



A Black/African American parade goer makes note of AAHP and its services as AAHP staff march at the Montgomery County Thanksgiving Parade on November 20th, 2021

AAHP MONTHLY REPORT November 2021



I. INTRODUCTION

In November, news accounts about the Omicron variant, a new and potentially more transmissible coronavirus strain first identified in South Africa became more concerning for the nation and Montgomery County residents. Because little is known about the severity of virus contagion and its impact on illness, hospitalizations, and deaths, the emergence of this new variant highlighted the importance of getting vaccinated to prevent COVID-19 from further mutation. In November, booster shots became available to every person who has received their second vaccination dose 6 or more months ago. The vaccine was also authorized by the FDA for children aged 5-11 for the first time. This was especially encouraging as the holiday season approaches and residents typically spend more time with family and friends.

November was also significant because several AAHP staff completed training and served as navigators for the Kaiser Permanente Community Health Access Program (CHAP). This program is designed to provide free health insurance for a limited number of households with incomes of up to 300% of the federal poverty level and who are not eligible for other public or private health coverage. This special program allows for enrollment in the Kaiser Permanente Maryland Gold Value 0/20/Vision plan. The benefits of this plan include preventive screenings, immunizations, specialty care visits, mental health services, prescription drugs, urgent care, hospital stays, and most X-rays—all with no out-of-pocket costs. Twenty-five slots were reserved to AAHP, and all 25 slots had been filled within the first three weeks of the enrollment period. Those who enrolled were also able to include their spouse and dependents in the health plan, meaning over 60 people were approved for low or no-cost insurance thanks to AAHP's efforts. Conceivably slots not attributed to AAHP may be distributed to additional applicants should other participating partners not achieve their allotted slots.

For the fourth year in a row, the African American Health Program participated in the Annual Montgomery County's Thanksgiving Parade on November 20th. This event provides an occasion for AAHP to focus on health disparities in the County and increase awareness about AAHP's role in reducing health disparities.

November also spotlighted continued community outreach to increase overall community awareness about the importance of health and well-being. Examples included:

- The number of mothers participating in the SMILE program reached an all-time high for the past five years of the contract.
- AAHP took part in a Veterans Celebration event at Veterans Plaza in Gaithersburg on November 9th, conducting screenings for blood pressure, glucose, BMI, and mental health. The Keynote Speaker was the Chief Executive Officer and President of Holy Cross Health.
- Community members had the opportunity to receive a free turkey and weekly diaper distribution from Kingdom Fellowship A.M.E. Church to extend both community and client engagement.

AAHP also joined "Communibuild" for Thanksgiving food distributions on November 22nd and November 23rd, which allowed staff members to distribute educational material, including the AAHP breast cancer brochures.

- AAHP prepared for World AIDS Day on December 1st.

- In November, AAHP has compiled customer satisfaction data collected during health outreach events and chronic disease management classes. That data was then combined with data over the past four years. A summary analysis of the data showed that AAHP's customer satisfaction approval over the past four years. After reviewing the report, over 93% of survey respondents rated AAHP's services as "excellent".

II. AAHP PROGRAM ACTIVITIES

A. SMILE Program (Start More Infants Living Equally healthy)

November was another outstanding month for the SMILE program. The nurses cared for 106 mothers and 66 infants. The caseload of 172 represented the highest monthly performance in five years. Fifteen prenatal cases were newly enrolled in November which raised the number of prenatal cases to 45. There were also 61 postpartum cases. Additionally, seven births were recorded in November, of which four were healthy and of normal weight, two were low birth weight due to prematurity, and one was very low birth weight due to extreme prematurity. These three cases are under intensive care in NICU units. In addition to the provision of counseling and nursing support services, the nurses and AAHP staff arranged for the distribution of car seats, cribs, and other supplies for all new mothers.

At the end of November, the risk profile remained high but improved when compared to October. Twenty-two mothers of 106 were classified as high-risk because of medical issues, and 19 because of social issues. Nine cases presented with both high medical and social risks. High-risk medical conditions included intellectual and mental challenges, gestational diabetes, pre-eclampsia, a history of multiple past miscarriages, and advanced maternal age. As in previous months, frequently cited social needs including housing, help with food and utility bills, and transportation to medical appointments. Social risks included concerns about personal safety, low self-esteem, unemployment, low educational attainment, unclear immigration status, language barriers, inadequate family support, isolation, and disconnectedness. Understandably, a higher intensity of effort was required on the part of staff to mitigate the severity of these cases. Staff addressed these issues through appropriate referral and follow-up to other service providers. The risk profile is presented graphically in a later section of this report.

On November 15, prenatal cases and seven postpartum mothers were screened for depression using the Edinburgh Postnatal Depression Scale. Nine of the mothers scored above the normal range and were referred to mental health providers for further evaluation and care.

At every encounter, the staff educated mothers on the benefits of breastfeeding and encouraged them to breastfeed their infants for as long as possible. At the end of November, the overall percentage of mothers breastfeeding for up to 12 months was 65%, and the percentage of mothers breastfeeding up to six months was 76%. Both breastfeeding indicators far exceeded comparative data by the Centers for Disease Control and Prevention that indicated that African American women who breastfed exclusively for six months after delivery was only 20%.

