

Appendix 6
Community Health Improvement Implementation Plan
FY2016-FY2018

Priority Area: Maternal/Child Health					
Long Term Goals Supporting Maryland SHIP Healthy Beginnings:					
1) Reduce the percentage of births that are low birth weight (LBW): Baltimore City = 11.9% > MD 2017 Goal: 8.0%					
2) Reduce sudden unexpected infant deaths (SUIDS): Baltimore City = 1.90 > MD 2017 Goal 0.86/1,000 live births					
3) Increase the proportion of pregnant women starting prenatal care in the 1 st trimester: Baltimore City = 49.5% > MD 2017 Goal: 66.9%					
4) Reduce the ED visit rate due to asthma: Baltimore City = 223.5/10,000 > MD 2017 Goal: 62.5/10,000					
5) Reduce the pedestrian injury rate on public roads: - Baltimore City = 109.9/100,000 > MD 2017 Goal: 35.6/100,000					
Annual Objective	Strategy	Target Population	Actions Description	Performance Measures	Resources/Partners
Increase the percentage of babies born >37 weeks gestation Reduce the percentage of births that are low birth weight Increase the percentage of women breastfeeding upon discharge	Provide education and information on healthy pregnancies, breastfeeding, and early infant care through engaging, evidence-based program: Stork's Nest	Women in West Baltimore Communities	Stork's Nest prenatal education program is a free, points-based incentive program for pregnant women and their partners. Women earn points when they complete prenatal classes and keep prenatal visit appointments.	<u>Reach:</u> 1) # of women enrolled <u>Outcomes:</u> 1) % of babies born > 37 wks gestation 2) % of babies born > 2500 grams 3) % of women initiating breastfeeding	UMMC Department of OB/GYN, UMMC Family Medicine, March of Dimes, Zeta Phi Beta Sorority Inc., Faith Based Partners
Decrease the ED visit rate due to asthma (pediatric) Decrease hospitalizations due to asthma	Provide primary care and health education through evidence-based program: Breathmobile	School-age children in Baltimore City Schools, primarily West Baltimore	The Breathmobile is a free, mobile primary care clinic focusing on pediatric asthma. The Breathmobile visits Baltimore City Schools during the school year providing care, treatment, and health education to children with asthma.	<u>Reach:</u> 1) # of site visits 2) # of individual students seen 3) # of total visits <u>Outcomes:</u> 1) # of ED visits	UMMC Dept of Pediatrics, Baltimore City Public Schools, Baltimore City Health Dept, and Kohl's Cares Foundation

Decrease missed school days due to asthma				2) # of Hospitalizations 3) # Missed school days	
Decrease number of fire-related deaths to children under 14 years of age Decrease the pedestrian injury rate on public roads Increase the percentage of correctly installed child safety seats Increase in participants' knowledge and awareness of fire safety, pedestrian safety, and child passenger seat safety	Provide education and information on child passenger safety, fire safety, pedestrian safety, and distracted pedestrian awareness through engaging programs: Safe Kids	Pre-school and school-age children and their families in Baltimore City, primarily West Baltimore	Safe Kids strives to reduce unintentional injury to children through free education and training on fire safety, pedestrian safety, and child passenger safety. This program also provides child passenger seat testing and provides smoke detectors and helmets through its programming.	<u>Reach:</u> 1) # of encounters with children and/or families <u>Outcomes:</u> 1) # of Fire-related deaths of children under 14 yrs in Balto City 2) # of Pedestrian injuries 3) # of Child passenger safety seat errors identified and corrected 4) Increase in knowledge using pre/post-tests for: Fire Safety Pedestrian Safety Child Passenger Seat Safety	UMMC Dept of Pediatrics, Baltimore City Public Schools, Baltimore City Health Dept., Baltimore City Fire and Police Depts., DHMH, MIEMSS Child Passenger Programs

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Priority Area: Chronic Disease – Cardiovascular Disease/Obesity

Long-Term Goals Supporting Maryland State Health Improvement Plan (SHIP) Healthy Living & Quality Preventive Care:

- 1) Increase the proportion of adults who are at a healthy weight: Baltimore City : 35% > 2017 MD Target: 36.6%
- 2) Reduce the proportion of youth (ages 12-19) who are obese: Baltimore City: 14.9% > 2017 MD Target: 10.7%
- 3) Age adjusted mortality rate from heart disease: Baltimore City: 242.7/100,000 age-adjusted 2017 MD Target > 166.3/100,000
- 4) Reduce emergency department visit rate due to hypertension: Baltimore City: 599.6/100,000 > 2017 MD Target: 234/100,000

