

AMA TU VIDA   
**Latino**  
**Health**  
**INITIATIVE**  
MONTGOMERY COUNTY, MD

*Celebrating five years of providing leadership in promoting and advocating for the health of the Latino Community of Montgomery County, Maryland*



**FYOS**

**ANNUAL REPORT**  
*July 1, 2004 – June 30, 2005*



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## A MESSAGE FROM THE CO-CHAIRS AND LHI MANAGER

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Fiscal Year 2005 has been an exciting one for the Latino Health Initiative (LHI), its Steering Committee, and the communities it serves. Montgomery County continues to be one of the most diverse and dynamic counties in Maryland and in the entire United States. Approximately 45% of Latinos in Maryland call Montgomery County home. We are pleased that Montgomery County is committed to improving access to care for the uninsured through the Montgomery Cares program.

The LHI was founded five years ago, in 2000, with the goal of championing the health interests of Latino populations. To date, this dedication has not only continued but grown in passion. During the first two years after the genesis of the LHI, we published a document outlining results-oriented plans and activities for the following five years. This report, the *Blueprint for Latino Health in Montgomery County, Maryland, 2002-2006*, serves as LHI's "big picture" compass — it provides guidance on the overall strategic direction for LHI activities.

What we have accomplished in the past year, Fiscal Year 2005 (July 1, 2004 – June 30, 2005), could not have occurred without the indefatigable efforts of community-level individuals, grassroots organizations, private and public entities, and political officials. This Annual Report brings to life the major activities and accomplishments realized in the last year of our five year tenure.

We believe the creation of, and level of funding for the LHI is proof that the appropriate seeds were successfully planted during LHI's first five-year generation. The second generation of LHI activities will offer the maturity necessary for solidifying a foundation for ongoing, long-term sustainability. We look forward to observing the myriad ways the first generation seeds will blossom to their full potential, and most important, to the benefits all Montgomery County residents will reap from the fruits harvested.

Diego Uriburu, M.S.  
Co-Chair

Olivia Carter-Pokras, Ph.D.  
Co-Chair

Sonia E. Mora  
Manager



## BACKGROUND ON THE LHI

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Five years ago, in July 2000, Latino community leaders joined the County Executive and the Montgomery County Council to form the Latino Health Initiative (LHI) as part of the County's Department of Health and Human Services (DHHS). The aim of forming the LHI was to develop and implement a plan of action that would be responsive to the health and social services needs of Latinos in the County. The Latino community in Montgomery County is a population that was already sizable in 2000 and that has continued to grow to an estimated 114,420 people (Year 2002 Bureau of the Census figure) – a 14% increase from the Year 2000 Census figure of 100,604. This number represents 12.3% of the County's current population.

LHI has evolved into a vibrant organization, one well-connected to both the communities it serves and the organizations that offer service. The LHI is comprised of staff members from the Department of Health and Human Services and a group of volunteer professionals representing national, State, and local organizations. In addition, as a result of innovative approaches to both defining and solving problems, LHI has begun to make a substantial impact on individual lives and local systems. These outcomes are the result of LHI's broad mandate to:

- ◆ Enhance coordination among existing health programs and services targeting Latinos;
- ◆ Provide technical assistance to programs and services serving Latinos;
- ◆ Develop and support models of programs and services to adequately reach Latinos; and
- ◆ Advocate for policies and practices that will effectively reach the County's Latino populations.

LHI's collaborations have grown in both breadth and scope. The number of volunteers includes 15 Steering Committee members, over 22 health promoters, and dozens of community members. The LHI has the support of a number of public and private organizations that have signed on as committed partners. The LHI has been a moving force in developing programs that address basic screening and prevention needs of Latino families, including the promotion of physical as well as social wellness. In April 1st, 2005 the Latino Health Initiative was officially transferred to the auspices of the Office of Minority and Multicultural Health.

We proudly celebrate LHI's 5th year anniversary this year by showcasing our FY05 accomplishments in this report.



*Steering Committee members and staff at the annual LHI retreat.*

## LATINO HEALTH STEERING COMMITTEE OF MONTGOMERY COUNTY, MARYLAND

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The Latino Health Steering Committee (LHSC) was created as an independent group of volunteer professionals and community leaders willing to work with and for Latinos in Montgomery County. The role of the Committee is to provide expert guidance and technical assistance in the conceptualization, design, development, and evaluation of targeted Latino health initiatives within DHHS programs and services. In addition, this group acts as the planning body for the LHI.

