

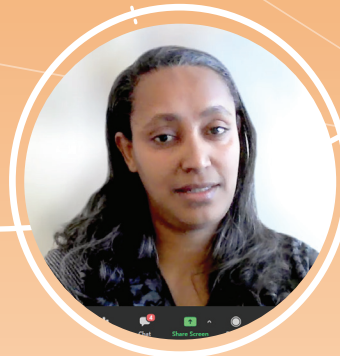
♥ **AMA TU VIDA**

Latino Health Initiative

MONTGOMERY COUNTY, MD



Celebrating Latino Resilience



FY2022 ANNUAL REPORT

July 1, 2021–June 30, 2022

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**COMING TOGETHER IS A BEGINNING,
KEEPING TOGETHER IS PROGRESS,
WORKING TOGETHER IS SUCCESS.**

MESSAGE

FROM THE LATINO HEALTH STEERING COMMITTEE CO-CHAIRS AND THE LATINO HEALTH INITIATIVE SENIOR MANAGER

As we overcome these unprecedented times and come out of social isolation, the Latino Health Initiative looks back on Latino resilience during the global pandemic and its recovery. Fiscal Year 2022 marks milestones in public-private partnerships, expanding services to meet Latino health and human needs in a linguistic and culturally empowering manner, and historic Latino vaccination rates.

The pandemic affected the Latino community of Montgomery County in a disproportionate manner, having profound effects in economic, social, and mental wellbeing. It challenged and forced us, as a community, to adjust to innovative ways of working, accessing services, and playing. Many Latino residents lost ready access to community support and its safety net services. Even under these adverse circumstances, Montgomery County's Latino community showed its resilience, relying on cultural vantage for drawing on love and connection as tools for overcoming challenges. In response to the drastic changes in existing service delivery models, the Latino community showcased flexibility and adaptability by engaging in new and different channels and formats to access essential health and human services. The Latino Health Initiative was by our community's side each step of the way. We continued to expand on our impactful work—whether via Zoom, social media platforms, online presence, phone, text, or safe outdoor activities.

COVID-19 also revealed the key role that trusted culturally competent agencies and approaches have in community members' adherence to following science-based information and advice. This has long term impacts as to how a community is influenced and how a disaster unfolds as well as how residents' responses and behaviors align with best practices. While COVID-19 occurred at a time of low levels of trust in government and high levels of misinformation in general, the Latino Health Initiative—powered by the hard work of the Latino Health Steering Committee, our community-based partners, and on the ground work by locally based Health Promoters—enjoyed a high level of trust, impact, and service built from cementing years of effective presence and engagement in Latino neighborhoods across Montgomery County.

Montgomery County Latino community's sense of ownership and involvement, which led to successes in tackling COVID-19 are evidenced by the following highlights. The Latino Health Initiative:

- Secured more than \$13,800,000 for the continuation of our signature public-private partnership initiative ***Por Nuestra Salud y Bienestar*** (*For Our Health and Wellbeing*), a response to a direct request from the County Council through the Latino Health Steering Committee.
 - ◆ *Por Nuestra Salud y Bienestar* hosted 960 testing events and 911 vaccination events, administering approximately 40,000 tests and approximately 30,000 vaccines/boosters.
 - ◆ *Por Nuestra Salud y Bienestar* PSAs reached approximately 5 million Latino residents in the greater Washington, D.C. metropolitan area.

- ♦ *Por Nuestra Salud y Bienestar* closed the 18% disparity gap in COVID-19 vaccinations (Hispanic residents compared with non-Hispanic white residents, from April 2021 to July 2021).
- Provided 35,955 referrals to 19,845 callers and completed 1,641 medical interpretations through the **System Navigator and Medical Interpreter Program**.
- Conducted 4,996 case management sessions; provided 148 hours of physical activities tailored to youth; and demonstrated an improvement in healthy behaviors among 46% of program participants through the **Latino Youth Wellness Program**.
- Guided 669 internationally educated health professionals; provided services to 144 participants; accepted 48 new participants; assisted 22 participants in securing 25 jobs; awarded \$46,000 in financial aid; offered \$37,000 worth of trainings; and secured an average 134% increase in wages for 5 Registered Nurse participants through the **Welcome Back Center of Suburban Maryland**.
- Reached 727 individuals, engaged 383 participants in presentations and trainings, engaged 104 participants in Zumba classes, and developed a Community Health Worker curriculum through the **Vías de la Salud Health Promoters Program**.
- Educated 51 parents/caregivers of 47 children diagnosed with asthma through the **Asthma Management Program**.
- Provided reunification services to 50 Latino immigrant families living in Montgomery County (of whom 43 parents and 54 youth completed the program) and provided 90 one-hour individualized coaching sessions through the **Family Reunification Program**.
- Initiated innovative **climate change action** through community conversation sessions, Climate Stories Ambassador training, and a Latin@s Climate Experience webinar—all in Spanish, as well as an Earth Day park cleanup and local community emergency response support efforts (e.g., fire, flood).
- Featured **30 television, radio, newspaper, and other English and Spanish media outlets** to talk about COVID-19 and other public health topics important to the Latino community.

Fiscal Year 2022 ended with a special and meritorious occasion. In the spirit of triumph and service to the Latino community, for the second year in a row, the [Por Nuestra Salud y Bienestar](#) campaign and “La [Abuelina](#)” were recognized each with an Emmy award under the [public service announcements](#) Single Spot and Campaign categories, during the National Academy of Television Arts and Sciences (National Capital Chesapeake Bay Chapter) ceremony.

The Latino Health Initiative is committed to continue promoting health equity as we move into Fiscal Year 2023 through its linguistically and culturally proficient programs that are healing and transformative—through incremental and steady change.

Con orgullo (with pride),

Olivia Carter-Pokras, Ph.D. and Patricia Rios, M.B.A., M.P.H., Co-Chairs

Mariana Serranl, M.A., P.M.P., Senior Manager

LATINO HEALTH STEERING COMMITTEE OF MONTGOMERY COUNTY

The [Latino Health Steering Committee](#) is an independent group of volunteer professionals and community leaders with specialized areas of expertise. This committee:

- Acts as the planning body for the Latino Health Initiative
- Provides expert guidance and technical assistance in the conceptualization, design, development, implementation, and evaluation of Latino Health Initiative activities and projects within the Montgomery County Department of Health and Human Services
- Advocates for policies and practices whose aims are to enhance the health and lives of Latino people in Montgomery County

FY22 ACCOMPLISHMENTS

- Developed an additional proposal to continue funding of the *Por Nuestra Salud y Bienestar* (For Our Health and Wellbeing) initiative, which is a private-public partnership created in response to the COVID-19 pandemic.
- Secured more than \$13,800,000 in FY22 for *Por Nuestra Salud y Bienestar* to continue the successful implementation of this targeted emergency response that addresses critical and unique needs in the Latino community.
- Secured more than \$2,490,000 to be added to the FY23 Latino Health Initiative core funding to transition initial pandemic innovations and cross-sector collaborations as core Latino Health Initiative offerings.
- Developed relationships with high-level administration appointees to raise awareness of the Latino Health Steering Committee, the role of the Latino Health Initiative within the Department of Health and Human Services, and the Latino community's immediate needs.
- Relayed to the County Executive the Latino Health Steering Committee's priorities and insights on issues important to the Latino community.
- Collaborated with county stakeholders and advocacy groups, through over 1,000 volunteer hours, to provide oversight, expertise, and recommendations.
- Presented FY22 policy priorities to the County Council during the Health and Human Services Committee legislative hearing.

ASTHMA MANAGEMENT PROGRAM

The Latino Health Initiative [Asthma Management Program](#) is tailored for limited-income Latino parents and caregivers of children diagnosed with asthma who live in Montgomery County. This program's goal is to reduce emergency department visits and hospitalization rates by increasing parents' and caregivers' knowledge, confidence, and skills to properly manage their children's asthma.

The Asthma Management Program offers its services to the Latino community through:

- ♦ 1-hour small group asthma education sessions
- ♦ 30-minute follow-up individual coaching sessions
- ♦ A home environment assessment

FY22 ACCOMPLISHMENTS

- ♦ Reached more than 650 individuals through social media, including Facebook live, Text Messaging, and WhatsApp
- ♦ Contacted 85 interested parents/caregivers, 57 of whom registered for asthma sessions
- ♦ Taught 51 parents/caregivers of 47 children diagnosed with asthma

MEASURES AND RESULTS

The following provides a numerical summary of participation in the Program. Program participants completed both a baseline survey before participating in the program and an exit evaluation survey upon completion of the program.



Girl practicing the appropriate use of inhaler.