Annual Objective	Strategy	Target Population	Actions Description	Performance Measures	Resources/Partners
<p>Increase the proportion of adults who are at a healthy weight</p> <p>Reduce the proportion of youth who are obese</p>	<p>Provide education & information on the importance of heart healthy lifestyle through engaging, evidence-based programs:</p> <p>Know Your Numbers, Rethink Your Drink, Hypertension Screening & Outreach Program</p>	<p>Adults & Youth in Priority Targeted Zip Codes</p>	<p>Engage targeted communities on healthy lifestyles through the sponsorship or provision of:</p> <ul style="list-style-type: none"> - Community-wide education - Store Tours - Cooking Classes/Demos/Tastings - Community Screenings & Referrals (Blood pressure, BMI/Weights, & Cholesterol) <p>Develop resource guide (pdf) to be used on website and for smaller community events as handout</p> <p>Provide info on healthy weight resources at every major outreach event:</p> <ul style="list-style-type: none"> - Take a Loved One Event - Spring into Health Event - B'More Healthy Expo - Nurses' Week Lexington Market Fair 	<p><u>Reach:</u></p> <ul style="list-style-type: none"> 1) # of campaigns 2) # of events featuring information 3) # of people attending events <p><u>Outcomes:</u></p> <ul style="list-style-type: none"> 1) # of people screened 2) % of referrals for abnormal findings 3) % followed through for follow-up 4) % of participants with normal BPs after referrals/intervention 5) # of pounds lost through DPP education (also reported through Midtown) 6) Self-reported knowledge/awareness through Pre/Post Participant Survey 	<p>Physician Clinical Advisor, UMMC Nutrition Dept., UMMC/Midtown Nursing, UMB Campus, ADA, AHA, Shopper's Food Warehouse, Buy-Rite, Giant</p>

<p>Increase the variety of fruits & vegetables to the diets of the population aged 2 yrs and older</p>	<p>Through engaging, evidence-based programs, 1) Improve access to variety of fruits & vegetables: Farmer's Market</p>	<p>Adults & Children</p>	<p>Sponsor UMMC Farmer's Market:</p> <ul style="list-style-type: none"> - Maintain WIC and SNAP voucher acceptance by vendors - Pilot prescription program promoting consumption of fruits & vegetables purchased at Farmer's Market - Explore additional Farmer's market and food access options for West Baltimore - Provide educational opportunity for local school children to attend Farmer's Market as a field trip - Provide support for local legislation supporting healthy food options and access to fresh fruits and vegetables 	<p><u>Reach:</u></p> <ol style="list-style-type: none"> 1) # of Farmer's Markets held 2) # of vendors accepting WIC & SNAP vouchers 3) # of educational materials distributed 4) # of schools and children attending Kids to Farmer's Market Program 5) # of F & V Prescriptions distributed <p><u>Outcomes:</u></p> <ol style="list-style-type: none"> 1) \$ amount spent through WIC/SNAP benefits at Farmer's Market & zip codes of purchasers 2) # of Fruit & Vegetable prescriptions redeemed 3) \$ of matching funds for Fruit & Vegetable Prescription Program 3) # of children trying a new healthy food item at Farmer's Market tour 4) Self-reported knowledge in students participating in FM program 5) # of legislative bills where support was provided 	<p>UMB Campus, BCPSS, UM BioPark</p>
<p>Increase healthy food access</p>	<p>2) Promote awareness of healthy ways to prepare fruits & vegetables: Kids to Farmer's Market, Fruits & Vegetables Prescription Program (pilot)</p>				

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Priority Area: Violence Prevention Program

Long Term Goals Supporting Maryland SHIP Healthy Communities:
 Reduce the domestic violence rate: Baltimore City = 543.8 > MD 2017 Goal: 445/100,000
 Reduce firearm-related deaths: Baltimore City = 33.3 > MD Target: 11.3/100,000
 Reduce the rate of recidivism due to violent injury. (Baltimore City Baseline: > 2016 Target: Decrease by 10%)