The SMILE nurses continued to play a pivotal and supportive role in almost all aspects of AAHP’s services to mothers as well as community outreach to recruit, educate, and attract program participants. They provided health screenings at Leisure World. They helped prepare and distribute diaper bags at Kingdom Fellowship AME Church and participated in the diaper distribution events. These events were also effective ways to recruit 15 program participants.

As presented in the graph below, the ethnic origin representation of mothers participating in the SMILE program showed 59% African, 40 % Black American, and 1% Caribbean.

In November, the nurses met weekly to review individual cases and plan teleconsultations and staffing that included reviews of difficult cases in consultation with AAHP’s social worker, the nurse supervisor, the clinical director, and community health workers. All SMILE nurses attended the Fetal Infant Mortality Rate Community Action Team (FIMR/CAT) meeting on November 23rd. Other AAHP staff also assisted and supported mothers and families by providing diapers, car seats, breast pumps, pack-and-play cribs, and other items to support the growth and development of healthy mothers, infants, and families. All SMILE participants who test high on depression scales were routinely counseled and referred for follow-up care.

The table and graphs below present an overview of the SMILE rolling three-month data which includes November 2021 in comparison to the program performance in the calendar year 2020.

PROFILES/SERVICES	*Monthly Average Calendar Year 2020	September 2021	October 2021	November 2021	Comments About November
<i>A) Currently Active Moms</i>	83	90	96	106	
Prenatal (still pregnant)	24	35	36	45	
Postpartum (Moms who have delivered)	58	55	60	61	
<i>B) All infants</i>	58	57	63	67	
Single Births	55	52	56	58	
Multiples	2	5	7	9	
Case Load (A+B)	140	147	159	173	
MOM’S ETHNICITY					
African American Clients	31	34	38	42	
African Clients	49	55	57	63	
Caribbean Clients	2	1	1	1	
REFERRALS					
HHS Prenatal Referrals Received	4	3	5	13	

Referrals from Other Sources	4	6	7	3	
Total Prenatal Referrals	8	9	12	16	
NEW ENROLLMENTS					
Prenatal Moms Newly Enrolled During the Month	7	9	11	15	
Infants Newly Enrolled during the month	5	4	8	7	
All New Enrollments for the month	12	13	19	22	
DISCHARGES					
Prenatal Discharges	1	12	0	0	
Infant Discharges	5	5	5	5	
Total Discharges	6	7	5	5	
DELIVERIES					
Term Deliveries	5	4	6	4	
Preterm Deliveries	1	0	0	3	
Total Deliveries	6	4	6	7	
BIRTH OUTCOMES					
% Healthy Birth Weight	95%	100%	100%	57%	Due to 3 cases of prematurity
Number of Low Birth Weight	1	0	0	2	Premature twins
Number of Very Low Birth Weight	1	0	0	1	Baby born at 25 weeks weighing 1.1lbs
Infant Deaths (includes Stillbirths)	0	0	0	0	
Unfavorable Birth Outcomes	0	0	0	0	
(Congenital Anomaly, Fetal Demise, Miscarriage)	0	0	1	0	
SERVICES					
Total Home Visits	17	1	2	0	
Telephonic Consultations	144	191	201	195	
Community Referrals Made	26	61	76	54	
Classes/Presentations Completed	9	5	10	0	
BREASTFEEDING MOMS					
Breastfeeding 0-3 months	92%	88%	94%	67%	
Breastfeeding 0-6 months		74%	76%	76%	

Breastfeeding 0-12 months	73%	61%	68%	65%
INSURANCE				
Clients with Private Insurance**	23	30	28	30
Clients with Medicaid Insurance**	60	60	68	76
Clients without Insurance	n/a	0	0	0