OUTPUT MEASURES

427 Follow-up individual coaching sessions provided

42 Virtual small group asthma education sessions delivered

51 Home environments assessed

OUTCOME MEASURES	Pre-test	Post-test	Percentage Point Difference*
Increase in parents' knowledge of asthma and asthma triggers	63%	89%	+26%
Increase in parents' asthma management self-efficacy**	32%	92%	+60%
Increase in the proportion of children who have an asthma action plan	25%	53%	+28%
Increase in the proportion of children using an asthma spacer***	34%	100%	+66%
Increase in the proportion of children using a peak flow meter****	6%	100%	+94%
Decrease in reported restricted activity due to asthma	43%	38%	-5%
Decrease in reported missed school days due to asthma	57%	40%	-17%
Decrease in reported visits to the Emergency Department	40%	34%	-6%
Decrease in reported hospitalizations due to asthma	17%	13%	-4%

* The "Percentage Point Difference" column indicates the difference between results of data from parents/guardians who completed both baseline and exit surveys administered at the beginning and completion of the program. Changes over time were calculated using a post- minus pre- number percentage point difference.

** "Self-efficacy" refers to an individual's confidence in their ability to exert control over their own motivations, behaviors, and social environments.

*** An "asthma spacer" is a device used to increase the ease of administering aerosolized medication from a metered-dose inhaler. It adds space in the form of a tube or chamber between the mouth and canister of medication.

**** A "peak flow meter" is a portable, hand-held device that measures your ability to push air out of your lungs. Air flow is measured by the amount of air that you can blow out in one "fast blast."

QUALITY OF SERVICE

96%

Parents/caregivers
satisfied with the Asthma
Management Program

98%

Participants reporting
the program helped
their children's asthma
management

98%

Participants feeling that they
were respected in the group

94%

Retention rate among
participants

95%

Attendance rate
among participants



Bilingual flyers designed for virtual outreach through social media.



Asthma Coaches packing asthma educational materials for asthma sessions participants.

CHALLENGES AND LESSONS LEARNED

While restrictions imposed by the COVID-19 pandemic emergency progressively lifted, the Asthma Management Program expanded mainly in innovation of strategies for reaching the Latino community. Giving Chromebooks to asthma coaches made it possible for them to increase their skills in planning and holding virtual activities as well as following-up with related tasks. Given this new system put in place during the pandemic, the program could continue to engage families with children who have asthma via consistent education on virtual platforms.

The most important innovation of the Asthma Management Program in FY22 was increasing the number of hours assigned to individual interventions. This has made it possible to monitor program participants' progress and accompany families in their knowledge- and skills-gaining journeys over time.

Providing training in coaching and motivational interviewing has also made Asthma Management Program interventions more efficient and effective— aspects that are welcomed during a time when the community is focused on returning to pre-COVID-19 work, social, and emotional aspects of life.

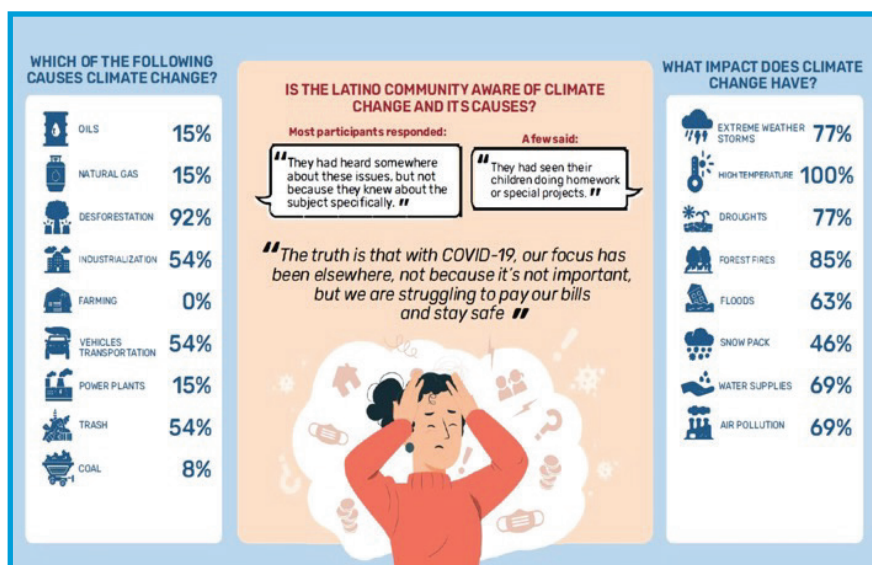
CLIMATE AND HEALTH EDUCATION PROGRAM

CONVERSATIONS ON CLIMATE

The Latino Health Initiative conducted a series of conversations with 17 Latino community members to gain a better understanding of the Latino community's knowledge, attitudes, and practices regarding climate change. Some initial findings from the community conversations include:

Acknowledging the effects of the climate emergency on the health of the community we serve, the Latino Health Initiative implemented the following program strategies and actions in FY22 whose aims are to address climate change by promoting climate action.

- Community member participants value leading a healthier life for the good of their own family, and particularly for their children whom they wish to see live a long and high-quality life.
- Community member participants indicated a general awareness of the causes of climate change, including deforestation, vehicle emissions, industrialization, and waste, and of some of its impacts, including extreme weather fluctuations and degradation of our ecosystem. They also acknowledged that they did not have a deep understanding of climate change and its effects.
- Some community member participants suggested that the community may not be thinking about climate change issues because they have other immediate priorities. As one participant expressed, "The truth is that with COVID, our focus has been elsewhere, not because it's not important, but we are struggling to pay our bills and stay safe."



Community Conversations on Climate Infographic

- Other community member participants put forth the notion that the community is familiar with climate change issues; it is just not actively engaged in this topic. In the words of one participant, “We really are not very active; I see other groups involved in my neighborhood that do composting, but we don’t do anything like that.”

Community conversations generated valuable insights—ones that affirmed that climate is a meaningful issue to our community and that interest in climate can guide future program interventions. Participants indicated they would welcome further education on climate change topics as well as willingness to take action if provided with tools, such as recycling containers.

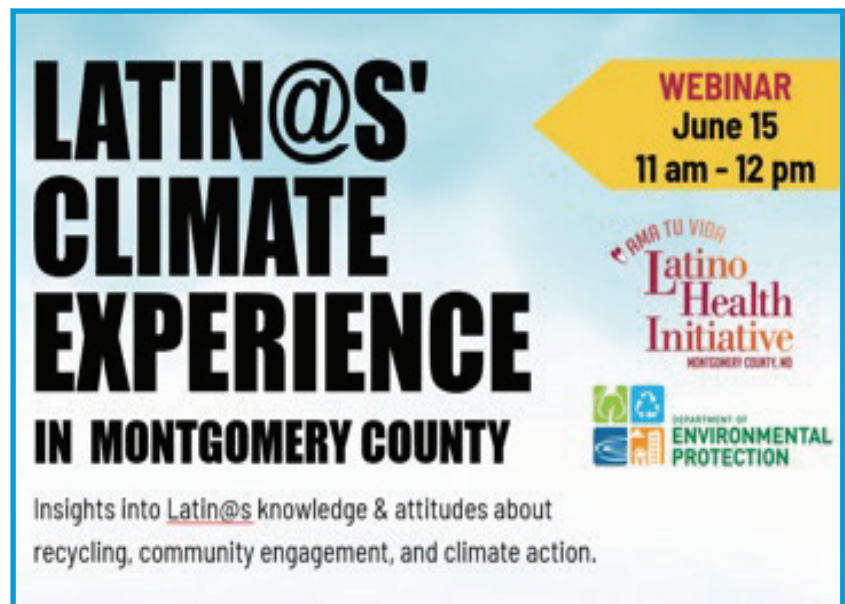
Community conversation participants also demonstrated the strengths Latino people possess in confronting climate change. Participants highlighted that they and many other Latino people do engage in environmentally conscious behaviors such as walking and using bicycles and public transportation, as well as reusing/repurposing items. These activities indicate an alignment with climate conscious behaviors, even if Latino individuals do not perceive they are directly motivated by climate considerations. Through their behaviors, Latino community members have demonstrated that we, too, are ‘green’ and ready to be part of solutions to confront climate change!

LATIN@S’ CLIMATE EXPERIENCE IN MONTGOMERY COUNTY WEBINAR

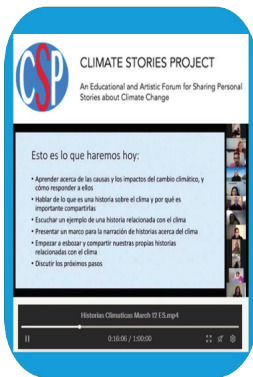
The Latino Health Initiative hosted a webinar, Latin@s’ Climate Experience in Montgomery County, to share insights into Latino people’s knowledge of and attitudes toward recycling, community engagement, and climate action. Latino Health Initiative staff provided an overview of our climate work, shared examples of how that work intersects with the

Latino Health Initiative health education and awareness raising efforts, and presented findings from community conversations on climate with Latino community members.