### Highlights

- ◆ Provided testimony against House Bill 1151 which proposed to establish a task force to study the impact of undocumented immigrants on uncompensated health care. The LHSC opposed this bill because it represents an incomplete understanding of uncompensated health care in Maryland and does not acknowledge the cost of not providing health care to undocumented immigrants.
- ◆ Provided testimony in support of universal access to health care, including prescription drug coverage, at a forum convened by local and State officials in Silver Spring, Maryland.
- ◆ Chaired two Workgroups. Please see the Community Planning and Advocacy section of this report for more information on the Data Workgroup and Latino Health Professionals Workgroup created by the LHSC.
- ◆ Assisted the DHHS in securing over one million dollars to support the LHI's activities and programs.

Summary of Steering Committee Facts for FY05	
<b>Number of SC members</b>	<b>16</b>
<b>Number of hours members volunteered to LHI programs, activities, and meetings</b>	<b>1,530 in-kind hours</b>



# DEMONSTRATION PROGRAMS

## CANCER PREVENTION AND CONTROL PROGRAM

The LHI Cancer Prevention and Control Program was established in May 2001 through a grant provided by the State of Maryland Cigarette Restitution Funds. The Program seeks to reduce the incidence and mortality rates of colorectal, breast, and cervical cancers among Latinos living in Montgomery County.

The Program is a collaborative undertaking among the LHI, CASA of Maryland, Inc., and Community Ministries of Rockville (CMR). Drawing on Latino communities' assets, the Program utilizes trained lay health promoters to provide culturally and linguistically competent education and referrals to cancer screening services for low-income, uninsured Latinos residing in the County. Spanish-language education materials developed by the Program support health promoters' efforts, and limited yet effective mass media interventions complement their outreach. Partnerships with County, State, and private agencies provide opportunities to share lessons learned and expand capacities to better serve Latinos.

CASA of Maryland and CMR, partnering with LHI, conducted activities promoting basic knowledge of health, prevention, screening tests, and referrals related to colorectal, breast, and cervical cancers. The program also partnered with George Washington University's (GWU) "Mammovan" and the Women's Cancer Control Program to provide free mammograms and Pap tests to low-income, uninsured women living in Montgomery County.

### Highlights

- ◆ Conducted over 96 hours of training for 20 health promoters. Topics for the sessions included breast and cervical cancers, education and outreach strategies, and leadership, among others.
- ◆ Provided assistance in the coordination of services by linking entities and programs serving Latinos in Montgomery County with GWU's Mammovan. As a result of this collaborative effort, 271 free mammograms were provided in 16 different Latino neighborhoods throughout the County.
- ◆ Was awarded a \$75,000 grant by the Susan G. Komen Foundation to enhance its breast health component.
- ◆ Was awarded \$30,000 to conduct capacity building activities among minority communities by the Maryland State Minority Outreach and Technical Assistance Program. The Cancer Prevention and Control Program partnered with Holy Cross Hospital, the Asian American Cancer Program, and the African American Health Program on these efforts.

*"Nosotras hemos recibido los conocimientos, la experiencia y la información necesaria para poder orientar a la comunidad. Nos llena de alegría y satisfacción el poder ayudar a la comunidad, que en muchos casos desconoce la existencia de este tipo de ayuda. Todo esto ha contribuido a cambiar nuestras vidas".*

*"We have received the knowledge, experience and information necessary in order to guide the community. It fills us with joy and satisfaction to be able to help the community, which in many cases does not know that this type of help exists. All of this has contributed to changing our lives."*

MANUELA REYES  
Promotora de Salud/ Health Promoter  
Community Ministries of Rockville



## Cancer Prevention & Control Program Services Rendered FY05

Health Promoters trained	20
Referrals to Pap smear tests	298
Colonoscopies completed *	13
Mammograms completed	271
Persons educated by overall Program efforts	1,078
Cancer newsletter and other materials distributed	3,285

\* Due to a backlog in colonoscopy services, there was no space available for colonoscopies in FY05 and no more referrals were possible. This shortage of space for colonoscopies forced us to focus the outreach on breast and cervical cancers.

## HEALTH PROMOTERS PROGRAM, VÍAS DE LA SALUD



*Health Promoters Program receiving the County Diversity Award at the Fifth Annual Montgomery County's Best Honor Awards Presentation Ceremony*

The Vías de la Salud Program trains grassroots community leaders as volunteer Health Promoters who, in turn, educate the community about health programs and facilitate community members' access to these programs. Promoters also plan and conduct health promotion activities. Participants learn how to help families navigate the Maryland Children's Health Program (MCHP) and the Care for Kids Program. In addition, Health Promoters are trained on effective ways to deliver health messages and conduct education sessions. Health Promoters are involved in outreach activities held in churches, schools, neighborhoods, and community centers both at group and individual levels. During FY05, 20 Health Promoters contributed over 2,400 volunteer hours to the LHI.