*Averages are rounded up to the next integer

** A client may have multiple insurances

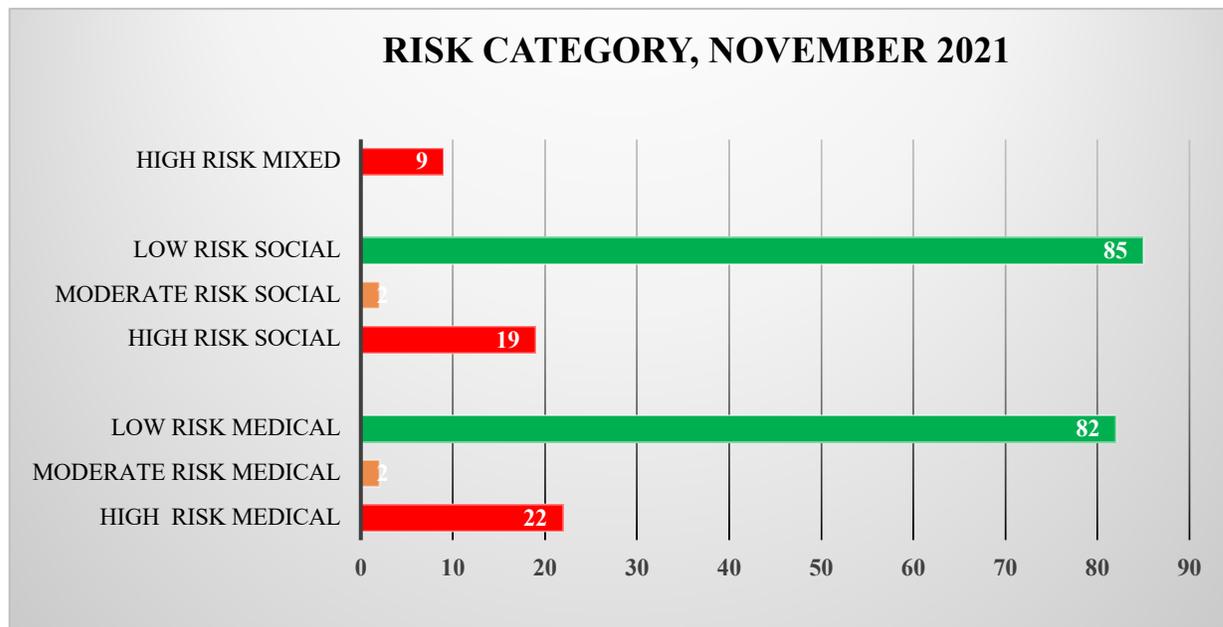
Increase above reference year

Level with reference year

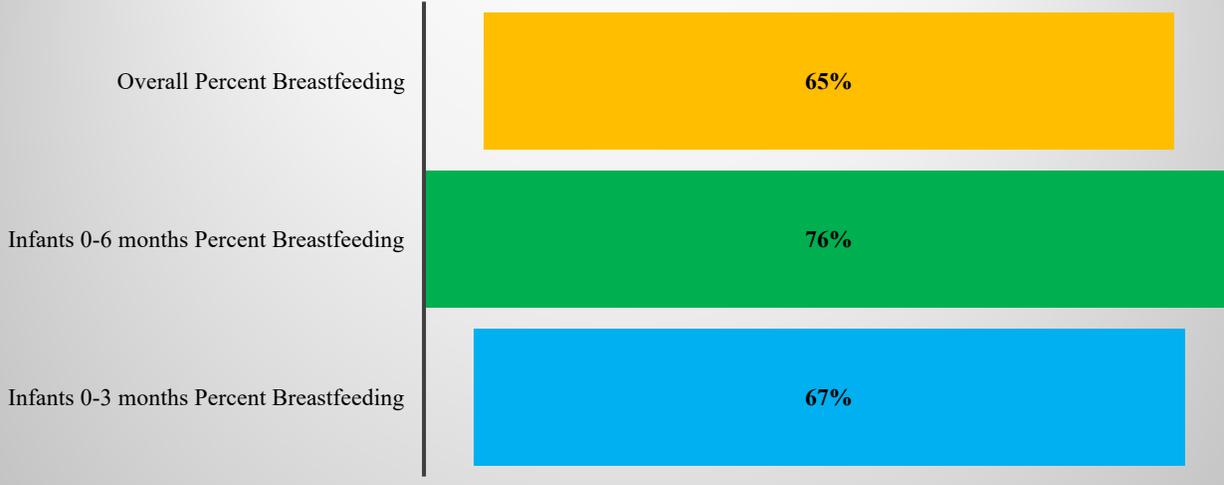
The decrease from reference year

Untoward Outcome

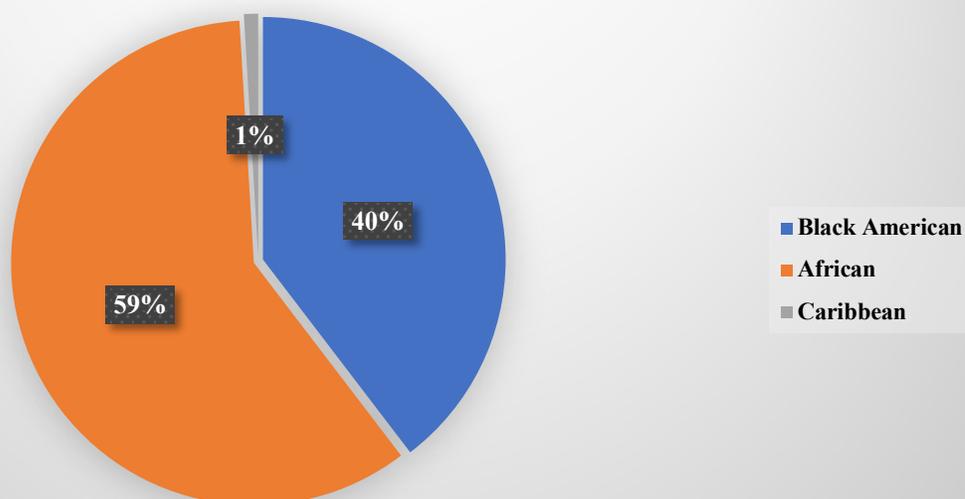
Desired Outcome



PERCENT MOMS BREASTFEEDING, NOVEMBER 2021



MOMS' ORIGIN, NOVEMBER 2021



B. Chronic Disease Management and Prevention (CDMP) Programs

1. CDMP Virtual Health Education Webinars

In November, the CDMP team conducted five classes weekly on evidence-based topics to help residents improve their overall health and manage chronic diseases. In recognition of National Diabetes and Alzheimer Awareness Month, classes focused on Diabetes and Alzheimer's Disease. The classes included a combination of health education webinars and documentaries. The themes for the month were how diabetes control can be achieved through four lifestyle behaviors: evidence-based health education, exercise, a healthy diet, and stress reduction. The CDMP curriculum exposed participants to various aspects of these lifestyle behaviors.