The webinar featured Doug Weisburger, Department of Environmental Protection, who presented an overview of the Department of Environmental Protection’s climate action plan and highlighted the importance of cross-agency partnerships in conducting meaningful and effective community engagement as it relates to climate action. Internal and external partners attended the webinar for a total of 12 participants.



CLIMATE STORIES AMBASSADOR TRAINING



The Latino Health Initiative united with community partners, including the Climate Stories Project and Montgomery County Department of Environmental Protection, among others, to deliver the first-of-its-kind Climate Stories Ambassador Training in Spanish.

Through virtual training sessions in Spanish, 40 county residents participated in a three-session workshop where participants learned about the impacts of climate change on their community, the power of storytelling to promote community-based solutions, and advocacy and communication skills to inspire others to act locally to confront the climate crisis.

Training participants concluded the workshop by recording video interviews of themselves and others sharing their climate stories and inspiring others to take climate action.

EARTH DAY PARK CLEANUP

To commemorate Earth Month 2022, Latino Health Initiative staff along with Office of Community Affairs colleagues participated in the first annual Office of Community Affairs Park Cleanup at Wheaton Regional Park (April 4, 2022). Montgomery Parks outreach staff joined 14 Latino Health Initiative staff to deliver an education demonstration on the impact of litter, recycling, and the Parks Department's cleanup efforts. Using cleanup supplies provided by Parks (collection bags, trash grabber tools, gloves), the team worked together to pick up multiple bags of waste and recyclable items littered throughout the park. Common trash items collected included plastic food wrappers, plastic bottles and caps, and mylar balloons.

By spending a few hours cleaning a popular local park, our team demonstrated its commitment to taking action for the benefit of the entire county's environment while also engaging in a fun outdoors team building activity.



Latino Health Initiative team, Wheaton Regional Park, Earth Day park cleanup activity

FAMILY REUNIFICATION SERVICES PROGRAM

The [Family Reunification Services Program](#) implemented by Identity, Inc., via a contract with Montgomery County aims to provide culturally sensitive family reunification services to Latino families facing the challenge of repairing relationships after a prolonged period of separation due to migratory circumstances. This program provides family reunification workshops and individual coaching sessions. In addition, the program facilitates access to wrap-around social support services and other public services to connect participants to community resources that can enhance integration into the county.

The Family Reunification Services Program seeks to:

- ◆ Establish or reestablish positive parent-child relationships
- ◆ Build skills among family members to develop effective communications
- ◆ Restore parental authority
- ◆ Apply techniques for coping with stress
- ◆ Incorporate cultural traditions and values to strengthen family bonds

FY22 ACCOMPLISHMENTS

The Program partnered with Montgomery County Public High Schools (Gaithersburg, Quince Orchard, Watkins Mill, and Seneca Valley High Schools) and:

- ◆ Provided reunification services to 50 Latino immigrant families living in Montgomery County
- ◆ Welcomed 7 cohorts into the Family Reunification Services Program
- ◆ Served 43 parents and 54 youth who successfully completed the program



Youth from Watkins Mill High School work with clay, in an activity that serves to reflect on loss and grief.

MEASURES AND RESULTS

OUTPUT MEASURES

270

Virtual activities delivered through phone calls and chats

134

Referrals to families/clients for community resources

119

Clients receiving case management services

90

Individualized coaching sessions provided to program participants

OUTCOME MEASURES

Changes in Parents'/Guardians' knowledge, attitudes, and behavior

95%

improved their knowledge and practice values that support family strengthening

83%

Felt an increase in respect for their son/daughter

95%

improved their relationship with their children

81%

improved the way they explain the rules to their son/daughter

87%

Felt an increase in pride for their son/daughter

75%

Improved their communication skills

Changes in Youth knowledge, attitudes, and behavior

86%

improved their knowledge and practice values that support family strengthening

71%

Felt an increase in respect for their parents

50%

Improved their relationship with their parents

51%

increased their feeling that their parents explained the rules

77%

Felt an increase in pride for their parent

42%

Improved their communication skills

QUALITY OF SERVICE

Participants Responding "Agree" or "Strongly Agree"	Parent	Youth
<i>Found the family reunification information useful</i>	97.9%	97.4%
<i>Felt comfortable sharing their opinions</i>	95.7%	91.6%
<i>Affirmed the sessions captured their interest</i>	96.7%	93.6%
<i>Facilitators provided adequate support in learning</i>	97.9%	93.8%
<i>Facilitators covered the content in the allotted time</i>	95.8%	95.9%
<i>Reported that they would recommend the program to other people</i>	98.0%	97.9%

Parent-youth connectedness is based on the ADD Health Scale, Parent-Child Connectedness that includes youth and adult perceptions of their relationships, including whether they feel close to and loved, are able to communicate, and have emotional support.

CHALLENGES AND LESSONS LEARNED

This year, we had a significant number of illiterate parents, in addition to some cases of limited Spanish speaking because the mother tongue is of Mayan origin. Most of our program activities involve crafts; although, some involve reading and/or writing, especially the last two sessions. To address this difficulty, we responded by providing personalized support to each participant. Contractors and volunteers assisted the parents during the sessions by writing and reading for them.

During the Family Reunification Program sessions, participants often share their traumatic experiences. These traumas originate in acts of social or domestic violence in their countries of origin, whether they have been living through extreme poverty, the trip to the United States for most of them has also been traumatic, where we have heard stories of kidnapping, imprisonment, mistreatment by authorities, and in some cases feeling that they were on the verge of death. Although the program offers some tools to express and contain these experiences, they need much more support. To help participants develop more coping strategies to manage the mental health impacts of these past experiences, we have been referring them to Identity's non-clinical emotional support groups called "*Encuentros*". These multi-session groups provide a safe space to share and develop tools that would allow them to deal with stress, anxiety, difficult emotions, and the effects of trauma.

In the last two years, we have seen a wave of young newcomers arrive to Montgomery County where an increasing number of young people are not reuniting with their parents, instead they come to live with a relative and, in some cases, with a friend of the family. On these cases, we have noticed that these guardians are less interested in participating in the program; they feel it is one more responsibility they don't need. To encourage the participation of guardians and relatives, we offered them case management services, referrals for emergency food, as well as referrals to the *Por Nuestra Bienestar y Salud* Initiative. We also offered incentives for participation such as, gift cards as well as providing food at each workshop session.



Youth from Gaithersburg High School are making a movie about their lives.

LATINO YOUTH WELLNESS PROGRAM

The [Latino Youth Wellness Program](#) – implemented by Identity, Inc. via a contract with Montgomery County – is designed to increase wellness and prevent health conditions that disproportionately affect Latino and other minority youth. This is accomplished by enhancing protective factors and reducing risk factors among limited-income Latino youth and their families. Program activities are delivered at different middle schools.

The Latino Youth Wellness Program is comprised of two components:

1. Health and Wellbeing. This component addresses mental health, reproductive health, substance use prevention, nutrition, physical activity, and parent-child relationships.
2. Parent and Youth Leadership. This component supports active community participation in decision-making processes with the aim of furthering wellbeing and quality of life through community empowerment and civic engagement. The program is called *Academia de Liderazgo* (Leadership Academy), and its goal is to train parents and youth, who envision themselves as community leaders, on ways to positively impact policy change within their local education systems.

FY22 ACCOMPLISHMENTS

- ◆ Demonstrated an improvement in healthy behaviors among 46% of program participants
- ◆ Provided 148 hours of physical activities tailored to youth



Youth from Gaithersburg Middle School hiked to the top of Sugarloaf Mountain as part of their fitness training.

MEASURES AND RESULTS

OUTPUT MEASURES

76

Families served
in the Health
and Wellbeing
component

192

Family Wellness
Plans prepared

456

Individuals served
through Wellness
Plans

4,996

Case management
sessions conducted

781

Program participant referrals
to social services

47

Parent Leadership Academy
Program Component Level I
graduates

10

Youth Leadership Program
PODER ("can," to be able to,
"power") graduates

OUTCOME MEASURES*

Youth who reported

60%

improvement in parent-
youth connectedness

58%

improvement in school
connectedness

54%

increase in their
self-esteem

63%

more confidence in their ability to
make good decisions

71%

increase in their ability to resolve conflicts
without resorting to violence

** Percentage indicates the difference between results of data from youth who completed both baseline and exit surveys administered at the beginning and completion of the program*

QUALITY OF SERVICE

91%

would recommend the program to friends

96%

satisfied with the services received

CHALLENGES AND LESSONS LEARNED

Securing space in schools during the cold weather in which to conduct fitness trainings is always a challenge. This year we planned for indoor activities including silent speed ball and four corners. These activities enabled youth to work together and physically move around. These strategies resulted in the Latino Youth Wellness Program surpassing its goal of 144 hours by completing 148 hours of fitness training during FY22.

