

# Maryland Health Disparities Collaborative

## **Awareness Workgroup**

### **Report on Secretary's Request for Assistance**

September 28, 2012

Maryland Health Disparities Collaborative

**Awareness Workgroup**

**Report on Secretary's Request for Assistance**

**Secretary Sharfstein's Request to the Workgroup:**

- **By October 1, provide recommendations on how to promote the services of Zones within the selected pilot zones.**

**Contents of the Workgroup Response:**

- 1. Background and Recommendations on how to promote the services of Zones within the selected pilot zones.**
- 2. References**
- 3. List of Workgroup Members**

## **Background and Recommendations on how to promote the services of Zones within the selected pilot zones.**

Background: Senate Bill 234, the Maryland Health Improvement and Disparities Reduction Act of 2012 seeks to reduce health disparities among Maryland's racial and ethnic groups and geographic areas, improve health care access and health outcomes in underserved communities, and reduce health care costs by establishing a Health Enterprise Zones (HEZs) pilot program.

For an HEZ to be designated by the Secretary, a non-profit community-based organization (CBO) or local health department must apply to the Department of Health and Mental Hygiene and Community Health Resources Commission with a comprehensive plan to address disparities in a defined geographic area. The application must illustrate an effective and sustainable plan to reduce health disparities, produce savings to the health care system, and improve health outcomes.

Once the Health Enterprise Zones have been identified and established, the HEZ Coordinator will be responsible for promoting the HEZ services to the intended community members. This must be done in a culturally and linguistically appropriate way for the target areas.

### Recommendations

**Recommendation 1:** Develop comprehensive lists of Community Based Organizations and existing networks with community based outreach.

- Minority Outreach and Technical Assistance Programs
- Local Health Departments
- Federally Qualified Health Centers
- School System, PTA/O
- Pharmacies
- Library System
- Governor's Ethnic Commissions
- MVA, post office
- Fire Departments, Police Departments, Parole Officers
- Virtual Network of leaders in health equity (deliverable of the Leadership and Capacity Building Workgroup)
- Maryland Office of Minority Health and Health Disparities community contact database
- Maple List Serve (Maryland AIDS Prevention List Serve)
- Ryan White List Serve
- The Village Learning Center
- Jurisdictional planning organizations (LHIC, MOTA, etc)
- Health benefit exchange and its work with the Navigator Program

- Health care reform coalitions
  - Maryland Women’s Coalition and MCHI
- Non-health organizations (i.e. NAACP, major community development agencies (eg. Harbel, Inc.) chambers of commerce, small business organizations, economic and business development entities, community improvement, neighborhood, civic, and fraternal organizations)
- Historically Black Colleges and Universities, Community colleges, state colleges and universities
  - Academic based health committees
- Maryland Association for Nonprofits
- Racial, Ethnic focus and local community press/media
  - Local radio-PSA, community information shows, public radio and television
- Churches and other religious and faith-based/focused organizations

**Recommendation 2:** Create and pretest outreach messages that are created through community input, focus groups, and in-person discussions with community leaders. (See generic example attached)

**Recommendation 3:** Use multi-channel marketing and outreach strategies that are most appropriate for the target community.

- E-mail blasts
- Text messages
- Websites
- Webcasting/videoconferencing
- Teleconferencing
- Facebook/twitter/blogging
- Direct mail post cards or letters
- Newsletter inserts
- In person meetings
  - Town Hall Meetings
  - Roundtable Discussions
- Press Releases and Media Advisories
  - Work with the DHMH Public Relations Department and Local Health Departments to disseminate.
- Radio stations

**Recommendation 4:** Provide local businesses and community gathering locations with print material promoting HEZ services.

## References

*Maryland Health Improvement and Disparities Reduction Act of 2012* (Senate Bill 234)  
<http://mlis.state.md.us/2012rs/billfile/sb0234.htm>

### Awareness Workgroup - List of Workgroup Members

Name	Organization
Baker, Dorcas	Johns Hopkins Local Performance Site PA/MidAtlantic AIDS Education and Training Center
Borden, Alisha	
Botchway, Rosemary	Primary Care Coalition of Montgomery County
Brewster, Lori	Wicomico County Health Department
Brooks, Joyce P.	Baltimore city DSS
Bryant, Sylvia	Harford County Office of Human Relations, Department of Community Services
Burton, Courtney	DHMH
Clark, Roger	Monumental City Medical Society
Coleman, Andrea	Montgomery County Child Welfare Services, DHHS
Corbin, Donald	Somerset Alumni Group Educational Strategies, Inc. (SAGES)
Dashiell, Terrie	Community Health Education, Lifebridge Health
Davis, Danielle	Maryland Health Benefit Exchange
Davis, Marva	Somerset Alumni Group Educational Strategies, Inc. (SAGES)
Diller, ChristieLyn	Planned Parenthood of Maryland
Dotson, Ashyrra	Associated Black Charities, Dorchester
Fisher, Annette	American Health Association
Foletia, Bako	
Garcia, Katherine	Center for health Literacy, University of Maryland