Kick Start Your Health (KSYH) I & II highlighted evidence-based health education during the Wednesday and Thursday evenings' series. Wednesday's series featured health education lectures on the physiology, prevention, management, and treatment of diabetes. The Thursday evening series focused on diabetes, the impact of diabetes and Alzheimer's Disease/dementia, and the role fitness and different types of exercise play in reducing the risk of diabetes and improving brain function.

The Health and Nutrition Classes focused on diabetes and Alzheimer's Disease. The classes contained nutrition information, videos, discussion, quizzes, and other handouts, along with food preparation/cooking demonstrations. The following topics were covered:

- November 4th - Introduction to How Foods Fight Diabetes
- November 11th - The Glycemic Index
- November 18th - Power Foods for the Brain

Class participants received recipes in advance of each class. At the start of each class, the participants shared their triumphs, challenges and overall experiences, and conclusions from the following week.

The CDMP 'Health and Fitness' component delivered stress management and exercise through yoga and Zumba classes. The yoga class was taught by a psychologist and professional yoga instructor representing Five Medicine, LLC. They include stretching and strengthening techniques and range of motion exercises adapted for multiple ages. The class draws from both the Western culture of active movements and meditation from Asian traditions, in addition to teaching participants introductory yoga poses. The Zumba instructor has been instrumental in helping participants get their 30 minutes of daily aerobic exercise recommended by the Department of Health and Human Services as part of the Physical Activity Guidelines for Americans. Zumba occurred every Tuesday morning throughout the month.

The core goals of the CDMP program were to lay a path for participants towards a greater awareness of their ABC's (Hemoglobin A1c, Blood Pressure, and Cholesterol) screening numbers, a commitment to lifestyle change, and self-monitoring. To assist these participants, the program continued to distribute diabetes and hypertension self-management supplies such as glucose meters, lancets, strips, and blood pressure monitors. Using our 'Blood Glucose/Blood Pressure Monitoring Self-Management Agreement,' CDMP staff have encouraged all participants to monitor their numbers using the self-monitoring devices and to relay those numbers to AAHP staff and their primary care provider (PCP) during one-on-one consultations. Twenty-three individuals are currently enrolled in a special project of remote patient remote monitoring (RPM). AAHP continues to encourage participants' adherence to daily, weekly, and/or monthly self-monitoring consistent with their goals.

The AAHP CDMP team looks forward to providing evidence-based health education and lifestyle behavior change on topics including a focus on hypertension, heart, and lung health in December.

The Diabetes Prevention Program Prevent T2D Pre-diabetes classes are continuing in a maintenance mode, twice a month, on Tuesday evenings.

Staff continues to monitor the latest developments in the COVID-19 pandemic and educate participants and the community on healthy behaviors to mitigate risk to themselves and family members while fostering cultures of good health within the home.

The table below lists and describes the class activities, duration of attendance, and the topics covered.

CDMP CLASS Activities			
ACTIVITY	HOURS	DATA REQUESTED	TOPIC COVERED
Health and Fitness on-line Webinar ZUMBA: November 1 st , 8 th , 15 th , 22 nd , 29 th YOGA: November 3 rd , 10 th , 17 th , 24 th	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 you moving. Participants learned how fitness can prevent, manage, and reverse your risk for chronic diseases such as Diabetes. Participants continue to maintain or improve in their HEDIS measures and adapt and make positive behavioral changes for exercise and diet.
Kick Start Your Health I (Diabetes) on-line Webinar November 3 rd , 10 th , 17 th	6 pm – 8 pm	Class and Height, Weight, BP, BMI, %BF, Glucose, Cholesterol screenings	This month's class topic was Diabetes and how to improve health through education, nutrition, diet, and stress management. In addition, the class provided an overview of cancer and how to prevent using including diet, exercise, and stress management. Participants continue to maintain or improve in their HEDIS measures and adapt and make positive behavioral changes for exercise and diet.
Health and Nutrition on-line Webinar	1 pm – 3 pm	Weight, BP, BMI, %BF, Glucose,	This month's class topic was focused on helping participants navigate what healthy eating choices are and what different foods

November 4 th , 11 th , 18 th		Cholesterol screenings	do to reduce or increase their 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 Diabetes. AAHP's nutritionist continues to teach the plant-based diet/healthy cooking and meal tasting portion of the class. Participants continue to maintain or improve in their HEDIS measures and adapt and make positive behavioral changes for exercise and diet.
Kick Start Your Health II on-line Webinar November 4 th , 11 th , 18 th	6 pm – 8 pm	Weight, BP, BMI, %BF, Glucose, Cholesterol screenings	This month's class topics were Diabetes, Alzheimer's Disease, Dementia, and Fitness about how to prevent, manage and reverse diabetes. Participants continue to maintain or improve in their HEDIS measures and adapt and make positive behavioral changes for exercise and diet.

