



STATE OF MARYLAND

Community Health Resources Commission

45 Calvert Street, Room 336 • Annapolis, Maryland 21401

Larry Hogan, Governor - Boyd Rutherford, Lt. Governor
Elizabeth Chung, Chair – Mark Luckner, Executive Director

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SUMMARY OF LOCAL HEALTH IMPROVEMENT COALITION GRANT AWARDS ISSUED BY CHRC COMMISSIONERS TO SUPPORT MARYLAND DIABETES ACTION PLAN

Background

The Maryland Community Health Resources Commission (CHRC) issued a Call for Proposals to support the activities of Local Health Improvement Coalitions (LHICs) and to build capacity in local communities to help implement the recommendations of the Maryland Diabetes Action Plan. The LHIC RFP was developed in close consultation with the Maryland Department of Health. In October 2020, the CHRC awarded \$1 million to twenty LHICs, supporting one-year planning grants. Most LHICs received grants of \$41,666 while the LHIC on the Eastern Shore, which involves five jurisdictions, received a grant of \$208,330. Interim reports are due to the CHRC in April 2021 and final reports are due October 2021. Major activities/expenses funded under the LHIC grants include staffing costs, communication costs, and supplies.

Allegany County

Allegany County is utilizing its LHIC grant to hire a short-term consultant to serve as the Diabetes Coordinator. The Diabetes Coordinator will be responsible for bringing partners together to create the Local Diabetes Action Plan for Allegany County and begin implementation of the plan. The Local Diabetes Action Plan will include actionable strategies, well-defined goals, measurable outcomes, and clear division of responsibilities among partners.

Anne Arundel County

Anne Arundel County is utilizing its LHIC grant to hire a lead staffer and a strategic facilitator to support its LHIC. The Coalition intends to address barriers to participation in lifestyle programs and to promote knowledge and awareness of healthy eating, with social determinants of health and health equity as overarching themes.

Baltimore County

Baltimore County plans to host a virtual Diabetes Prevention seminar for program managers, diabetes educators, and National Diabetes Prevention Program providers. Training will be provided on the American Diabetes Association's Pre-Diabetes Risk Test. Funding will also be used for incentives/promotional items, prediabetes risk tests, MyPlate brochures, and advertising.

Baltimore City

Baltimore City is utilizing its LHIC grant to hire an LHIC coordinator who will work with a small planning team within the Baltimore City Health Department to identify 3-5 LHIC priorities and target outcomes, one of which will be related to diabetes. This planning team will identify LHIC

subcommittees, key stakeholders and share LHIC priorities once established to engage community input.

Calvert County

Calvert County is utilizing its LHIC grant to support salary costs of a physician liaison, epidemiologist and program administrator. Calvert County will focus on strategies to address diabetes include supporting primary care providers, increasing the capacity of county-wide diabetes management and prevention programs, offering physical activity opportunities and healthy eating information, and partnering with food pantries to provide healthy menus and recipes.

Caroline/Dorchester/Kent/Queen Anne's/Talbot Counties

This LHIC involves five jurisdictions on the Eastern Shore; each jurisdiction will receive \$41,600. Each jurisdiction will utilize about half of its grant award to support DAP implementation activities including stakeholder recruitment; participation in continuing education on diabetes/pre-diabetes, health literacy, and health equity; assistance with focus groups; workgroup facilitation; and data compilation on available local resources. Additional grant funds will be used to develop a public website, a contact list, video conferencing platform, develop social media, print and video advertising, and support development of the Mid-Shore Diabetes Action Plan.

Carroll County

Carroll County is utilizing its LHIC grant to support the salary costs of a Health Planner, Health Educator, and Epidemiologist. Funding will also support virtual wellness program materials; incentives for program completion or goal achievement; and subsidies/scholarships for wellness programs. The Carroll LHIC will build organizational capacity, including creating a charter, expanding the roster, and increasing the LHIC's visibility and communications.

Cecil County

Cecil County is utilizing its LHIC grant to hire a consultant that will advise the jurisdiction on the creation of a new 501(c)(3) entity and cultivating public-private partnerships to support this new nonprofit entity. The consultant will also assist in preparing articles of incorporation, bylaws, a conflict of interest policy and all necessary application documents for the new 501(c)(3) entity. The consultant would also make recommendations on best practices and strategies to engage local businesses in investing in public health activities centered on diabetes prevention. In addition, Cecil County will utilize the LHIC grant to support a health literacy needs assessment with a focus on chronic disease and diabetes.

Charles County

Charles County is utilizing its LHIC grant to cover costs to advertise diabetes programs and purchase educational materials. Charles County plans to focus on the following strategies related to the Diabetes Action Plan: (1) expanding healthy cooking and healthy eating education for children and their families; (2) partnering with Charles County Parks & Recreation to provide enhanced community physical activity opportunities; (3) developing a media campaign to promote the replacement of screen time with increased physical activity; (4) addressing social determinants of health through vouchers for transportation and farmers markets; (5) increasing the capacity of diabetes management programs; and (6) advertising to increase participation in the Diabetes Prevention Program.