<b>Green, Denesecia</b>	<b>Centers for Medicare &amp; Medicaid Services</b>
<b>Harris, Mary Jo</b>	<b>Maryland State Department of Education</b>
<b>Hedlund, Laurie</b>	<b>Allied Health with Frederick Community College</b>
<b>Henson, Sonya</b>	
<b>Hiner, Kimberly (Staff)</b>	<b>Maryland Office of Minority Health and Health Disparities</b>
<b>Horne, Lisa</b>	<b>Division of Children's Services DHMH</b>
<b>Hurley, Gertie</b>	
<b>Hussein, Carlessia</b>	<b>Maryland Office of Minority Health and Health Disparities</b>
<b>Jackson, Charles</b>	<b>American Cancer Society</b>
<b>Jacobs, Donna</b>	<b>Government and Regulatory Affairs, University of Maryland Medical System</b>
<b>Jennings, Shelley Northern</b>	<b>Alzheimer's Association</b>
<b>Jones, Patricia</b>	<b>Center for Maternal and Child Health</b>
<b>Kick, Sandy</b>	<b>Maryland Women's Coalition for Health Care Reform</b>
<b>Kidd Taylor, Andrea</b>	<b>Morgan State University School of Community Health and Policy</b>
<b>King, Marlene</b>	<b>University of Maryland School of Medicine</b>
<b>Mackertich, Shelia</b>	<b>HealthCare Access Maryland</b>
<b>Mains, Tyler</b>	<b>Merit*Baltimore</b>
<b>McEachern, Yvette</b>	<b>Center for Maternal and Child Health</b>
<b>Mix, Aisha K.</b>	
<b>Mosby, LaJoy Y.</b>	<b>US Office of Minority Health Resource Center</b>
<b>Nathan Pulliam, Shirley</b>	<b>Maryland General Assembly</b>
<b>Noonan, Allan</b>	<b>RADM (ret) US Public Health Service</b>
<b>Nussa, Caridad Morales</b>	<b>Baltimore County Department of Health</b>
<b>Perry, Debra (Chair)</b>	<b>AFT Healthcare Maryland Local #5197, AFT/AFL-CIO</b>

<b>Pesquera, Marcos</b>	<b>Adventist Health Care, Center for Health Disparities</b>
<b>Preston, Leni</b>	<b>Maryland Women's Coalition for Health Care Reform</b>
<b>Price, Ann</b>	<b>National Kidney Foundation of Maryland</b>
<b>Reeves, Iris</b>	<b>Mental Hygiene Administration</b>
<b>Rich, Delores</b>	<b>Maryland Cancer Registry</b>
<b>Ruey-Hwa, Lu</b>	
<b>Sam, Tanyka</b>	<b>Johns Hopkins School of Medicine</b>
<b>Sanchez, Delora</b>	<b>Johns Hopkins</b>
<b>Seitz, Sara</b>	<b>BCCP - DHMH</b>
<b>Seyler, Ginny</b>	<b>DHMH</b>
<b>Smith, Andy</b>	<b>Brothers United Who Dare to Care, Inc.</b>
<b>Smith, Caesar</b>	<b>Brothers United Who Dare to Care, Inc.</b>
<b>Smith, Camille</b>	
<b>Stokes-Smith, Robin R.</b>	<b>Upper Chesapeake Healthlink</b>
<b>Tarrant, Shawn Z.</b>	<b>Maryland General Assembly</b>
<b>Taylor, Michelle</b>	<b>BETAH Associates</b>
<b>Thomas, Janell</b>	<b>American Cancer Society, Inc.</b>
<b>West, Fredette (Vice-Chair)</b>	<b>African American Health Alliance</b>
<b>Williams, Ralph</b>	<b>Access to Wholistic and Productive Living Inc.</b>
<b>Wood, Ella</b>	<b>DHMH</b>
<b>Wright, Jennifer</b>	

# **Did you know that our community is a Health Enterprise Zone?**

## **Did you know that there are new health services available for us?**

[Community name] has been designated as a Health Enterprise Zone! This means that beginning in [Month Year], we will have new resources to help us get and stay healthy:

- Help with asthma, diabetes, high blood pressure, health lifestyle, health screenings (e.g. mammograms)
- Access to new doctors and other health providers who understand our health needs
- Help with childcare and transportation to see the doctor
- Assistance from health navigators (who are from our community) to help us find the services we need

### **Want more information?**

Call XXX-XXX-XXXX or visit the [Community name]'s Health Enterprise Zone Website at [www.XXXXXX](http://www.XXXXXX).