### Highlights

- ◆ Provided one-on-one assistance to over 630 families by providing referrals to the Maryland Children's Health Program (MCHP), LHI's bilingual





*“Este año tuve la responsabilidad de motivar, reclutar y estimular a los participantes en las caminatas que mi equipo planeó e implementó en la comunidad de Harmony Hills. Estoy convencida de que la actividad física nos puede ayudar a salir de la depresión y el estrés”.*

*“This year I had the responsibility to motivate, recruit and encourage participants on walks that my team planned and carried out in the Harmony Hills community. I am convinced that physical activity can help us overcome depression and stress.”*

DINA MARAVILLA  
Promotora de Salud /Health Promoter  
Latino Health Initiative



Information Line, Care for Kids Program, and other health services such as family planning, prenatal care, dental care, and primary care.

- ◆ Was chosen as the recipient of the County Diversity Award at the Fifth Annual Montgomery County’s Best Honor Awards Presentation Ceremony in March 2005. The awards are presented annually to honor individuals and teams that distinguish Montgomery County as a creative, innovative workplace that provides superior services to its residents.
- ◆ Participated in 18 health fairs and community events throughout Montgomery County and reached over 3,600 individuals through one-on-one education interventions and other outreach activities. Individuals were educated on various topics ranging from physical activity to access to care.
- ◆ Participated in “Pláticas de Salud” (“Conversations about Health”) conducted with nearly 40 families at the Amherst Square Community Center through collaboration with the Montgomery Housing Partnership. Every month a team of four Health Promoters and an invited guest speaker addressed the Latino community on topics such as healthy eating, reading food labels, parenting skills, and applying for the Maryland’s Children Health Program (MCHP) and the Care for Kids Program.
- ◆ Developed a 30 hour-long Spanish-language fitness curriculum and trained 20 Health Promoters. The goal of the training was to enhance the capacity of Health Promoters to promote regular physical activity in their respective communities. Participants were trained on how to organize, implement, and evaluate a walking program as well as learned components of a fitness routine, including warm-up and cool down activities, such as stretching exercises.
- ◆ Conducted pilot walking sessions in four neighborhoods during the months of April and May 2005. Eighteen Health Promoters were divided into three teams. Each team lead eight walking sessions in which they addressed the importance of incorporating physical activity into one’s daily routine. A total of 65 Latino women, men, and children participated.
- ◆ Reached 455 community members during the Great American Smokeout. Participants learned about the harmful effects of smoking, as well as were informed about smoking cessation resources. These activities were conducted in collaboration with the American Cancer Society (ACS).

## LATINO YOUTH WELLNESS PROGRAM

The Latino Youth Wellness Program provides a unique opportunity for participating youth and their families to engage in a holistic approach to wellness that addresses mental, physical, social, environmental, and emotional issues in a culturally and linguistically competent manner. It also: promotes awareness of crucial health and teen-related issues; seeks to increase participants’ responsibility for their own health and overall well-being; and encourages them to consider careers in health-



*Latino youth participating in a fitness session*

related fields. Specific areas of concentration include nutrition, physical fitness, reproductive health, substance abuse, and mental health. This program is carried out by Identity, Inc.

### **Highlights**

- ◆ Provided 469 hours of training to the program's teens and their parents on various health issues such as physical fitness, communication skills building, reproductive health, substance abuse prevention, and mental health.
- ◆ Provided 530 case management interventions (one-on-one counseling sessions) with 94 families or 282 participants living in Wheaton, Maryland.
- ◆ Developed 71 individualized wellness plans for enrolled families. Based on information identified from a wellness assessment, Identity, Inc., along with a nutritionist, health fitness specialist, clinical nurse, and psychologist, designed individualized health and wellness plans for each youth participant. Each wellness plan was presented to participants for their feedback and final approval. Program staff conducted follow-up visits to assess barriers and successes, and to plan needed adjustments.
- ◆ Engaged youth in 89 fitness sessions throughout the year totaling 178 hours of physical activity. With the encouragement of peer educators and the guidance of a personal trainer, youth participate in weekly physical activities such as soccer, volleyball, and swimming. Parents are included in some of these activities.
- ◆ Joined Councilman George Leventhal in hosting a community forum on obesity in the Latino community. Over 75 community members including Latino Youth Wellness Program participants participated in the event and made recommendations for addressing obesity in Latino populations.
- ◆ Trained 17 youth participants as HIV Peer Educators who currently conduct outreach activities in the community. Peer Educators received over 66 hours of training on HIV and Sexually Transmitted Infections (STI) prevention and reviewed subjects such as condom negotiation, sexual anatomy, teen pregnancy, drug abuse, and communication skills.