We also offered 12.5 hours of parent trainings to families affiliated with Gaithersburg and Forest Oak Middle Schools. As in past years, parent attendance was inconsistent. To improve, we put in place different strategies. One strategy that worked was to gather all the programs' middle school parents for one training session per month. On this strategy all case managers collaborate in the coordination of one large event, where a larger number of parents attended and learned from each other's experiences.

Padres Latinos Conectados (Latino Parents Connected) had an amazing year as interest in the *Academia de Liderazgo* (Leadership Academy Program, part of the Leadership Component) increased due to expanded social media visibility. While an increase in interest was an unexpected yet welcomed outcome, it also created a need for the program and staff to expand.



Youth from Gaithersburg Middle School working in teams to reach the finish line while holding on to each other to ensure they finished together, at the same time.

SYSTEM NAVIGATOR AND MEDICAL INTERPRETER PROGRAM

The [System Navigator and Interpreter Program](#), administered by CASA, via a contract with Montgomery County, addresses health disparities by enhancing access to quality health and social services for limited income and limited English proficient immigrants in Montgomery County. The program accomplishes its aims through a culturally proficient Multilingual Health Services Information Line. Navigators fluent in Spanish, English, and French assess callers' needs and eligibility for health benefits and receive individually customized assistance, including service referrals and follow-up assistance.

In addition to the Multilingual Health Services Information Line, the program provides professional medical interpretation services to assist with language barriers during patient-health care provider encounters at Montgomery Cares community clinics. Certified medical interpreters provide interpretation services primarily in Spanish. Montgomery Cares clinics, associated specialists, and patients can call the program and schedule high-quality, in-person medical interpretation at no cost.

Close to 60% of FY22 Multilingual Health Services Information Line callers spoke "little to no English," with the majority speaking no English. Thanks to the county's generous support, access to medical interpretation leads to positive benefits in communication (errors and comprehension), health care utilization, clinical outcomes, and satisfaction with health care.¹

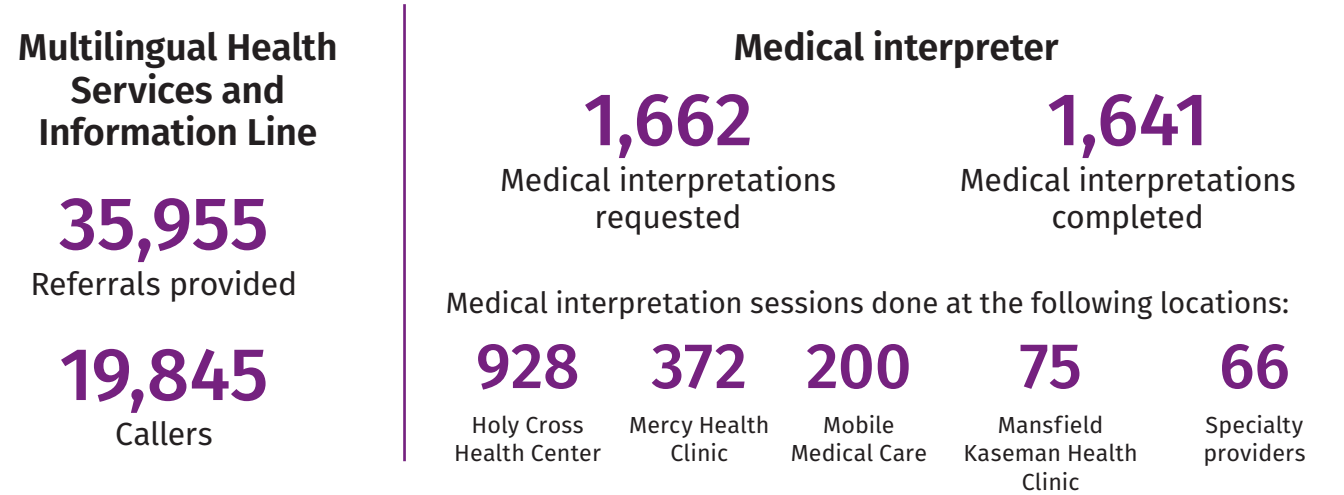
FY22 ACCOMPLISHMENTS

- Trained system navigators on tenant rights — the training empowered navigators to correctly answer common tenant/landlord-related questions and understand the meanings and importance of different legal documents, alleviating the high demand for legal services. Enjoying our privileged alliance with CASA and its legal department and in collaboration with our system navigators, we answered questions from submitted applications, connected community members in emergency situations to CASA's attorneys, and educated callers about tenant rights.
- Triaged 19,845 calls via the Multilingual Health Services Information Line
- Exceeded, by 521 interpretations, the 1,120 interpretations during the program period goal set in the contract for a total of 1,641 interpretations completed

¹ Karliner LS, Jacobs EA, Chen AH, Mutha S. Do professional interpreters improve clinical care for patients with limited English proficiency? A systematic review of the literature. [Health Serv Res](#). 2007 Apr;42(2):727-754 doi: 10.1111/j.1475-6773.2006.00629.x. PMID: 17362215; PMCID: PMC1955368..

MEASURES AND RESULTS

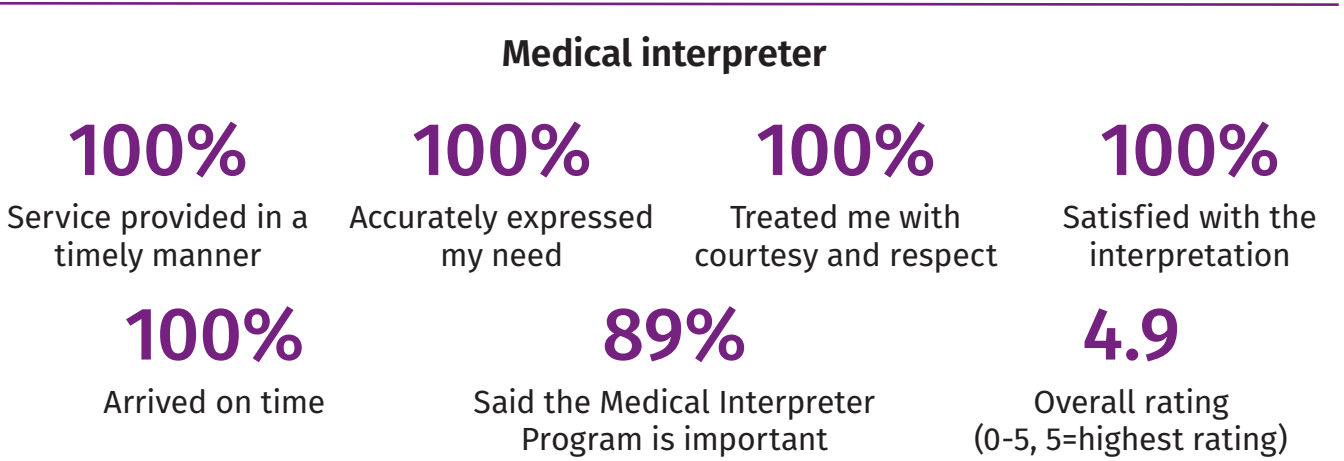
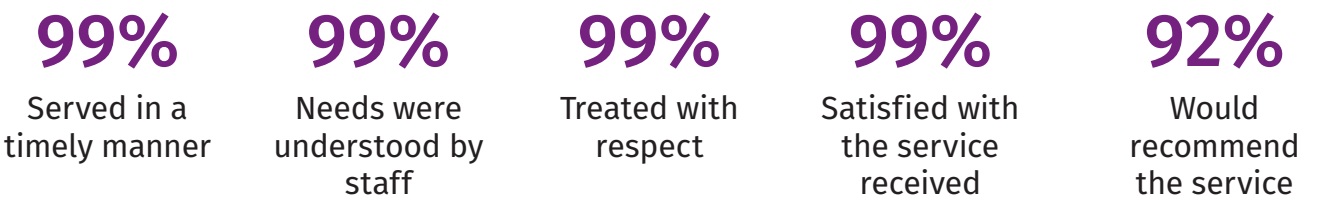
OUTPUT MEASURES



QUALITY SERVICE MEASURES*

Answered “Strongly agree” or “Agree”

Multilingual Health Services and Information Line



* Satisfaction surveys are conducted with a randomly selected 5% of community members who accessed our services.