CDMP Virtual Webinar Attendance Metrics November '21

	Health and Fitness 11 am – 12 pm				KSYH I 6pm – 7:15pm			Health and Nutrition 1pm – 2:15pm			KSYH II 6pm – 7:15pm		
Date(s)	11/01 11/08	11/10 11/15	11/17 11/22	11/29	11/03	1/10	11/17	11/04	11/11	11/18	11/04	11/11	11/18
Class Size	23	24	15	8	13	19	15	20	23	37	7	12	17
TOTAL	70				47			80			36		
Avg.	18				16			27			12		
Natl. Avg.	4-6 (For classes that meet weekly)				4-6 (For classes that meet weekly)			4-6 (For classes that meet weekly)			4-6 (For classes that meet weekly)		

CDMP Participant Self-Monitoring Clinical Measures

Participants	Health and Fitness: Zumba/YOGA	KSYH I (Diabetes)	Health and Nutrition:	KSYH II (Diabetes-related)	Total
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<i>Male</i>	3	3	4	5	15
<i>Female</i>	67	44	76	31	218
<i>Total</i>	70	47	80	36	233
<i>% African American</i>	100%	100%	98%	100%	

2. Diabetes Prevention Program (DPP)

In November, the DPP class continued the maintenance phase of the curriculum and met on November 9th and 23rd, from 6:00 pm-7:00 pm. AAHP's clinical director led the bi-weekly presentations. During the sessions, participation in classes remained high at 95% because of the diligent efforts of AAHP staff who called participants at the end of each week to check on their progress and to record weight and activity minutes for a subsequent entry into the DPP Lifestyle Coach's Log. **To date, eight participants have reversed prediabetes but continue to participate in the maintenance sessions.**

The DPP participant attendance and health metrics for November are presented in the tables below:

Participants	Nov 9	Nov 23	Total
Male	2	2	4
Female	12	12	24
Total	14	14	28
% African American	100%	100%	100%

Health Metrics	Baseline	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Goal to Reach in December
Average Weight (lbs.)	213.3	213	211	209.2	205.7	203.4	203.1	203	204	205	202	199.2	200
Average Weekly Activity (Minutes)	140	175.3	183.2	197	212	211	217	215	220	225	230	235	230



3. dMeetings

Enrollment and Completion by Month in Fiscal Year 2021

	12/20	1/21	2/21	3/21	4/21	5/21	6/21	7/21	8/21	9/21	10/21	11/21	Total
New Enrollments	9	8	3	24	25	37	4	4	17	10	2	12	155
Completion Certificates Awarded	5	5	3	9	14	15	1	1	1	4	0	4	62

4. Remote Patient Monitoring Program (RPM)

In November, the CDMP continued to monitor clients’ biometric values and provide guidance and counseling on measurements outside of the normal ranges. The table below shows the high level of adherence achieved by most participants. Almost 80% of participants reported readings for between 16 and 27 days during the month.

Number of Active Days	0 days	1 day	2- 10 days	Up to 10 days	16–27 days
Number of Participants	0	0	0	3	20

Average values for November’s RPM data	
Women’s Weight	178.5 lbs.
Men’s Weight	269.2 lbs.
Systolic BP	135 mmHg
Diastolic BP	76 mmHg

5. Weight Management Program (WMP)

In November, the weight management program hosted two AAHP exercise events, an outdoor walk, and an indoor activity. The first walk was on Saturday, November 6th, 2021, at the Winding Creek Park located at 12326 Dewey Road in Silver Spring, MD. A total of 21 people attended the three-mile walk on the Matthew Henson Trail. The

second event was an indoor dance choreography and cardio class led by a dance instructor on Saturday, November 20th, 2021. The event was held indoors at the White Oak Community Recreation Center. There was a total of 26 participants.

Each exercise event lasted approximately one hour with time allotted for stretching and cooling down. Modifications were made during the instructional class for individuals and the walks included slow and medium-paced walking groups. Both exercise events, as well as other community outreach events, serve to recruit new enrollees into the program. In November, the program enrolled four recruits. The total enrollment of WMP members for November stands at 26. The table below shows the breakdown.

WMP November Enrollment

	Previously Enrolled Clients	Discharged Clients	New Clients	Total Clients
September	19	4	6	21
October	19	0	5	24
November	24	2	4	26

Below is a table of the weight gain and loss for November.

November Reported Weight Gain/Loss

	Weight Loss		Weight Gain		N/A
	Male	Female	Male	Female	Female
0 lb.	2	4			
2 lbs.	1	4			
3 lbs.		2			
4 lbs.		1		3	
5 lbs.		3			
6 lbs.				1	
7 lbs.		1			
8 lbs.		1			
Unreported					3

November 2021 HEALTH CHAMPION

R.A. has applied lessons learned through the CDMP classes and made significant progress in managing his diabetes. His journey with the African American Health Program started over a year ago when his wife was enrolled in the SMILE program. Since then, he has had regular communication with the CDMP team and has been consistently engaged in a wide

variety of health management classes. Through the teachings and guidance provided by AAHP, he has not only learned how to manage his blood sugar but has also gained insight on how to eat healthy with diabetes. During the past three months, his A1C level has fallen out of the diabetes range, his blood pressure has dropped significantly, and his doctor has reduced medication by half. R.A. has also taken the time to record a testimony video where he described his story and expressed his gratitude for AAHP's services. AAHP congratulates R.A. for being the November champion.