*“El elemento más importante en el que Identity, Inc. ayudó a mi hijo fue su madurez. A través del programa el aprendió que las pandillas, los embarazos y el SIDA no son juegos de niños. Ahora el sabe como evitarlos y ahora está preparado para hablar sobre estos problemas abiertamente”.*

*“The most important element that Identity, Inc. helped my son with was maturity. Through the program he learned that gangs, pregnancy, and HIV are not kids' games. Now he knows how to avoid them and now we are both prepared to discuss these issues openly.”*

**INÉS ALONSO**  
 Madre / Mother  
 Programa de Bienestar de Jóvenes Latino Youth Wellness Program  
 Identity, Inc.





- ◆ Made 238 referrals to various organizations and programs in the County including child protective services, Planned Parenthood, Mercy Clinic, Spanish Catholic Center, and the County’s Crisis Center.

“...Es frustrante cuando tu quieres explicarle a tu doctor qué tienes, pero simplemente no puedes. Yo hablo un poquito de inglés, pero prefiero utilizar un intérprete profesional. Ellos saben cómo explicar con detalles mis problemas, y me siento libre y seguro de preguntar lo que sea”.

“...It’s frustrating when you want to explain to your doctor what you have, but you simply cannot. I speak a little bit of English, but I prefer to use a professional interpreter. They know how to explain with details my problems, and I feel free and confident to ask anything.”

MARÍA ELENA  
ROCHA  
Residente / Resident  
Rockville

## HEALTHCARE SYSTEM NAVIGATOR AND INTERPRETER PROGRAM

This Program, established in April 2003, provides culturally and linguistically appropriate resources and professional medical interpretation to facilitate low-income, uninsured Latinos’ access to health care. Bilingual and bicultural staff manage a telephone line that provides information to community members about health and human services in the County and ways to access these services. In another Program component, bilingual and bicultural System Navigators, trained in medical interpretation, work directly with community members and providers to ensure services are provided in an effective and efficient manner. The Program is contracted to CASA of Maryland, Inc.

### Highlights

- ◆ Launched a campaign in partnership with LHI Health Promoters to publicize the Navigator Information Line via various sites throughout the County, including public schools and local media channels.
- ◆ Received a total of 2,663 calls via the Navigator Information Line. According to an independent Customer Service Satisfaction Study, more than 85% of callers were satisfied with the telephone service and the information they received.
- ◆ Provided 2,060 interpretation sessions for Project Access and Montgomery Cancer Crusade clients, as well as at various community clinics throughout the County. Interpreters helped patients communicate with doctors, nurses, medical technicians, and receptionists. Interpreters also acted as cultural brokers by helping patients navigate the medical system.
- ◆ Experienced a high level of demand for 12 interpreters’ expertise. The interpreters were well received at all provider and clinic sites. The program exceeded the forecasted 800 interpretations by 1,046 units of service. More than 95% of patients who used the interpretation service expressed satisfaction with the treatment and skills of medical interpreters; over 95% of medical providers who used the interpreters also expressed satisfaction with the quality of interpretations.



# SPECIAL PROJECTS

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## LATINO CANCER SURVEY

Given the current lack of State and local cancer-related data on Latino populations, in FY05 the LHI began an exploratory study to assess cancer-related knowledge, attitudes, and practices of Latino populations residing in Montgomery County. The study is a collaborative effort between the LHI, the University of Maryland, and the Maryland Department of Health and Mental Hygiene. The LHI's Data Workgroup provided over 100 hours of technical assistance to the project.

The Latino Health Initiative has taken primary responsibility for the development and administration of a culturally and linguistically appropriate Latino Cancer Survey, to be administered to Latinos in Montgomery County. LHI provided technical support to the University of Maryland in submitting the survey and consent forms for IRB approval. The survey instrument was tested in an in-person focus group and during 25 pilot face-to-face interviews. Using information from the US Census Bureau, Census 2000, a sampling methodology was developed by the LHI. Geographic areas in Montgomery County were chosen to represent distinctly different economic areas and those with large numbers of Latinos. This information was referenced with the median household income in these areas to capture a broad range of Latino populations. In addition, a quality control plan was outlined to manage the accurate gathering of data.

In FY06 the household interviews will be conducted in Spanish or English as the participant prefers. The length of the interview is about 30 minutes. Our goal is to complete 500 household surveys.