Annual Objective	Strategy	Target Population	Actions Description	Performance Measures	Resources/Partners
Reduce the rate of recidivism due to violent injury and domestic violence.	Provide education and information through access to evidence-based program: Violence Intervention Program (VIP).	Patients admitted to UM Shock Trauma Center due to violence > 15 yrs. Participants include victims of assault, sexual assault, gunshot wounds, and DV related incidents.	<p>VIP program provides structured support and education to prevent repeated violence in the community.</p> <ul style="list-style-type: none"> • Case workers enroll patients of violent injury at the bedside. • Participants are offered weekly support group meetings after discharge. • Participants receive services to help with employment, housing, mental health, substance abuse, and interpersonal skills. 	<p><u>Reach:</u></p> <ol style="list-style-type: none"> 1) 100 of participants enrolled 2) 100 of participants completing program <p><u>Outcomes:</u></p> <ol style="list-style-type: none"> 1) Re-injury rate (based on the Trauma Registry and state-reported criminal activity) 2) Self-reported re-injury and self-reported criminal activity 3) VPP Survey and Program Evaluation Survey 	<p>School of Nursing</p> <p>School of Social Work</p> <p>Baltimore City Police Department and several community partners :</p> <ul style="list-style-type: none"> • Department of Juvenile Services • Department of Parole and Probation • Public and private schools, the State's Attorney's Office • Community organizations
Promote violence prevention and education in youth populations.	Provide education on the importance of violence prevention through two evidence-based	Middle and high school students in Baltimore City.	My Future – My Career is held at the Shock Trauma Center as a 4-6 weeks program, designed to engage youth who are at risk for either becoming victims and/or victimizing others. Students focus	PHAT or MFMF Survey	Baltimore City Public Schools, Promise Heights Community

	<p>programs: Promoting Healthy Alternatives for Teens (PHAT) and My Future My Career (MFMC)</p>		<p>on goals for higher education and career opportunities.</p> <p><i>Promoting Healthy Alternatives for Teens (PHAT)</i> is held at the UM Shock Trauma Center or an on-site location as a single session workshop designed to expose youth to the consequences associated with poor decision-making.</p>		
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Priority Area: Workforce Development

Long Term Goal Supporting Maryland Health Improvement Plan (SHIP) Healthy Communities & Access to Healthcare:
1) Increase the number of adults with health insurance (through employment)

Annual Objective	Strategy	Target Population	Actions Description	Performance Measures	Resources/Partners
Increase the number of people gainfully employed	Implement a workforce pipeline that leads to career opportunities for underserved residents of West Baltimore through 7 programs: Healthcare Career Alliance, Project Search, YouthWorks, NAHSE, BACH Fellows, Urban Alliance program	1) 18-21 year old Baltimore City at risk youth 2) Underemployed and unemployed populations 3) Individuals currently receiving public assistance	Provide training, coaching and employment for program participants through 7 key programs: Healthcare Career Alliance – Work readiness skills training, job training via internships and career coaching and internships Project Search – One-year academic and internship program for Baltimore City high school seniors with disabilities YouthWorks – Summer jobs program, sponsored by the Mayor’s Office, for Baltimore City Youth. The program provides a 6 week internship for youth 14-21 years of age. NAHSE – Eight week internship program for minority undergraduate and graduate students. Interns with an interest in health administration, health information technology, finance, marketing and human services are afforded the opportunity to gain meaningful experience at the hospital.	<u>Reach:</u> 1) # of students enrolled in programs <u>Outcomes:</u> 100 gainfully employed individuals	VSP Center for Urban Families Helping Up Mission Catholic Charities Sinai Hospital Mayor’s Office of Employment Development Department of Social Services

			<p>BACH Fellows – Provides rising high school seniors a six-week, career-building workshop and paid work experience in a hospital setting.</p> <p>Urban Alliance – Provide students with internships in professional settings such as law firms, banks, hospitals, financial institutions and non-profit organizations.</p>		
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Implementation Plan – Health Literacy FY2016-2018

Goals:

- Develop/purchase all health educational materials at 5th grade reading level
- Develop material educating the public on appropriate use of emergency services, primary care, and urgent care
- Collaborate with UMMS hospitals on a uniform Patient Financial Assistance brochure
- Collaborate with UMMS' Baltimore City Health Literacy Initiative with other local health systems (JHH, St Agnes, & Medstar)