C. AAHP's Social Work Services

In November, AAHP's social work services continued to play a major role in the overall health and wellness service program to mitigate many of the health disparities faced by County residents. Mental health screenings and referrals were conducted to continuously increase personal awareness of mental and emotional health risks and provide access to referrals for care. In November, a total of 85 community residents were screened for a variety of mental health conditions including generalized anxiety, alcohol substance use, gambling-related disorders, eating disorders, bipolar disorder, post traumatic stress disorder (PTSD), depression, psychosis, and opiate misuse. The postpartum period is frequently associated with depression and anxiety. Removing stigma from mental health continues to be a major challenge and the social worker discovers more creative and effective ways to encourage seniors to assess their emotional health on a more consistent basis.

In November, AAHP's social worker also led staff in providing support and application services for more than 75 Black/African American residents applying for no-cost health insurance through a special program collaboration with the Kaiser Foundation. As a result of diligent staff support for this program, 25 families and 60 individuals were approved for free healthcare services over the next 12 months starting on January 7, 2022, and continuing for 12 months thereafter. Significantly, it is conservatively estimated that the result of this program will cover the cost of hundreds of thousands of dollars during the coming year.

AAHP's social worker continues to work in close collaboration with the SMILE nurses to alleviate many of the stresses related to pregnancy and the social determinants of health including home insecurity, domestic violence, food insecurity, unemployment, and access to healthcare services. Every month, the needs of residents exceed the current staffing level. To expand the overall capacity of services, AAHP social worker has consistently built a stronger alliance with other schools of social work in Maryland including Morgan State University and the University of Maryland's school of nursing. Through this strategy, AAHP can gain additional staffing support while also providing practical learning experiences for future health professionals who will be able to better understand the role of public health in promoting health and wellness throughout the nation.

AAHP's social worker continued to participate actively in almost every community outreach and screening event health in November. These community events included the Veterans Day celebration on November 9th, a screening at the Women's Shelter in Rockville on November 16th, a community outreach event at RIT Randolph Village

Apartments in Silver Spring on November 17th, community outreach at Leisure World on November 18th, the annual Montgomery County Thanksgiving Parade on November 20th, health screenings at Progress Place on November 22nd, and a health screening at the Men’s Shelter in Rockville on November 30th.

D. HIV & AID Prevention & Education

In November, HIV/AIDS education, information, and screening continued to play a central role in preventing the spread of STIs and HIV infection. Because a national awareness campaign focused on HIV/AIDS kicks off every December 1st, AAHP’s community health worker/navigator worked closely with Montgomery County Department of Health and Human Services officials and community organizations as part of a countywide effort to find new ways to educate people of African descent on how to eliminate HIV and AIDS within the County. AAHP continues to be one of the few organizations in the County that conduct in-person on-site biometric testing at homeless shelters and other locations where residents gather and live. These events also result in driving participants to every component of AAHP’s services.

On November 1st, the Montgomery County Ending HIV Epidemic Initiative (EHE) had a virtual listening site review session for community stakeholders within EHE jurisdictions of the DC-EMA.

On November 8th, staff attended a virtual training entitled *HIV Basics: A Virtual Training for Social Workers, Health & Human Service Workers*.

On November 10th, AAHP’s navigator met to discuss plans for World AIDS Day. Two separate events were discussed: a breakfast in Rockville, and a vigil in the evening at the Dennis Avenue Health Center.

Health screenings were conducted at the following sites:

Sites	Date	Number Screened
Women Shelter-Taft Ct	November 16	15
Active Senior-Randolph Village	November 17	27
Progress Place	November 22	10
Men Shelter-Taft Ct	November 29	14
In Office HIV Test	November 23	2

The types of screenings include:

Screening Tests	Number
HIV	41
Blood Pressure	68
Glucose	60
A1c	19
Cholesterol	7

The HIV testing data is further broken down as follows:

- 20 African American Male
- 14 African American Female
- 3 Caucasian Female
- 2 Caucasian Male
- 1 Hispanic Male
- 1 Asian Male

All results were negative.

AAHP staff distributed health information pamphlets on sexual health for adults, teens, and the LGBTQ population as well as diabetes, weight management, mental health wellness, nutrition, smoking, and cancer.

III. Administrative support and assistance

In November, AAHP's leadership team and staff continued to work closely with the contract's Department of Health and Human Services (DHHS) Program Manager, the Executive Committee, and the Executive Coalition and its leadership. Specifically, AAHP staff assumed primary responsibility for arranging and managing tasks to facilitate virtual meetings for the Executive Committee on November 4th and the Executive Coalition on November 11th. Also, AAHP staff prepared the draft minutes for the November Executive Committee meeting. All of the AAHP staff continued to comply with mandatory security training required by DHHS.

