

# **WELLNESS AND PREVENTION WORKGROUP**

**MARYLAND HEALTH QUALITY AND COST  
COUNCIL**

**DECEMBER 7<sup>TH</sup>, 2012**

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## **PRESENTATION OVERVIEW**

### **Updates:**

- Healthiest Maryland Businesses (HMB)
- Community Transformation/Preventive Health and Human Service Grant Programs
- Million Hearts Initiative



# REGIONAL HEALTH REFORM/HEALTHY BUSINESS FORUMS



# NEW RESOURCES FOR EMPLOYERS AND EMPLOYEES

New DHMH Heart Disease and Stroke, Million Hearts, and Diabetes Prevention and Control Program websites

<http://fha.dhmv.maryland.gov/hdsp/SitePages/Million%20Hearts.aspx>

<http://fha.dhmv.maryland.gov/hdsp/SitePages/Home.aspx>

<http://fha.dhmv.maryland.gov/dpcp/SitePages/Home.aspx>





## NEW RESOURCES FOR EMPLOYERS AND EMPLOYEES

- **Expanded Maryland Tobacco Quitline Services (1-800-QUIT-NOW)**
  - **Statewide Webinar “Preparing to Quit” December 20<sup>th</sup> from 12-12:30**
    - The Center for Tobacco Prevention and Control will launch and provide demonstrations of the new services below
  - **Youth Support Program**
    - Provides intensive proactive phone counseling to youth aged 13 to 17
  - **Intensive Pregnancy Support Program**
    - Provides up to 10 calls to support pregnant women during and after pregnancy
  - **Text2Quit®**
    - Provides text messages to support callers quit attempts, support on using medications, manage urges, and avoid relapse
  - **Web Coach®**
    - Provides access to web-based counseling program (stand alone or complementary service) and up to four weeks of Nicotine Replacement Therapy (e.g. patch or gum) through new interactive website, <https://www.quitnow.net/maryland/>



## NEW RESOURCES FOR EMPLOYERS AND EMPLOYEES



**Web Coach®**  
<https://www.quitnow.net/maryland/>





## HMB RECOGNITION

### Launch of HMB success stories, featuring:

- Meritus Health (Nov. 2012)
- McCormick and Company, Inc. (Dec. 2012)
- Lifebridge Health System (Dec. 2012)
- Marriott International (Dec. 2012)
- Perdue Farms (pending, 2013)
- MedStar Health (pending, 2013)

### Dissemination:

- Emailed to HMB participants
- HMB website



## UPDATE: CTG HEALTHIEST MARYLAND

- **September 2011-September 2016 grant period**
- **Quarterly activities include:**
  - Four regional tobacco-free living meetings were held, resulting in 17 jurisdictions engaging partners to protect residents from second-hand smoke exposure by increasing smoke-free multi-unit housing and/or smoke-free areas
  - Statewide dissemination of CTG efforts through presentations to state SHIP leadership, Maryland Rural Health Association, Joint Committee on Children, Youth and Families, and the Maryland State School Health Council

## UPDATE: CTG HEALTHIEST MARYLAND

- **Year 1 accomplishments include:**
  - Implementation of smoke-free practices in two county government jurisdictions and smoke-free grounds in two local health departments
  - National dissemination of Maryland's CTG efforts at the American Public Health Association Annual Meeting
- **Next Steps for the Council:**
  - Disseminate CTG Year 1 success stories

## UPDATE: PHHS MILLION HEARTS



- **July 2012 – September 2013 grant period**
- **Quarterly activities include:**
  - Anne Arundel County: Implementation of obesity-prevention program targeting staff, parents, and children in the Public School System
  - Baltimore County: Training Health Department and Social Services Staff on tobacco prevention and cessation
  - Montgomery County: Implementing strategies to optimize clinical use of the ABCS and engaging Community Health Workers (CHW) in reducing overall health risk of low-income uninsured minority adults

## UPDATE: PHS MILLION HEARTS

- Prince George's County: Coordinating CHWs in managing high-risk individuals using hospital post-discharge data and implementing smoke-free multi-unit housing efforts
- Baltimore City: Encouraging workplace wellness and integrating CHWs into primary care health systems to enhance clinical-community linkages
- **Next Steps for the Council:**
  - Disseminate early success stories