## ASTHMA MANAGEMENT PILOT PROJECT

Asthma, a serious public health problem, affects both adults and children. It is the most common chronic disease of childhood affecting 12.7% of all children in the United States. According to the Asthma in Maryland 2003 report, asthma exacerbations in children may result in missed school days because of illness, medical appointments, and hospitalizations. Particularly affected populations include, among others, Latino and low-income children. In Montgomery County, there is a dearth of asthma management programs aimed at and tailored to Spanish-speaking low-income Latino families. Although asthma affects children from all walks of life, low-income and racial/ethnic minority children, including Latinos, experience substantially higher rates of asthma-related fatalities, hospital admissions, and emergency room visits. Due to this scarcity of programs and well-documented health disparities, LHI developed a Latino Asthma Management Pilot Project. The project was designed to increase understanding of asthma management among low-income Latino parents of





*Latino children with asthma pose for a group shot during a focus group session.*

children with asthma, and to develop and test culturally and linguistically appropriate interventions among this group. The desired goal is to empower Latino families to appropriately self-manage asthma.

### *Highlights*

- ◆ Conducted a comprehensive assessment. The assessment included a literature review to gather epidemiological information and to identify potential models of asthma strategies and interventions targeting Latinos in other parts of the country. The assessment also included three community focus groups to obtain information on asthma management knowledge, attitudes, and practices by low-income Latino parents of children younger than 10 years of age with asthma, and of low-income Latino children 10-14 years of age. Additionally, LHI designed an interview to be administered with health care professionals who manage patients, especially low-income Latino children, with asthma. In total, the project interviewed 10 health care professionals on topics related to the prevention, treatment, and management of asthma in Latino children.

This baseline formative research identified a number of issues and needs regarding asthma. These include: linguistically and culturally inadequate services, limited knowledge of the disease and its management, lack of awareness of the need for following a treatment plan, lack of perception of vulnerability for developing asthmatic crises or exacerbations, misconceptions about the causes of asthma and the effectiveness of treatments, and low levels of general prevention consciousness.

- ◆ Established a Latino Asthma Community Advisory Committee. Members of LHI's Steering Committee served as the membership base for the Advisory Committee. The group was complemented by a member of the National Heart, Lung and Blood Institute (NHLBI) Latino Asthma Education Program, and by four Latino parents of children with asthma. The overall function of the Latino Asthma Advisory Committee was to provide guidance to project activities and support asthma advocacy efforts.



- ◆ Developed the first draft of a culturally and linguistically appropriate asthma management curriculum. The curriculum for this project was developed based on the comprehensive assessment, including curricula and education materials developed by institutions such as Seattle and King County Public Health, Asthma and Allergy Foundation of America, American Lung Association, Environmental Protection Agency (EPA), Centers for Disease Control and Prevention (CDC), and Community Health Works. The completed curriculum consists of two components: 1) a training plan for staff and coaches, who will conduct the asthma management interventions; and 2) detailed guidance for facilitating each of the 12 group education sessions with low-income Latino parents of children with asthma. Themes covered in the training for the coaches and program staff include: asthma and its management; participatory education methods; group facilitation techniques; and interpersonal communication skills. Since social support has been shown to be an effective component of asthma management interventions targeting Latinos, in FY06 coaches will be trained on ways to conduct telephone interventions and identify possible problems, as well as on how to support families through encouragement and referrals to services.

## COMMUNITY PLANNING AND ADVOCACY

### LATINO HEALTH PROFESSIONALS WORKGROUP

Established in 2002, the Latino Health Professionals Workgroup seeks to increase the number of Latino health professionals in the County's health workforce by developing strategies to inspire Latino youth to consider careers in the health professions and by facilitating the licensure process for foreign-trained Latino health professionals, particularly nurses.

The need for Latino nurses in the United States at this point in time is critical. While there is a growing demand for bilingual and bicultural health care professionals, there is a current general statewide nurse shortage of 8% which corresponds to a deficit of approximately 3,300 nurses. This substantial nursing shortage is expected to continue to grow to about 17% by 2010 in the County. As only 2% of nurses in the United States are Latino, cultural and linguistic barriers can and often compromise the quality of care affecting Latino clients.

The Latino Health Professionals Workgroup is composed of members from the Latino Health Steering Committee of Montgomery County, members of federal and Montgomery County Departments of Health and Human Services, Holy Cross Hospital, Montgomery College, among several other health, academic, and public entities, and a group of foreign-trained nursing professionals.