CHALLENGES AND LESSONS LEARNED

The medical interpreter component of the System Navigator and Medical Interpreter Program faced a challenge resulting from an uptick in requests for interpretation in non-clinical encounters, such as at diabetes workshops. While we understand the importance of certain non-clinical interventions in successfully managing patients' health conditions, we do not have the funds to provide interpretation services that address these kinds of requests. To overcome this barrier, we connect clinics with interpreters to make separate arrangements. We continue to work on such "warm handoffs" as part of the vital collaboration between our program and partners.

Every year, the Multilingual Health Services Information Line sees an increase in calls leading up to health insurance program open enrollment periods. As a result, we created an internal referral process to ensure the information line has enough time to address live calls related to health insurance while leaving the satisfaction survey and any follow-ups to different navigators.

Multilingual Health Services Information Line specialists reported an increase in calls from people who had recently arrived in the county and were looking for emergency housing assistance. Most callers did not meet the county's shelter criteria, limiting resources for this specific population. We therefore created a list of shelters located in the D.C., Maryland, and Virginia area with more flexible acceptance criteria. We supported the placement of families into shelters that were able to accept them.



Health Information Specialist Coordinator on a call.

VÍAS DE LA SALUD

HEALTH PROMOTION PROGRAM

Latino people suffer disproportionately from illnesses, including heart disease and diabetes, and face many barriers to accessing health care services. Adopting healthy habits with a prevention mindset is vital. The [Vías de la Salud Health Promotion Program](#) is dedicated to helping Latino people prevent illnesses and expand their access to health resources in their communities by:

- Raising awareness of the importance of healthy eating and physical activity and how climate change affects our health
- Providing information on health and human services resources, both in-person at health fairs, schools, and other community events, and virtually through online information sessions and social media outreach
- Delivering healthy eating workshops
- Leading physical activity interventions including community walking groups and online interactive physical activity workshops
- Identifying service gaps and advocating for service improvements in the health care service delivery network

As part of the ongoing response to the COVID-19 pandemic throughout FY22, *Vías de la Salud* Health Promoter volunteers continued to be exclusively dedicated to supporting COVID-19 specific health and social crisis relief activities through the *Por Nuestra Salud y Bienestar* initiative (For Our Health and Wellbeing). Even with the imbalanced focus on COVID 19, *Vías de la Salud* Health Promotion Program staff managed to attain several notable accomplishments in service to the community.

FY22 ACCOMPLISHMENTS

Hybrid Health Promotion Interventions

***Caminatas* (Walking group sessions)**

We made an exciting return to our in-person work, which had been suspended since March 2020 when the COVID-19 pandemic began. We successfully brought back our first in-person *Caminatas* (walking group sessions) in Gaithersburg Bohrer Park, where we:

- Had an average of 13 participants (including children) throughout each of 6 total sessions;
- Educated participants about the importance of physical activity, which included pre-activity warm-ups and post-walk stretches;
- Explored the Bohrer Park grounds while walking, to raise awareness of park resources; and
- Provided participants with jump ropes, reusable cooling towels, and reusable stainless steel water bottles to motivate them to continue being active – and mindful of climate change – after the end of the sessions.



Instructor delivering a Zumba session.

Charlemos Con Zumba (Let's Chat with Zumba)

The Latino Health Initiative was excited to collaborate with the Department of Environmental Protection, Montgomery Parks, and *Defensores De La Cuenca* to offer 15 *Charlemos con Zumba* sessions on Zoom. Each session included a 20-minute education presentation followed by a 45-minute Zumba class. These sessions aimed to raise awareness of current environmental issues and how they connect to our overall health and well-being, all while promoting physical activity.

Not only did participants receive education information and engage in physical activity, we mailed participants kits containing items related to health and caring for the environment. These kits aim to encourage participants to implement changes at home that will address climate issues as well as their overall health.

Healthy Eating Sessions

The healthy eating 4-session workshop curriculum *Vamos Comer Saludable* (Let's Eat Healthy) was adapted to a virtual mode, incorporating presentations and interactive activities. We implemented two new workshops on topics including how to read nutrition fact labels, local food pantries, MyPlate Guidelines, and other community resources. In addition to the education sessions, the Latino Health Initiative also assembled healthy eating program kits.

Community Outreach

The Latino Health Initiative staff provided community outreach and capacity building to 383 individuals through 14 presentations and trainings on:

- COVID-19
 - ◆ Different variants and Centers for Disease Control and Prevention (CDC) recommendations
 - ◆ Vaccinations (first dose, second dose, boosters)
 - ◆ Vaccine hesitancy and outreach strategies
- The importance of healthy eating
- The importance of physical activity
- Montgomery County resources
- Latino Health Initiative programs and services
- *Por Nuestra Salud y Bienestar* services

MEASURES AND RESULTS

OUTPUT MEASURES

727

Individuals reached in outreach activities

383

Participants in presentations and trainings

104

Participants in Zumba

34

Participants in healthy eating sessions

22

Participants recruited for the Climate Stories project

15

Participants in the *Caminatas* sessions

QUALITY OF SERVICE

100% Participant satisfaction rate

CHALLENGES AND LESSONS LEARNED

Vías de la Salud Health Promoters Program interventions and outreach efforts have historically been delivered by Latino Health Initiative program staff, with major support from the program's volunteer Health Promoters.

Due to the ongoing pandemic and Health Promoters' continued exclusive focus on *Por Nuestra Salud y Bienestar* COVID-19 outreach, all *Vías de la Salud* program efforts in FY22 were delivered solely by Latino Health Initiative program staff.



Group on a "Caminata" (Walk)

WELCOME BACK CENTER OF SUBURBAN MARYLAND

The [Welcome Back Center of Suburban Maryland](#) continues to build on the personal and professional assets of internationally educated health professionals living or working in Maryland to facilitate the health professions licensure and/or certification process and reenter the health workforce in Maryland. We continue working in close collaboration with academic partners, health industry employers, and the private sector as well as with local and state governments.

FY22 ACCOMPLISHMENTS

- Accepted 48 new participants into the program (28 nurses, 16 physicians, 4 behavioral health professionals)
- Assisted 22 participants in securing 25 jobs in the health field in Maryland
 - ◆ Assisted 5 participants in securing Registered Nurse positions with an average increase in wages of 134%
- Awarded approximately \$46,000 in financial aid to individuals and an additional \$37,000 for group and one-on-one trainings
- Supported, guided, and empowered 669 internationally educated health professionals by:
 - ◆ Providing services to 144 Center participants through the conduct of:
 - ◆ Three 2-hour virtual group guidance and support meetings with 63 Center participant.
 - ◆ Three (two 2-hour, one 1.5-hour) Physicians Virtual Coffee sessions
 - ◆ Five (three 2-hour, two 1.5-hour) *Financial Aid Workshops*
 - ◆ Two 2-hour Welcome and Orientation sessions
 - ◆ Orienting 525 general public members interested in joining the program and learning more about the Welcome Back Center services and the application process.
- Provided more than 3,300 hours of trainings to Center participants, either individually or to groups in the following topics:
 - ◆ English as a Second Language courses and English communication coaching
 - ◆ Entry-level health courses for alternative career pathways as Certified Nursing Assistant
 - ◆ Maryland Board of Nursing required exams preparation courses for Registered Nurse
 - ◆ International English Language Testing System (IELTS) individual training sessions
 - ◆ United States Medical Licensing Examination (USMLE) Step 1 and Step 2 exam preparation courses for physicians
 - ◆ Job readiness preparation workshops and individual career coaching

- Enhanced collaboration with key workforce stakeholders regarding legislative and policy matters
 - ◆ Attended the Health and Government Operations Committee hearing, where the Center requested an amendment of House Bill 97 (HB97) to include Center participation in the Workgroup on Black, Latino, Asian American, Pacific Islander, and Other Underrepresented Behavioral Health Professionals
 - ◆ Offering, in written testimony, that the Center could be a valuable resource to the Task Force created by HB1318 (Health Occupations – Mental Health Services – Cultural Competency and Diversity)
 - ◆ Exploring the Center’s participation in one of the workgroups on House Bill 625/Senate Bill 440 that established a Commission to Study the Health Care Workforce Crisis in Maryland
- Participated as a member of the Montgomery County Home and Community Based Services Task Force. The Task Force objectives are to develop an action plan and recommendations to address identified gaps and formulate actionable strategies to benefit recipients of care, caregivers, care providers, agencies, county government, and the region; Identify entities charged with the implementation of the action plan.
- Advanced efforts to enhance collaborations with Maryland hospitals using the Maryland Health Services Cost Review Commission Nurse Support Program I grants. The aim of the Center’s collaborative proposal to hospitals is to hire internationally educated nurses with Certified Nursing Assistant licenses and offer them clinical exposure to the U.S. health care system.
 - ◆ Presentation of the proposal to the Holy Cross Health Chief Nursing Officer about the Internationally Educated Nurses Program.
- The Center of Suburban Maryland Advisory Council was reconvened after a three year hiatus, with focus on advocacy efforts with the Maryland Board of Nursing and request for the Center to testify for House Bill 97.

