around your face, do not consider the costume mask adequate protection against COVID-19 infection. Also, DO NOT wear a costume mask over a cloth mask as it can make breathing more difficult.

**Source:**

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

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## Featured Video

In this video from [Susan G. Komen](#), Vanessa Bell Calloway sits down with Dr. Robina Smith to discuss how family history and making informed choices can reduce your breast cancer risk:



## Featured Recipe: Vegan Gluten-Free Popcorn Balls



### INGREDIENTS

#### Base Ingredients:

- 5 cups of popcorn, popped (equal to 1/4 cup, unpopped)
- 1 Tbsp coconut oil (omit if making Chocolate Peanut Butter Cup)
- 1 cup mini vegan marshmallows
- 1 tsp sea salt
- 1/2 tsp vanilla

#### Topping Options

*Bobbing for Apples:*

- 1/2 cup dried apple slices, chopped
- 1 tsp cinnamon
- 1 Tbsp brown sugar

*Spooky Spice:*

- 2 tsp cayenne
- 1 tsp paprika
- 1 tsp sea salt

*Pumpkin Spice & Sprinkles:*

- 2 tsp cayenne
- 1 tsp paprika
- 1 tsp sea salt

*Chocolate Peanut Butter Cup:*

- 3 Tbsp peanut butter
- 3 Tbsp vegan chocolate chips

*Corn Crispy Treats:*

- 1/4 cup mini vegan marshmallows
- 1 tsp sea salt

**INSTRUCTIONS**

1. Prep all ingredients for the toppings of your choice.
2. Pop popcorn, add toppings, stir, then cover to keep warm.
3. In a medium saucepan, over medium-low heat, melt coconut oil. If making Chocolate Peanut Butter Cup variety, melt peanut butter instead of coconut oil.
4. Remove from heat. Add marshmallow, sea salt, and vanilla, stirring until combined. Remove from heat (this can take up to five minutes, stick with it).
5. Pour sticky mix over popcorn, grease hand lightly with coconut oil and mix with hands.
6. Mold popcorn into balls. You may need to allow them to cool slightly first.
7. Place on parchment paper lined baking sheet to cool.

Source: [myvega.com](http://myvega.com)

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African American Health Program  
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