## Highlights

- ◆ Established collaborative relationships with key entities to support the development of the pilot program for licensure of foreign-trained Latino nursing professionals. Key partners include: Montgomery College, Holy Cross Hospital, the Montgomery County Workforce Investment Board, and the Welcome Back Initiative at San Francisco City College.
- ◆ Completed a *Preliminary Report on the Status of Licensure of Foreign-Trained Latino Nursing Professionals in the State of Maryland* (November 2004). This report includes the results of a comprehensive assessment that identified Maryland's nursing licensure process and its requirements and featured successful national programs whose aim is to facilitate the licensure process



Nurses Pilot Program candidates and partner organization representatives at the Dialogue Session with the Welcome Back Initiative on April 2005

of foreign-trained nursing professionals. The report addressed challenges and obstacles while obtaining a nursing license and key elements that need to be in place to facilitate the process of obtaining a nursing license.

- ◆ Organized and conducted a dialogue session with the Welcome Back Initiative from California at the LHI headquarters. This Initiative is a statewide demonstration project developed to assist internationally trained health professionals residing in California in the process of re-entering the health workforce, and has successfully operated for three years. This unique opportunity allowed committed partners as well as others interested in working with the LHI to learn more about this model program and discuss the possibility of replicating it in Montgomery County. Over 30 individuals attended the event on April 2005.



- ◆ Organized and conducted the second Community Forum for Foreign-Trained Latino Nurses (May 2005), in conjunction with Montgomery College. A four-hour long orientation was provided on Maryland's nursing licensure process and the pilot program. Over 40 foreign-trained Latino nurses participated in the Forum and were recruited as potential pilot program participants.
- ◆ Completed the design and development of the Pilot Program for Licensure of foreign-trained Latino nursing professionals. The Pilot Program was established as a multi-institutional collaboration (i.e., between health departments, academic institutions, and health care providers) to ensure effective administration of a comprehensive, integrated, and coordinated approach that effectively addresses the needs, and decreases the challenges and barriers, of the licensure process in Maryland. The Pilot Program incorporates four components: 1) support and guidance; 2) academic counseling; 3) practical exposure to the U.S. health care system; and 4) mentoring.
- ◆ Secured \$100,000 in funding for the pilot program; and leveraged \$12,000 allocated by Holy Cross Hospital, and \$10,000 allocated by the Workforce Investment Board, for Fiscal Year 2006. In addition, Holy Cross Hospital made a commitment to sponsor five nursing professionals during the pilot program.

## LATINO DATA WORKGROUP

Established in 2002, the Latino Data Workgroup of Montgomery County (LDW) is composed of volunteer professionals who work in the federal government, academia, and the private sector. Workgroup members' main focus is to develop and implement an action plan that will enhance the current system for collecting, analyzing, and reporting health data on Latinos in Montgomery County. Lack of accurate racial and ethnic health data hinders efforts to close gaps in health care disparities. Improving the scope, accuracy, and use of data-collection efforts for Latinos will enable more appropriate identification of the health needs of the County's Latino populations. This will permit rational prioritizing, planning, monitoring, and evaluation of health interventions.



*Latino Data Workgroup members during one of their regular meetings.*





## Highlights

- ◆ Provided technical assistance to the Primary Care Coalition (PCC), a non-profit organization established to increase access to health care for low-income, uninsured County residents. As a result of the LDW's advising the PCC on the development and maintenance of its patient management information system, several data categories were included according to current federal standards.
- ◆ Provided technical guidance to Information and Technology (IT) staff of Montgomery County's Department of Health and Human Services (HHS) regarding the integrated management information system, especially with regards to data points for capturing reliable information about Latino, and other immigrant, populations being served.
- ◆ Provided technical guidance to the HHS Office of Community Affairs on data management issues related to the HHS Limited English Proficiency (LEP) initiative. This guidance included imparting information on the type of data elements regarding Latino populations' demographics that should be collected and ways procedures should be established to collect these data. Ensuring that accurate information is collected and maintained in County databases will provide for better program monitoring and the ability to improve services tailored to Latino populations.
- ◆ Developed a report, titled *Latino Health Initiative (LHI) Survey Analysis (2003-2004)*, regarding a data management survey conducted within the Public Health Service (PHS) and offered recommendations to improve data collection, analysis, and reporting within PHS. The report analyzes data collected from 10 Public Health Service program managers regarding their methods for collecting data and the forms they use to identify their customers' race and ethnicity as well as other demographic information.
- ◆ Offered over 100 hours of in-kind technical support to the Cancer Survey to assure the implementation of a culturally and linguistically competent survey administered in 500 Latino households in Montgomery County.
- ◆ Presented on Latino health data issues in Montgomery County to the Measuring Health Disparities: State Committee on Data meeting in April 2005.

## CAPACITY BUILDING

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### TRAINING AND TECHNICAL ASSISTANCE

In FY05 LHI staff provided more than 400 hours of technical assistance to community-based organizations (CBOs) and other entities working on cancer prevention and control. Staff also provided general support for activities by holding monthly planning meetings and site visits at the CBOs.