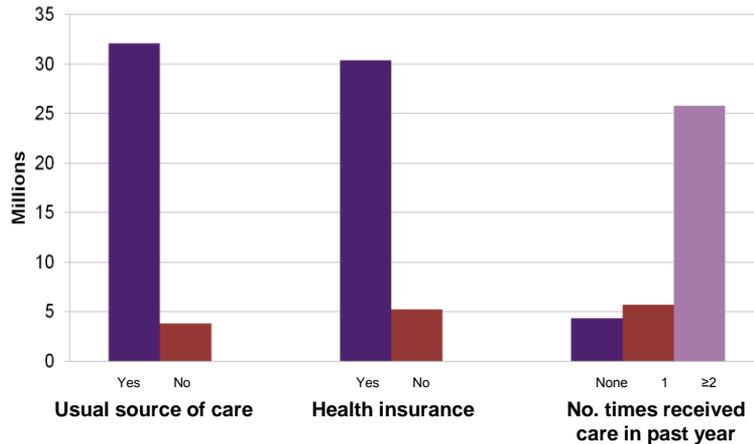
## GETTING TO NATIONAL GOAL BY 2017



Intervention	Baseline	Target	Clinical target
<b>A</b> spirin for those at high risk	47%	65%	70%
<b>B</b> lood pressure control	46%	65%	70%
<b>C</b> holesterol management	33%	65%	70%
<b>S</b> moking cessation	23%	65%	70%
Sodium reduction	~ 3.5 g/day	20% reduction	
Trans fat reduction	~ 1% of calories	50% reduction	

Unpublished estimates from Prevention Impacts Simulation Model (PRISM)

## PREVALENCE OF UNCONTROLLED HYPERTENSION, BY SELECTED CHARACTERISTICS



CDC. MMWR. 2012;61(35):703-9.

## ACTION: MILLION HEARTS INITIATIVE



### Strategy 1: Improve clinical care

- Progress:

- The University of Maryland and MedChi are exploring opportunities for collaboration (e.g. engaging physicians and nurses at hospitals across the state, providing CMEs on best practices for addressing the ABCS)
- MedStar System is enhancing Million Heart activities
- Carefirst BCBS's PCMH project targets cardiovascular care by cost sharing incentives that reward focus on CVD and effective management of patients with CVD through technology and resources
- DHMH Diabetes website updated to enhance referrals to self-management education programs



## MILLION HEARTS

### Strategy 2 & 3: Strengthen tobacco control, promote a healthy diet and daily physical activity

- Progress:
  - The University of Maryland and MedChi are exploring opportunities for collaboration (e.g. educating professionals and students at future Grand Rounds meetings) with Million Hearts

### Strategy 4: Encourage workplace wellness

- Progress:
  - Held 2 forums in Cumberland and Easton
  - Planning 2 forums for spring 2013 in Baltimore and Southern Maryland regions
  - Perdue Farms briefed National Million Hearts leadership on workplace wellness and clinical efforts (e.g. value-based benefit design)
  - DHMH is currently partnering with Lifebridge Health System and Marriott International for HMB success stories

## MILLION HEARTS

### Strategy 5: Incentivize local public health action

- Progress:
  - DHMH co-hosted a statewide Million Hearts webinar with Delmarva Foundation on 11/27/12
  - DHMH is planning a Million Hearts campaign for the Maryland Transit Administration in January 2013
  - The Workgroup is participating in Million Hearts Core Planning group to organize a statewide event on 2/13/13
  - DHMH is exploring opportunities for collaboration with Health Enterprise Zones
  - Guide local health department Million Hearts Initiative efforts (e.g. CHW, school based wellness, workplace wellness, tobacco cessation)



## **NEXT STEPS**

- **Participate in the planning of the statewide Million Hearts event on 2/13/13**
- **Share own organizational successes and engage peers at Million Hearts event**
- **Promote updated DHMH Heart Disease and Stroke Prevention and Maryland Million Hearts website**