Frederick County

Frederick County is utilizing its LHIC grant to hire a Coordinator of Special Programs, who will gather information and facilitate the advancement of the LHIC's strategic plan to strengthen coalition engagement and involvement. The Coordinator will also support virtual "Living Well" classes, an evidence-based program for those with chronic health conditions including diabetes.

Garrett County

Garrett County is utilizing its LHIC grant to support staff salaries, supplies, audience development, and audience development and marketing activities. Funds will also be used for a farmer cooperative to distribute fresh produce boxes and vouchers to local restaurants, grocers, and the community through subscriptions to encourage healthier foods as a preferred option. Funding will support the County's new population-based well-being initiative, a program that educates about existing resources and optimal practices and allows participants the opportunity to earn points toward prizes that support local businesses.

Harford County

Harford County is utilizing its LHIC grant to hire an LHIC Coordinator to support capacity building, including developing a charter, redesigning the website, creating monthly newsletters and social media posts, and developing a plan for robust community engagement. The LHIC Coordinator will work with partners at the University of Maryland Upper Chesapeake Health (UMUCH) to implement diabetes prevention strategies that focus on increasing physical activity and improving diets, as well as strategies to help individuals with diabetes adopt the necessary skills and behaviors for self-care.

Howard County

Howard County is utilizing its LHIC grant to hire a consultant to design messaging and visuals, expand advertising of diabetes programs on digital media, newspaper and television, and produce and distribute educational materials. Howard County will engage LHIC member organizations in a health promotion campaign to combat obesity through evidence-based messaging and best practices which can be adapted for existing health programming. A social marketing campaign will encourage daily health habits through a simple, consistent message representing four recommendations for healthy eating and physical activity.

Montgomery County

Montgomery County is utilizing its LHIC grant to hire a contractual Human Services Specialist who will: (1) provide planning, implementation, and evaluation support to the CHRC funded "Predict – Link – Control T2D" project (CHRC Grant #20-020) the county's diabetes initiative; and (2) provide administrative support to establish a Chronic Disease Coalition. Additionally, the funding will be used for LHIC staff to complete DECIDE (Decision-making Education for Choices In Diabetes Everyday) Facilitator training.

Prince George's County

Prince George's County is utilizing its LHIC grant to support the salary of a coordinator to plan, implement, and evaluate a food-as-medicine model, Produce Rx, intended to promote healthy eating strategies and address food insecurity. Funds also would be used to provide \$7,500 in stipends (\$2,500 x3) to three local grocers for shelving and/or refrigeration units, and \$7,500 in stipends

(\$2,500 x3) to three local grocers for the purchase of healthy food as part of the Healthy Corner Store Initiative. Finally, funds would support a research assistant to engage community stakeholders in an in-depth assessment of the food landscape, including in-store assessments of healthy food availability.

St. Mary's County

St. Mary's is utilizing its LHIC grant to support the salary of LHIC Coordinator. Funding will also support an outreach table at the county fair, speaker fees, and a communications campaign to include digital advertisements, PSAs, and printed outreach materials. St. Mary's LHIC intends to implement a virtual healthy eating and active living series to include exercise classes, healthy cooking classes, and speakers targeting both adults and children.

Somerset County

Somerset County is utilizing its LHIC grant to hire a new Diabetes Coordinator who will support the development of a local Diabetes Initiative and implement several components of the state's Diabetes Action Plan in a coordinated effort with community partners in healthcare, recreation, and higher education.

Washington County

Washington County is utilizing its LHIC grant to hire a consultant for strategic planning and program evaluation, and provide primary care providers and endocrinologists with stipends to incorporate a county-wide referral system. The LHIC is supporting the "Go for Bold" initiative through advertising, redesigning and updating the website, hiring a consultant for strategic planning. "Go for Bold" is a new community-wide initiative aimed at promoting healthy lifestyles with a bold goal of losing 1 million community pounds by 2030. The initiative will promote healthy eating, increased physical activity, and mindfulness techniques.

Wicomico County

Wicomico County is utilizing its LHIC grant to cover salary costs for a Management Associate and a Prevention and Health Communications Clerk, to provide staff training, and to enhance the role of the LHIC coordinator. In addition, funds will allow for the purchase of computer equipment and office supplies, printing materials, program advertising, and promotion of the "Walk Wicomico" program with participant and PCP incentives. Funds are also supporting the contractual costs of consultants who will complete Academic Detailing services, which will provide education (virtual if necessary) to health care providers to improve pre-diabetes identification and referral.

Worcester County

Worcester County is utilizing its LHIC grant to provide grants to create policies and programs to improve physical activity, encourage healthy eating and develop diabetes prevention and management. Worcester County will work collaboratively to engage all community residents in physical activity and healthy eating where they live, work, worship, and play; connect residents with programs designed to improve physical activity participation, healthy eating, and weight loss/management; and implement the social marketing campaign, "Eat Healthy. Be Active. Prevent Diabetes Today." The plan also includes the following strategies for employers: supporting physical activity and healthy eating in the worksite, offering weight management programs at work, and expanding healthy cooking and healthy eating education.