## Highlights

- ◆ Assisting in the development, implementation, and evaluation of four training sessions for 20 health promoters. Sessions included topics on breast and cervical cancers, education and outreach strategies, and leadership, among others.
- ◆ Facilitating the training of CBO coordinators in areas such as: data collection and reporting, supervision and use of a supervision manual for health promoters, and time management.
- ◆ Providing ongoing technical assistance to entities conducting health promoter programs focusing on cancer prevention and control related to health education aspects of health promotion programs.
- ◆ Providing technical assistance in the development and implementation of strategies to increase access to screening services, through participation in the Minority Outreach and Technical Assistance Grant.
- ◆ Providing support and assistance to the School-Based Multicultural Health Promoter Program, Community Ministries of Rockville Health Promoter Program, and Up-County Multicultural Health Promoter Program on tobacco use prevention and outreach. Nearly 30 health promoters attended the trainings.



Health promoters during a training session on cancer prevention.

## COMMUNITY INFORMATION & EDUCATION

### LHI IN THE MEDIA

LHI staff participated in several radio and television shows to inform the public about the LHI and health-related services and programs available in Montgomery County.

### Highlights

- ◆ April - May 2005: A series of interviews on radio were conducted to announce the LHI's Pilot Program for Licensure of Foreign-Trained Latino Nursing Professionals and to invite nurses interested in participating in the Pilot Program to register to participate in the Community Forum for Foreign-Trained Latino Nurses at Montgomery College. Programs include: *Hablando en Serio* broadcasted via Radio Latina, *Punto Femenino* broadcasted via Radio América, and *Centro Católico Hispano* broadcasted via Radio América.
- ◆ LHI participated regularly on the TV program *Revista Semanal* broadcasted via the Montgomery Community Television Network.





## DISSEMINATION OF LHI ACTIVITIES AND PROGRAMS

LHI staff gave multiple presentations at national, State and local conferences and community forums.

### *Highlights*

- ◆ August 2004: The Health Promoters Program was successfully presented in a break-out session at the Women of Color Annual Conference in Washington, DC to an audience of 40 people. The program was chosen to be presented as a model program aimed to improve access to health care services and promote health behaviors among Latinos.
- ◆ August 2004: The Latino Cancer Program was selected to conduct a presentation in the 2004 Women's Health Summit held at the Marriot Hotel, Washington, DC.
- ◆ September 2004: LHI staff served as workshop speakers for an all-day workshop focusing on child obesity sponsored by Holy Cross Hospital. The presentation focused on fitness and nutrition and offered adolescents recommendations for ways to increase physical activity and incorporate nutritious eating into one's daily life.
- ◆ November 2004: A 2 hour-long session hosted by the LHI provided the opportunity to various LHI programs to present their respective programs during the American Public Health Association's 132nd Annual Meeting and Exposition in Washington, DC. During the session the LHI shared information about the various demonstration programs and the successful experiences reaching the Latino community.
- ◆ March 2005: The LHI conducted the presentation "The Latino Health Initiative: A Model for Combating Disparities in Latino Communities" during the Eliminating Racial and Ethnic Disparities in Health Status Conference at the University of Maryland School of Law.



*SC members, County, and State representatives at the Eliminating Racial and Ethnic Disparities in Health Status Conference on March 2005.*



- ◆ June 2005: The Latino Cancer Prevention and Control Program was invited by the American Cancer Society to conduct a presentation on outreach strategies and program results.
- ◆ June 2005: The Latino Health Professionals Workgroup made a presentation titled “Incorporating Latino Foreign-Trained Nursing Professionals into the Health Workforce: Strategy to Eliminate Health Disparities” at the Maryland Public Health Association Annual Meeting 2005 in Baltimore, Maryland. A general overview of the LHI and its programs was presented, as well as a detailed presentation on the Pilot Program for Licensure of Foreign-Trained Latino Nursing Professionals.



## FUNDS RECEIVED AND USED IN FY05

Fiscal year 2005 (July 1, 2004 – June 30, 2005) was a year of financial success and growth for the Latino Health Initiative (LHI). The LHI’s core appropriated funds allocated by Montgomery County was in the amount of \$700,000. The LHI has grown from a FY 2004 core budget of \$625,000 to a FY 2005 core budget of \$700,000 — a 12% increase.

Expenses for FY05 core appropriated funds are captured in two broad categories. One, Contracts and Programs, includes contractors, demonstration programs, and special projects (67% of the budget); and two, Administrative, includes personnel and operational costs such as development and training, support of the Steering Committee, interpretation services, office equipment, supplies, printing, and other costs (33% of the budget).