PROGRAM MEASURES AND RESULTS

OUTPUT MEASURES

144

Participants

236

Hours of individual guidance and support to participants

133

Hours of individual time with participants related to workforce development

25

hours of participant group guidance and support

51

Participants who received individual Financial Aid Services

PROGRAM MEASURES AND RESULTS (CONTD.)

OUTCOME MEASURES

4

Participants completing the
credentials evaluation

5

Participants passing the
Nursing Licensure Exam as a
Registered Nurse

4

Participants obtaining
alternative licenses

Average of participant satisfaction levels with individual guidance and support offered by the Center staff person assigned to work with them (these include two Client Assistance Specialists and one Workforce Development Coordinator). This is the result from the Overall Center Services Satisfaction Survey administered online to 35 participants to evaluate services provided July 2021–June 2022.

QUALITY OF SERVICE MEASURES

94%

Participants satisfaction rate

CHALLENGES AND LESSONS LEARNED

The Welcome Back Center of Suburban Maryland continues its advocacy efforts with the Maryland Board of Nursing to address the challenge that internationally educated nurses face in securing the Registered Nurse licensure. The main roadblock is attaining the academic English language proficiency exam's passing score, among only two exam options accepted by the Board.

Thanks to this advocacy efforts and in collaboration with the World Education Services, on July 27th, the Maryland Board of Nursing (MBON) approved revising the passing scores on the two English Language Proficiency exams currently used and added two more alternative English Language Proficiency exams for internationally educated nurses looking to obtain Registered Nurse licensure in Maryland.

The Center continues to emphasize the importance of working collaboratively with the Maryland Board of Nursing with the aim of alleviating the perilous nursing staff shortage.

POR NUESTRA SALUD Y BIENESTAR

In July 2020, we created [Por Nuestra Salud y Bienestar](#). This initiative was the result of a proposal the Latino Health Steering Committee wrote to address the disproportionate impact of COVID-19 on the Latino community in Montgomery County.

A special appropriation was issued by the [Montgomery County Council](#) to deploy culturally proficient health and human services, testing, vaccination, and outreach and education in areas of the county where the Latino community was hardest hit by COVID-19.

Sponsored by the Offices of the County Executive Marc Elrich and Councilmembers Nancy Navarro and Gabriel Albornoz, this initiative is a private-public partnership with these seven community organizations: [Mary's Center](#), [Proyecto Salud Clinic](#), [Care For Your Health](#), [Mansfield Kaseman Health Clinic](#), [CASA](#), The [UpCounty Hub](#), and [Identity, Inc.](#)

[Por Nuestra Salud y Bienestar](#) is a one-stop wrap-around COVID-19 services program that addresses the health and human needs of the Latino community and includes:

1. COVID-19 testing and vaccination
2. Case management services
3. Community mental health
4. HELPLINE: (301) 270-8432
5. Outreach and education

The Latino Health Initiative played a key role managing, directing, and coordinating the implementation of each [Por Nuestra Salud y Bienestar](#) component, with the support of program staff, consultants, and volunteers.

FY22 ACCOMPLISHMENTS

[Por Nuestra Salud y Bienestar](#) efforts contributed to narrowing the racial/ethnic gap in COVID-19 vaccinations by 18 points among Hispanic and non-Hispanic white residents identified in April 2021. Since the Latino community continues to get vaccinated at a faster rate than the non-Hispanic white population in the county, by July 2021 this gap was closed.

1. COVID-19 testing and vaccination

[Por Nuestra Salud y Bienestar](#)'s service delivery model is to reach the community "where they are." Thus, this initiative offered combined COVID-19 testing and vaccination events seven days a week at convenient community locations throughout the county, with hours of operation outside of regular business hours and on weekends. [Por Nuestra Salud y Bienestar](#) clinical partners offered an average of 20 COVID-19 testing and vaccination events per week.

Supported by the Latino Health Initiative and, in accordance with Montgomery County's guidance, [Por Nuestra Salud y Bienestar](#)'s clinical partners administered Moderna, Johnson and Johnson, and Pfizer COVID-19 pediatric and adult vaccines and boosters.

The initiative:

- ♦ Hosted a total of 960 testing events
- ♦ Hosted a total of 911 vaccination events
- ♦ Administered a total of 40,960 COVID-19 PRC (polymerase chain) and rapid COVID-19 tests
- ♦ Administered a total of 29,066 COVID-19 vaccines and boosters (23,282 Pfizer; 4,746 Moderna; 1,028 Johnson and Johnson)
 - ♦ Pediatrics (6 months and older): 2,999
 - ♦ Adults (12 years and older): 26,067

2. Case management services

[*Por Nuestra Salud y Bienestar*](#) provides emergency stabilization services to the most vulnerable Latino residents in Montgomery County being affected directly or indirectly by COVID-19. Many of these residents are undocumented and/or had been unemployed or underemployed because of the pandemic for an extended time.

The case management services aspect of this initiative serves community members managing a variety of challenges: testing positive for COVID-19; suffering health emergencies; undergoing mental health crises; pregnant women not receiving prenatal care; families who lost a loved one to COVID-19; and others facing eviction, utilities disconnections, or food emergencies.

[*Por Nuestra Salud y Bienestar*](#) served 14,289 case management clients and provided 28,265 referral services.

3. Community mental health

We conducted 16 trainings and coaching sessions in English and Spanish for staff and partners on topics related to behavioral, emotional, and mental health aspects of COVID-19.

Community mental health workers and one of our partners, Identity, Inc., staff provided non-clinical trauma-informed emotional support via virtual platforms to Latino women and men. This support helped participants manage tremendous mental health impacts of trauma, including COVID-19 traumas and those specific to immigration and separation/reunification, with culturally informed strategies.

These emotional support groups, called *Encuentros* (Encounters), are offered as 9 sessions to cohorts of 10 participants. At the end of the 9 sessions, participants gain tools to cope with difficult situations, such as managing grief and anxiety, improving self-care, and learning to manage emotions. A volunteer community mental health worker and an Identity, Inc. staff member co-facilitated each session. We held approximately 400 community mental health sessions with 755 participants.

4. HELPLINE: (301) 270-8432

The [*Por Nuestra Salud y Bienestar*](#) Helpline is open Monday through Friday, 9:00 a.m. to 7:00 p.m., to provide, mainly in Spanish but also in French and other emerging languages, information, resources, and referrals to COVID-19 testing and vaccination events and services provided by Montgomery County and other community agencies.

The Helpline answered 19,547 calls and provided 31,379 referrals. More than 95% of the inquiries were in Spanish.

5. Outreach and education

[*Por Nuestra Salud y Bienestar*](#) launched a comprehensive community outreach and engagement effort where Health Promoters and Youth Ambassadors disseminated information on COVID-19, preventative measures, testing events, vaccination events, case management, and county health and social services (for example, food banks and rental relief).

A cadre of over 50 Health Promoters conducted outreach at various and diverse venues seven days a week. Strategic door-to-door canvassing throughout the county occurred at grocery stores, laundromats, churches, and apartment complexes.

During outreach events, Health Promoters distributed promotional items, such as hand sanitizers and adult and pediatric masks, to establish rapport and start a conversation with Latino community members. At testing and vaccination sites, Health Promoters greeted community members, helped with registrations and logistical support, and provided on-site education.

Health Promoters reached over 266,600 Latino residents with COVID-19 information and provided almost 141,000 service referrals.

[*Por Nuestra Salud y Bienestar*](#)'s Health and Safety Ambassadors focused their engagement efforts connecting with younger Latino residents at community agencies and COVID-19 testing and vaccination events. In addition to engaging in community outreach, Health and Safety Ambassadors asked 539 Latino youth to complete a survey and conducted three focus groups with Wheaton High School Latino students to gain insights into beliefs and attitudes related to COVID-19 boosters. Survey and focus group findings informed the development of targeted and resonant communication messages strategically placed in social and digital platforms used by Latino youth.



6. Communication campaign

[*Por Nuestra Salud y Bienestar*](#) used a 360 degree approach to communication, placing messages on television, radio, and social media platforms (Facebook, Instagram, YouTube) to share information on COVID-19 prevention, the importance of testing and vaccination, and health and human services resources.