In November, AAHP's staff continued to identify opportunities to improve the current CMIS system for data collection storage, reporting, and management. Modifications are being made to the system to improve the interface between staff and additional information on workflow and individual staff performance. It is expected that these two improvements will reduce the amount of activity required to better access and report program data.

APPENDIX A – Media Report

AAHP Health Notes - Distributed: November 4, 2021, 3:00pm

August Campaign Metrics

	October	November
General List Recipients:	1617	1615
Successful deliveries:	1221	1214
Open rate:	21%	27.3
Click rate	.7%	1

AAHP's November Health Notes was entitled "Game Plan" and was distributed on November 4th, 2021. This newsletter encouraged readers to develop and implement strategies to maintain and improve their health over the holidays and throughout the year. In observance of Diabetes Awareness Month, the feature article discussed how to manage food temptations and the importance of being selective about indulgences. The following article focused on COPD and lung cancer, how they affect Blacks/African Americans, and how they can be prevented, managed, and treated. The article showcased two videos about recognizing the symptoms of COPD and how to pursue a treatment program for COPD. The article also invited readers who are smokers to participate in "The Great American Smokeout" on November 18th. Because many people spend more time with their families during the holidays, the final article was dedicated to learning about and recording one's family health history to develop a deeper understanding and prevention tactics for diseases and conditions that have affected close family members. The Health Hint suggested exercising while watching TV as a strategy to get more exercise. The featured video offered cheerful tips on meal plans, grocery shopping, and how to improve well-being when living with diabetes. The featured recipe was peanut butter and zucchini muffins.

November's Health Notes performed significantly better than October's. The open rate of 27% was substantially higher than last month's open rate of 21% and is among the highest open rates in Health Notes history. However, November's click rate of 1% was lower than AAHP's average click rate of 2% and the industry average of 4%. As in last month, the number of successful deliveries decreased by two, which was partially due to the three unsubscribers.

Facebook

AAHP's Facebook page's performance in November was similar to last month's performance. The number of likes increased by 8 while the number of posts decreased by 10. Two new followers were added and 10 posts were shared.

Facebook Metrics – November 2021

	Followers	Posts	Likes/Love	Comments	Shares
Total	729	19	31	0	10
Change from last month	+2	-10	+8		-3

Twitter

AAHP's Twitter profile recorded decreases from October on all metrics. However, the number of followers exceeded the milestone of 400.

Twitter Metrics – November 2021

	Followers	New Followers	Tweets	Profile Visits	Mentions	Tweet Impressions	Retweets	Likes
Total	402	1	15	407	0	2,960	2	3
Change from last month		-6	-10	-254	-9	-563	-11	-9

Instagram

AAHP's Instagram performance in November was similar to its performance in October. Most notably, eight new followers were added, continuing the trend of an increasing number of followers each month. The number of clicks on LinkedIn bio feature (usually for CDMP classes) also increased significantly.

Instagram Metrics – October 2021

	Followers	Posts	Post Likes	LinkedIn bio clicks	Impressions
Total	234	23	70	8	810
Change from last month	+8	-2	-8	+8	-166

APPENDIX B – October Health Notes



www.aahpmontgomerycounty.org



Scenario: You're diabetic or prediabetic and the holidays are here. You know you'll be tempted by the most scrumptious culinary delights that will surely spike your blood sugar. If you're prediabetic, you may be concerned that an indulgent holiday season will cause your condition to progress into full-blown diabetes. You want to enjoy yourself and let loose, but you also know your health is on the line. So, what do you do? What's your game plan?

For most people, it's unrealistic to be on their best health behavior during the holidays. Health experts suggest allowing yourself some wiggle room while also using this time to better understand diabetes prevention and management. That involves being aware of the nutritional value of the food you want to consume, notably their carbohydrate content. Traditional holiday foods tend to be high in carbs, so be picky and focus on your favorites. For example, your aunt's signature coconut cake that you've been looking forward to eating every year—a slice may be worth the fat, calories, and carbohydrates, but those store-bought sugar cookies served at the company holiday party may not be.

Exercise can help significantly in diabetes management and prevention and in overall health. Consider going for a walk or jog or playing some flag football with your family. Physical activity will help your digestion, improve your [insulin sensitivity](#), and make it easier to manage your blood sugar. Other health-promoting lifestyle behaviors such as getting enough sleep, drinking plenty of water, and keeping a positive mindset can also help you conquer the holidays.

November is National Diabetes Month! AAHP's Kick Start Your Health classes will focus on diabetes prevention and management and will feature guest speakers. Learn more [here](#).

Sources:

www.diabetesfoodhub.org

www.diabetesstrong.com/managing-diabetes-during-the-holidays/



Blacks/African Americans who smoke seem to be particularly affected by chronic obstructive pulmonary disease (COPD), which can lead to emphysema or chronic bronchitis. COPD, a lung disease, is a leading cause of mortality and disability in the U.S. Unfortunately, Black/African American smokers tend to develop COPD at a younger age and with lower levels of smoking than non-Hispanic White Americans. This disparity may be attributed to other health conditions and overall lifestyle.