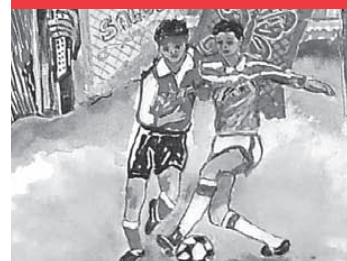
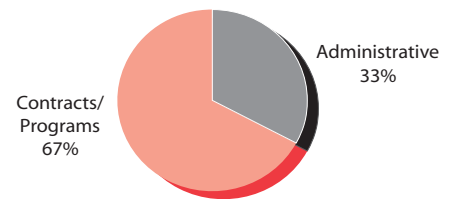
Contract and Programs includes the following programs in the budget:

- ◆ Latino Youth Wellness Program
- ◆ Healthcare System Navigator and Interpreter Program
- ◆ Data Workgroup
- ◆ Health Professions Workgroup
- ◆ Consultants to:
  - Develop health education materials
  - Assist in grant writing projects

Because of its expertise and credibility in serving Latino communities, the LHI leveraged an additional \$305,400 (above and beyond County funding):

- ◆ LHI complemented and enhanced the impact of the Cancer Prevention Program:
  - Cigarette Restitution Funds (\$65,000) provided core funding for the Program.
  - An in-kind contribution of \$60,000 from the George Washington University Mammovan provided free mammograms to eligible women in the County.

FY05 Expense Categories





- In collaboration with Community Ministries of Rockville and CASA of Maryland, the LHI leveraged \$75,000 from the Susan G. Komen Foundation to enhance the breast health component of the Program.
- In collaboration with Holy Cross Hospital, the Asian American Cancer Program, and the African American Health Program, the LHI leveraged \$30,000 from the Minority Outreach and Technical Assistance (MOTA) Office to conduct capacity building activities.
- ◆ In FY05, the LHI received an additional \$34,000 from Montgomery County to operate the Health Promoters Program. The Program also received the generous donation of over 3,700 hours of volunteer work by 22 Hispanic health promoters.
- ◆ Under special projects, the LHI secured a total of \$41,400 from various sources:
  - Funding from the Maryland Department of Health and Mental Hygiene (\$21,400) was used to start the implementation of the Latino Cancer Survey.
  - The Center for Maternal and Child Health of the Maryland Department of Health and Hygiene provided \$20,000 to implement the Asthma Management Pilot Project.
- ◆ The LHI also counted on the donation of over 1,500 volunteer hours from 16 Steering Committee members who provided critical expertise and advice for LHI's successful efforts.

Source	Amount
Cancer (Cigarette Restitution Funds)	\$65,000
George Washington University Mammovan	\$60,000
Susan G. Komen Foundation	\$75,000
Hispanic Health Promoters Program (Montgomery County)	\$34,000
Minority Outreach and Technical Assistance (MOTA) (Cigarette Restitution Funds)	\$30,000
Latino Cancer Survey (Maryland DHMH)	\$21,400
Asthma (Maryland DHMH)	\$20,000
<b>TOTAL</b>	<b>\$305,400</b>

During FY05 the budget for the LHI activities and programs totaled \$1,005,400.



# ACKNOWLEDGEMENTS

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Fiscal Year 2005 marks our five-year anniversary. Since LHI's inception, the confidence that our constituents, donors, and partners have placed in our mission has not gone unnoticed. We are indebted to these friends, as without their support we could not report the measurable impact we have had to date.

Three years ago, we laid out an ambitious agenda in the *Blueprint for Latino Health in Montgomery County, Maryland*. Since then, staff, volunteers, donors, stakeholders (who, importantly, include public and private health institutions), and community members have donated thousands of person-hours. As early as last year, we have seen the many ways this work has translated into concrete outcomes, tangible products, and on-going activities. We are especially grateful to the leadership and support given to us by Mr. Douglas M. Duncan, County Executive, as well as by selected senior-level officials in the County and Councilmembers Tom Perez, George Leventhal, and Steve Silverman.

Serving Latino communities in Montgomery County continues to be a united effort of public and private sector groups and resources. Accomplishments over our five year history are clearly the results of these partnerships and collaborations. It is with great pride that the Latino Health Steering Committee acknowledges all those who have been important contributors to the productive past of the LHI, and furthermore, will continue as critical enablers of an effective and meaningful LHI future. Maintaining its connections and outstanding service to Latinos in Montgomery County will help ensure such a future for the LHI in its work with others in the County.

# FY05 STEERING COMMITTEE MEMBERS & LATINO HEALTH INITIATIVE STAFF

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