

	Community Health will offer free bone density screenings at all 20 Baltimore County Senior Centers in 2013. Over 200 seniors will be screened and educated.	Senior Citizens	Number of screenings/education accomplished.

Implementation Strategy

Priority Area: CHNA Goal 2 - Diabetes

Priority Area: Diabetes			
Goals:			
<ol style="list-style-type: none"> 1. Increase the number of patients served by Diabetes Education/Outreach 2. Increase the emphasis in Diabetes Education on obesity education and high blood pressure awareness as a consequence of diabetes 3. Maintain and enhance diabetes education for Hispanic patients at St. Clare Medical Outreach 			
Objective	Strategy & Action	Target Population	Measure
<p>Increase patients seen in Diabetes Education ----- Highlight connection between diabetes and resulting complications, especially high blood pressure for patients receiving diabetes education -----</p> <p>Increase diabetes compliance by patients at St. Clare Medical Outreach -----</p> <p>Increase body composition awareness and the implications</p>	<p>Continue and expand evidence-based diabetes education opportunities</p> <p>Maintain collaboration between hospital-based diabetes educators and staff of St. Clare Medical Outreach</p> <p>Community Health will offer free monthly body composition analysis to help individuals evaluate weight, body fat, and muscle mass on an ongoing basis and to provide resources to support</p>	<p>Patients diagnosed with diabetes</p> <p>Patients of St. Clare Medical Outreach</p> <p>General population</p>	<p>Maintain current program enrollment and increase as needed</p> <p>Maintain current obesity awareness and nutrition initiatives at St. Clare Medical Outreach, monitoring outcomes. Continue to monitor A1C levels for progressive improvement</p> <p>Number of people screened</p>

	<p>individual weight loss efforts. Over 250 individuals will have their body composition analyzed and explained at onsite and offsite events.</p>		
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Implementation Strategy

Priority Area: CHNA Goal 3 – Substance/Tobacco Abuse

Priority Area: Substance/Tobacco reduction/cessation			
Goals: Increase the number of patients using screening and primary care outreach opportunities			
<ol style="list-style-type: none"> 1. Bring smoke cessation education to high school age students 2. Increase the number of people who participate in one of our multi-week, smoking cessation courses 3. Increase the number of participants in a Powered by Me! event 			
Annual Objective	Strategy & Action	Population	Measure
<p>Increase the number of people who receive substance/tobacco cessation interventions through UM-SJMC (Fresh Start classes and Powered by Me!)</p>	<p>Smoking cessation resources will be provided to all cardiovascular and cancer screening participants.</p> <p>Tobacco awareness will be offered as a topic for secondary school health fair requests including Calvert Hall College High School and Rosedale Alternative School.</p> <p>Maintain Powered by Me! Involvement in sports programs</p>	<p>Patients already who are screened for cardiovascular disease or cancer</p> <p>High School students</p> <p>Student athletes, coaches, parents, school administrators</p>	<p>Numerical increase in people offered substance/tobacco cessation assistance.</p> <p>Numerical increase in number of people who participate in substance/tobacco cessation opportunities at UM-SJMC</p>

Implementation Strategy

Priority Area: CHNA Goal 4 – Heart Disease/Hypertension/Stroke

Priority Area: Heart disease/hypertension/stroke			
Goals:			
1. Raise awareness of risk factors for stroke, stroke symptoms and appropriate response to symptoms			
Annual Objective	Strategy & Action	Population	Measure
To provide education regarding stroke prevention, signs of stroke	<p>Provide stroke education on the topics of signs and symptoms of stroke, activating EMS, risk factors, and prevention to 500 people in the local community in fiscal year 2014.</p> <p>Create an annual internal May Stroke Awareness Month campaign based on the F.A.S.T. public education materials, with a target audience of visitors and non-clinical staff, to launch on May 1, 2013.</p>	<p>General population</p> <p>Hospital visitors, UM-SJMC non-clinical staff</p>	<p>Numbers of patients educated</p> <p>On-line survey for UM-SJMC employees</p>

Implementation Strategy

Priority Area: CHNA Goal 5 – Maternal/Child Health

Priority Area: Maternal/Infant Health

Goals:

- 1. To educate pregnant women and women of childbearing age of the dangers of poor nutrition, diabetes (gestational and chronic), high blood pressure, substance/tobacco use during pregnancy**
- 2. To educate women who are pregnant and those of childbearing age how they can enhance their own health and the health of their unborn child**
- 3. To educate target populations how protect themselves and the baby from severe, long-term negative health outcomes**
- 4. To educate women about low/very low birth weight, its causes, its prevention, long-term consequences of low/very low birth weight**

Annual Objective	Strategy & Action	Population	Measure
To include education about healthy lifestyle practices into all women’s services encounters	Bilingual educational materials will be available to all providers of women’s health services at UM-SJMC.	Women who are pregnant, women of childbearing age who are not pregnant	Consistency of including healthy lifestyle education in patient encounters and in high school health education visits Need to reorder educational material.
To include education about the long-term effects of low/very low birth weight into all women’s services encounters	All providers will be asked to include education on the relationship between healthy lifestyle/nutrition into their regular patient visits. These materials will be available to providers at UM-SJMC’s Women’s Health Associates, our Perinatal Center.		
To include education about low/very low birth weight into all high school health education opportunities	Community Health Outreach will include education on low/very low birth weight in high school classes	High school students	Number of students

Implementation Strategy

Priority Area: CHNA Goal 6 - Cancer

Priority Area: Cancer			
Goal:			
1. Increase number of patients screened for various types of cancer			
2. Increase cancer screenings in minority communities			
3. Increase number of patients diagnosed w/cancer and moved to treatment			
Annual Objective	Strategy & Action	Population	Measure
Develop strategic plan to implement cancer prevention and early detection education in the community with an emphasis on reaching underserved members of community	<p>Partnerships included:</p> <ul style="list-style-type: none"> • SJMC Community Health Program • ACS, One Voice Grant • <i>One Voice Project</i>, a collaborative prevention & early detection program with ACS, • Sister's Network and Nueva Vida for African American and Latina Women. • Maryland Cancer Collaborative Primary Prevention and Disparities Committee • Baltimore County Cancer Coalition • Baltimore City Cancer Coalition <p>Education Activities Provided: Cancer Prevention program is consistent with evidence based national guidelines and evidence based interventions; ACS and NCI national guidelines.</p>	<p>Underserved populations – economically disadvantaged.</p> <p>African American women and men.</p> <p>Latina women</p>	<p>Metrics for measuring outreach program effectiveness:</p> <p># Community education programs # Community members educated # PCP Practices visited</p>

	<p>One Voice Project Summary: Grant ended January 2013 ACS Final Report submitted 3/8/13: Provided 37 faith based & community programs, educated 858 African American and Latina women about breast cancer prevention and early detection</p> <p>Komen Symposium: 3/9/13 New Psalmist Baptist Church Education and Cancer Awareness</p> <p>UMM SJMC Women's Health Conference: 5/18/13 at SJMC Education and Cancer Awareness</p> <p>ACS CPS 3 Cancer Prevention Study: September date TBA ;SJMC will be host site</p> <p>Primary Care Physician Outreach Provide ACS Screening Guideline Info</p>		
<p>Foster Breast Screenings and Breast Health Education</p>	<p>2 Community Screenings scheduled in partnership with SJMC Community Health and continuation of monthly 100 free Screening Mammogram program with our original One Voice partner, Nueva Vida, thru April 2014</p> <p>Self-breast exam education is included in the monthly ongoing screening</p>	<p>Women</p> <p>Hispanic women</p>	<p>Numbers of women screened</p>
<p>Participate with other community agencies to reduce cancer diagnosis and outcome disparities</p>	<p>Participation in the Baltimore City Cancer/Health Equity Coalition, Baltimore County Cancer Coalition and</p>	<p>Women and men</p>	<p>Active participation in these coalitions</p>

	Johns Hopkins Center to Reduce Cancer Disparities Community Advisory Group, Maryland Cancer Collaborative State Coalition		
Continue cervical cancer screenings	2 Cervical Cancer Screenings scheduled in partnership with Community Health	Women	Number of women screened
Continue prostate cancer screening	1 Prostate Screening scheduled in partnership with Community Health	Men	Number of men screened
Continue skin cancer screening	1 Skin Screening scheduled in partnership with Community Health	Men and women	Number of people screened