The star of *Por Nuestra Salud y Bienestar*'s education campaign is “Abuelina” (grandma in Spanish endearing terms) and her family, who through public service announcements have captured the hearts and minds of the Latino community.

In June 2022, for the second year in a row, the *Por Nuestra Salud y Bienestar* campaign and “Abuelina” won two Emmy awards under the public service announcements Single Spot and Campaign categories, recognized during the National Academy of Television Arts and Sciences (National Capital Chesapeake Bay Chapter) ceremony.

We reached approximately 5 million Latino residents via public service announcements on television and traditional and digital radio spots in the District of Columbia, Maryland, and Virginia.

COMMUNITY HEALTH WORKER TRAINING CURRICULUM DEVELOPMENT

Community health workers are frontline public health workers who understand, and are trusted by, the communities they serve. Their work is vital to addressing health disparities in the Montgomery County Latino community through access to services support and health information dissemination—all of which is packaged in a culturally and linguistically competent manner. To continue addressing the needs of the community and building the skills of our local community health workers, Latino Health Initiative staff developed and submitted to the Maryland Department of Health a Community Health Worker Training Curriculum for accreditation.

The curriculum is based on: (a) the Latino Health Initiative's 20 plus years of experience in designing, implementing, and evaluating health promoter trainings and (b) the [9 core competencies defined by the Maryland Department of Health](#):

- | | |
|---|--|
| 1. Advocacy and community capacity building skills | 5. Knowledge of local resources and system navigation |
| 2. Effective oral and written communication skills | 6. Care coordination support skills |
| 3. Cultural competency | 7. Teaching skills to promote health behavior change |
| 4. Understanding of ethics and confidentiality issues | 8. Outreach methods and strategies |
| | 9. Understanding of public health concepts and health literacy |

The curriculum is in Spanish and consists of 12 modules totaling 100 hours of instruction, using a hybrid model (80% in-person/20% virtual). In addition, students will be required to complete a theoretical-practical 40-hour practicum. Participants will learn different theories and approaches to public health and health promotion and will put into practice fundamental concepts and core competencies learned in the classroom with peers through a practicum experience. We developed the curriculum using a spiral learning approach: even though each module focuses on a community health worker core competency, modules will reinforce skills already taught, teach how to apply skills in the field, and teach new skills.

Because students will be able to apply for Maryland Department of Health certification upon successful completion, evaluation activities include:

- Assignments and quizzes in each module
- A 40-hour practicum
- A final exam and presentation
- Required attendance

ACCESS AND NAVIGATION SERVICES

The Latino Health Initiative's [Access and Navigation Services](#) aim to enhance access to quality health care and social services for county residents with limited English proficiency and literacy.

A main part of our client and community engagement work is to assist callers directly in a culturally and linguistically appropriate manner to overcome access barriers, such as language and health literacy. These clients get in touch with us by finding our phone number in the lobby area of our office and on social media or are referred to us by a family or friend. By calling and engaging county residents, staff triage phone calls to us to guide them one-on-one, via phone, email, text, or social media. This way, we can better understand individual needs and provide customized information for accessing critical services. In some cases, we provide more extensive assistance through follow-up calls and facilitated referrals including “warm handoffs” to service providers. After we have assisted clients, we also track client inquiries to monitor community needs, identify service gaps, and inform future community outreach strategies and interventions.

The Program referred a total of 209 clients to the following programs and services: Department of Health and Human Services Information and Services (MC311), Maternity Partnership Program, *Por Nuestra Salud y Bienestar* COVID-19, Maryland Health Connections (MHC), Supplemental Nutrition Assistance Program (SNAP), Montgomery Cares, and Care for Your Kids.

Many community programs, resources and benefits continued to change — or ended — over the course of the year, which exacerbated client barriers to access. Staying up to date on changing food, rental assistance program, mental health support services and COVID testing and vaccination resources, to name a few, was challenging. Working with colleagues to continuously update a resource guide to use as reference was critical.

Many clients continue to be unfamiliar with application forms and procedures, which is complicated further when forms are not in Spanish, or require online submission. This was especially challenging for recently arrived County residents, and required ever more precise navigation support. Receiving calls from clients to thank us for assisting them in their time of need and uncertainty, is a reminder of the vital role we all play in reducing barriers to access and care.

COMMUNITY EMERGENCY RESPONSE

In collaboration with the Department of Health and Human Services Disaster/Mass Care Shelter and Recovery Team, Takoma East Silver Spring Center, and American Red Cross, Latino Health Initiative staff responded to the following community emergencies across Montgomery County:

- ◆ [Fire at Flower Branch Apartments](#)
- ◆ [Flooding of Rock Creek Woods Apartments](#)
- ◆ [Bomb threat at Arrive Wheaton Apartments](#)

As part of the Department of Health and Human Services Disaster/Mass Care Shelter team, Latino Health Initiative staff members supported over 300 individuals displaced from their homes. In addition to helping to set up temporary shelters in county recreational centers and hotels, staff also assisted with:

- ◆ Initial registration of families into shelters
- ◆ A needs assessment to understand the different necessities of families
- ◆ Ensuring clients received meals on-site by distributing food door to door or by calling them down to a lobby area to pick-up ready-to-go meals
- ◆ Distributing Latino Health Initiative educational items



Cross-department emergency response team on site at a local hotel housing families displaced by a building fire.

LATINO HEALTH INITIATIVE HIGHLIGHTS

AWARDS

Emmy

In June 2022, for the second year in a row, the *Por Nuestra Salud y Bienestar* campaign and “Abuelina” won two Emmy awards under the public service announcements Single Spot and Campaign categories, recognized during the National Academy of Television Arts and Sciences (National Capital Chesapeake Bay Chapter) ceremony.



Emmy Award Ceremony

National Association of Counties (NACo)

In May 2022, the *Por Nuestra Salud y Bienestar* program received the 2022 NACo Achievement Award for the implementation of a model program consisting of an integrated strategic, science-

based, and culturally and linguistically appropriate response to prevent and mitigate the impact of COVID-19 in the Latino community in Montgomery County. The program’s efforts to bring testing and vaccination to the community and connect Latino residents with services have had a direct impact on the lives of county residents. The most important and long-lasting overall success of *Por Nuestra Salud y Bienestar* was the closing of the 18% disparity gap in COVID-19 vaccinations (Hispanic residents compared with non-Hispanic white residents, from April 2021 to July 2021).



SOCIAL MEDIA

In pursuit of expanding our connections with the Latino community in Montgomery County, with the goal of keeping the community informed with accurate information and debunking myths, the Latino Health Initiative continued to strengthen its presence on social media including on Facebook (@LatinoHealth) and Instagram (@LatinoHealth Initiative).

The Latino Health Initiative-led COVID-19 initiative, *Por Nuestra Salud y Bienestar*, has continued to draw notable attention to our social media content. Posting relevant, informative, and visually engaging content for Latino people, in Spanish and English, has led to the number of people following our social media pages to grow month after month.

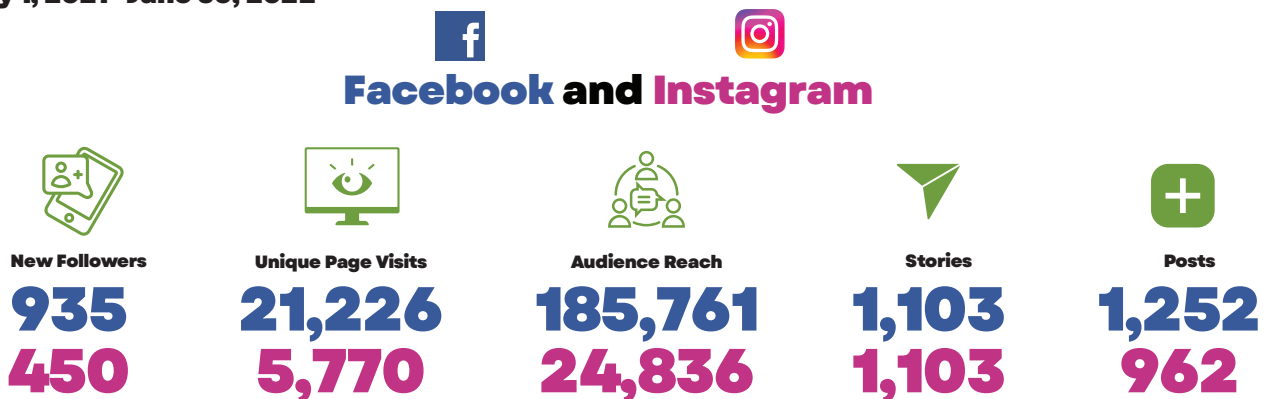
As COVID-19 is a threat still in existence, the demand for quick and reliable information and updates on ways to access health care, food, and other community resources has not diminished. During this ongoing crisis, lack of awareness and knowledge, as well as misinformation, have placed Latino community residents at higher risk.