Symptoms of COPD include shortness of breath, chronic coughing, hoarseness, wheezing, chest pain that worsens when you breathe deeply, laugh, or cough, and recurring respiratory infections such as [pneumonia](#) or [bronchitis](#). These signs and symptoms appear gradually and get worse with time. Unfortunately, many mistake these symptoms as part of getting older or being out of shape. Without treatment, patients with COPD progressively lose their energy and stamina, making it difficult to carry out everyday activities.

Watch the videos below to learn more about recognizing the symptoms of COPD and pursuing a treatment program after diagnosis:



November is COPD Awareness Month and Lung Cancer Awareness Month. COPD is closely linked to lung cancer, the most common cancer and a top cancer killer in the world. Blacks/African Americans are at [higher risk](#) of developing and dying from lung cancer than other racial and ethnic groups. Quitting smoking represents the single most important decision an individual can take to prevent COPD and lung cancer.

Thursday, November 18 is [the Great American Smokeout](#), an annual event designed to prompt smokers to begin their smoke-free life. If you smoke, join thousands of people across the country in taking an important step toward a healthier life and reducing the risk for cancer and COPD. If you don't smoke but love someone who does, encourage them to participate. The American Cancer Society also has additional resources for quitting smoking [here](#).

Sources:

www.copdnewstoday.com

www.mdedge.com

[National Institutes of Health](http://www.nationalinstitutesofhealth.gov)

www.lung.org

www.healthline.com

www.copdfoundation.org



Did you know that Thanksgiving is also National Family History Day? Your family health history is a record of all the illnesses and health conditions in your family. Because you and your family share DNA and may also share behaviors and circumstances, such as the way you eat and where you live, your family health history can help you make informed decisions about your own health. A family history of a chronic condition increases your risk of developing that disease yourself, particularly if more than one close relative has (or had) the disease or if a family member had the disease at a younger age than typical.

The holidays present a great opportunity to ask your loved ones about health conditions. To record your family health history, write down the names of your close relatives from both sides of the family: parents, siblings, grandparents, aunts, uncles, nieces, and nephews. Ask them about any health issues they are now experiencing or have experienced in the past, as well as when they were originally diagnosed. You may think you know all about the health of your parents or siblings, but you might be surprised by what you don't know.

Questions can include:

- Do you have any chronic diseases like heart disease or diabetes? What about health conditions like high blood pressure or high cholesterol?
- Have you ever had a stroke? Have you ever been diagnosed with cancer? If so, what type and around what age were you diagnosed?
- From what countries or regions did our ancestors originate from before arriving in the United States?
- What were the causes of death for relatives who died early? At what age did they pass?

Even if the information you collect is limited, your doctor can use this information to determine which screening tests you need and when those tests should begin. Screening tests, such as [blood sugar testing](#), [mammograms](#), and [colorectal cancer screening](#), may help detect diseases in their earliest stages, when treatment is most effective. Your doctor can also offer advice on how you can change lifestyle behaviors to prevent diseases that run in your family.

Check out [My Family Health Portrait](#) below, a free and easy online tool to help you collect your family health history information. Do share this information with your family members and doctors.

My Family Health Portrait

- Record your family health history
- Learn about your risk for conditions
- Print & save your family health history

VISIT My Family Health Portrait

If you are adopted, or have a child through sperm or egg donation, learn about accessing your or your child/children's biological family's health history [here](#).

Sources:

www.cdc.gov/genomics/famhistory/famhist_basics

www.cdc.gov/genomics/famhistory/knowning_not_enough

Health Hint

Exercising while watching TV is a great way to “kill two birds with one stone.” You can exercise while you watch a show or movie, or you can take exercise breaks during commercials. This strategy can also keep you from making trips to the kitchen to load up on snacks.

Featured Video

This cheerful and informative video discusses meal plans, grocery shopping and how to improve your general well-being when you're living with diabetes:



Featured Recipe: Peanut Butter and Zucchini Muffins



Ingredients

- 2 cups almond flour
- 3/4 tsp baking soda
- 1/2 tsp cinnamon
- 1/4 tsp salt
- 1 tsp vanilla extract
- 1/4 cup coconut oil
- 2 tsp lemon juice
- 2 tbsp honey
- 2 eggs
- 2 tbsp peanut butter or other nut butter of choice
- 2 cups shredded zucchini squeezed between paper towels to remove moisture

Instructions

1. Preheat the oven to 175 degrees Celsius (350 degrees Fahrenheit) and line a muffin tray with paper liners
2. In a mixing bowl combine the flour, baking soda, cinnamon and salt. Add in the vanilla extract, coconut oil, lemon juice, eggs, honey and nut butter. Once well blended stir in the shredded zucchini.
3. Fill the muffin tins with the batter, pushing down on the batter to ensure its well packed into the cups.
4. Bake the muffins for 20 to 25 until a toothpick inserted in the muffins comes out clean.

Nutritional Content: calories: 224kcal, carbohydrates: 10g, protein: 7g, fat: 19g, saturated fat: 6g, trans fat: 1g, cholesterol: 33mg, sodium: 170mg, potassium: 102mg, fiber: 3g, sugar: 5g

Source: www.everylastbite.com/peanut-butter-zucchini-muffins/

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