Consequently, our main priorities continue to be to disseminate easy-to-understand and accurate information while discrediting “fake news” that undermine public health and safety. We package science-based information in various formats ranging from infographics, videos, sound bites, and Facebook live events to printed flyers. This is how we have continued to meet the community “where they are.”

We share information via social media on the following:

- ♦ Asthma management sessions
- ♦ Client navigation services for pregnant women
- ♦ COVID-19 prevention
- ♦ COVID-19 updates and live events
- ♦ COVID-19 vaccine safety
- ♦ Daily COVID-19 testing, vaccination, and food distribution sites
- ♦ Environmental awareness
- ♦ COVID-19 Vaccination event calendars
- ♦ Zumba classes
- ♦ Other Department of Health and Human Services, Montgomery County Public Library,
- ♦ Montgomery County Public Schools information
- ♦ Other community-wide events

Social Media Insights July 1, 2021–June 30, 2022



OTHER MEDIA OUTLETS: CONFERENCES, TELEVISION, RADIO

Date	Outlet	Topic
7/8/21	Telemundo Washington	Critical role of Health Promoter (<i>Promotores de Salud</i>) in pandemic response and serving the Latino community
9/9/21	WPMT FOX 43 (PA)	Misinformation within the Latino community
9/16/21	Capital News Service	Vaccine canvassing in underserved areas
10/21/21	Facebook live <i>Por Nuestra Salud y Bienestar</i>	Dr. LaRue and Dr. Peralta giving updates on COVID-19 vaccines, booster, and vaccines for children
10/11/21	<i>Good Morning Washington</i> ABC7	Hispanic Heritage Month
11/9/21	Facebook Live Dra. LaRue Univisión DC	<i>Por Nuestra Salud y Bienestar</i> and children's vaccine (<i>vacuna pediátrica</i>)
3/10/22	Facebook live <i>Por Nuestra Salud y Bienestar</i>	COVID-19
4/14/22	Telemundo Washington	Rising COVID cases


Jueves 10 de Marzo - 7PM

Todo lo que debes saber sobre:

Vacuna Pediátrica COVID-19



Dra. María Luisa Márquez
Director médico administrativo/
Mary's Center.



Dra. Michelle LaRue
Director de servicios de salud y
servicios sociales / CASA.








WWW.SALUD-BIENESTAR.ORG

FUNDS RECEIVED AND INVESTED

Montgomery County allocated \$2,243,555 (from its general funds) to the Latino Health Initiative. The County earmarked these funds to support Latino Health Initiative programmatic and operational activities.

Expenses for FY22 core appropriated funds are captured in the following broad categories:

1. Programs and other activities, including contracts and in-house program expenses
2. Administrative expenses

PROGRAM AND OTHER ACTIVITIES

This category includes contracts and in-house programs' expenses incurred by program staff, contractors, major programs, and activities (Latino Youth Wellness Program, *Vías de la Salud* Health Promotion Program, Family Reunification Program, Asthma Management Program, Climate and Health Education, Welcome Back Center of Suburban Maryland). This category accounts for 97.8% of the Latino Health Initiative's core budget expenditures.

In addition, the Office of Community Affairs handles funds appropriated to the System Navigator and Medical Interpreter Program. These funds are thus not included in this allocation.

ADMINISTRATIVE EXPENSES

Administrative expenses include operational ones, such as for the Latino Health Steering Committee, interpretation services, office equipment, supplies, printing, parking permits for staff, and mileage reimbursement. This category accounts for 2.20% of the Latino Health Initiative's core budget expenditures.

LEVERAGED FUNDS

The Latino Health Initiative leveraged an additional \$100,000 from the Maryland Department of Labor to support the Welcome Back Center efforts.

In addition to our base funding from the County General Funds (GF), the Latino Health Initiative received over \$12,500,000 from special appropriation approved by County Council. This additional funding was designated to support the *Por Nuestra Salud y Bienestar* Initiative.

PARTNERS AND COLLABORATORS

Adventist HealthCare:

- Behavioral Health and Wellness Services
- Lourie Center for Children's Social and Emotional Wellness
- Rehabilitation – Takoma
- Shady Grove Medical Center
- Urgent Care Unit
- White Oak Medical Center

Avery Park Apartments

Bohrer Park

Brookhaven Elementary School

Capital City Rehab and Health Care Center

Care for Your Health, Inc.

CASA, Inc.

Casa Ruben Foundation

Catholic Charities

CentroNia

Charter House

CHEER

Cinnamon Run at Peppertree Farm Apartments

City of Gaithersburg

Clifton Park Baptist Church

Commission on Graduates of Foreign Nursing Schools (CGFNS)

Consulate of El Salvador

Crystal Springs Apartments

Defensores De La Cuenca

Emerson Clinical Research Institute

Gaitherhouse Apartments

George Washington University Hospital

Gilchrist Immigrant Resource Center

Greenwood Terrace

Guru Gobind Singh Foundation

Head Start Policy Council

HealthPro Consulting, LLC

Hebrew Home of Greater Washington

Highland View Elementary School

Hillandale Shopping Center

Holy Cross Health:

- Holy Cross Health Center – Gaithersburg
- Holy Cross Hospital – Silver Spring
- Holy Cross Hospital – Germantown

Hughs United Methodist Church Identity, Inc.

Immigrant Professional Integration (IMPRINT)

IMPACT—Silver Spring

Johns Hopkins Healthcare System COVID-19 Mobile Vaccine Team and Suburban Hospital

John Hopkins University Hospital Lakeforest Mall

Lorien Columbia Nursing Home

Mansfield Kaseman Health Clinic

Mary's Center

Maryland Board of Nursing

Maryland Department of Labor:

- Division of Workforce Development and Adult Learning
- Maryland Skilled Immigrant Task Force
- New Americans Initiative

Maryland Health Services Cost Review Commission

Maryland Treatment Centers

MedStar Washington Hospital Center

Megamart—Gaithersburg

Megamart—Takoma Park

Middlebrook Mobile Home Park

Montgomery College

- Community Engagement Office
- Health and Sciences Department
- Workforce Development and Continuing Education:
 - ♦ Non-Credit American Pre-Academic and Professional English as a Second Language
 - ♦ Health Sciences Finance Office

Montgomery County Coalition for the Homeless

Montgomery County Government:

- ♦ County Council
- ♦ County Executive's Office
- ♦ County Department of Health and Human Services
 - ♦ Behavioral Health and Crisis Services
 - ♦ Children, Youth, and Family Services
 - ♦ Office of Community Affairs
 - ♦ School Health Services
- ♦ Department of Environmental Protection
- ♦ East County Regional Office
- ♦ Montgomery Parks

Montgomery Housing Partnership

Montgomery Village Foundation, Inc.

Mother Seton Parish

Oakfield Apartments

Parklane Apartments

Potomac Valley Rehabilitation and Healthcare Center in Rockville

Primary Care Coalition of Montgomery County

Proyecto Salud Clinic

Rockville Senior Center

Rockville United Methodist Church

Senior Helpers, Rockville

Spring Ridge Apartments

St. Catherine Labouré Catholic Church

St. Martin of Tours Church

St. Matthew Presbyterian Church

St. Rose of Lima Catholic Church

Streamside Apartments

The Upcounty HUB

Upcounty Regional Service Center

Victory Home Care

Viers Mill Baptist Church

Welcome Back Initiative

Westfield Wheaton Mall

WorkSource Montgomery, Inc.

- ♦ American Job Centers

World Education Services

World Relief

LATINO HEALTH STEERING COMMITTEE MEMBERS

Suyanna Kinhaes Barker, Dr.P.H.

La Clínica del Pueblo
Washington, D.C.

Raul Barrientos, D.D.S., M.B.A., M.P.H.

Community Activist
Olney, MD

Marcela Campoli, Ph.D., M.H.A.

Community Activist
Arlington, VA

Olivia Carter-Pokras, Ph.D.

University of Maryland School of
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College Park, MD

Norma Colombus

Community Activist
Silver Spring, MD

Monica Escalante, M.S.M., M.S.P.P.

Montgomery Hospice
Rockville, MD

Rosa Guzman

Community Activist
Martinsburg, WV

Anna Maria Izquierdo-Porrera, M.D., Ph.D.

Care for Your Health, Inc.
Silver Spring, MD

Evelyn Kelly, M.P.H.

Institute for Public Health
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Proyecto Salud
Wheaton, MD

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