

Maryland's 7<sup>th</sup> Annual Statewide Minority Health Disparities Conference  
*The Maryland Health Disparities Bazaar: A Unique Event to Promote the  
Exchange of Health Marketing Strategies*  
June 16, 2010

# Tabletop Presenters

## H1N1 AND THE PIGGYBACK EFFECT

**Organization:** Carroll County Health Department

**Overview:** The mission of the Carroll County Health Department is to create and sustain a community of wellness in Carroll County. Our commitment is to assure the optimum quality of life by empowering the public with knowledge and resources through advocacy and community partnerships. This project, H1N1 & the Piggyback Effect, further explains the intricacies of this mission by demonstrating the positive effects of groups working together towards a common goal, creating unity and trust within a community. This discussion will explain how the Piggyback technique was instrumental in helping with the H1N1 campaign in Carroll County, reaching focus groups quickly and effectively, and creating the groundwork for future Outreach efforts of all kinds.

**Contact:** Janet Reeves  
**Phone:** 410-876-4421  
**E-mail:** [jreeves@dhhm.state.md.us](mailto:jreeves@dhhm.state.md.us)  
**Address:** 290 S. Center St., Westminster, MD 21157  
**Website:** [www.carrollhealthdepartment.dhhm.md.gov](http://www.carrollhealthdepartment.dhhm.md.gov)

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## COMMUNITY ENGAGEMENT THAT INCLUDES IMMIGRANTS

**Organization:** FIRN

**Overview:** FIRN is a non profit organization in Howard County. It's Mission is to help ensure access to services and opportunities for all foreign residents. FIRN staff members Laura Pfeifer and Paula Blackwell will lead tabletop discussion groups on the topic: Community engagement is the key to reaching diverse populations including immigrants. They will present the FIRN Community Outreach Worker Model and Community Interpreter Program as successful examples. Participants will be led in discussions about myths surrounding cultural competency. Participants will develop action plans for implementation of community engagement strategies for their specific programs.

**Contact:** Jennifer Blake  
**Phone:** 410-992-1923x11  
**E-mail:** [jblake@firnonline.org](mailto:jblake@firnonline.org)  
**Address:** 5999 Harpers Farm Road, Suite E-200, Columbia, MD 21044  
**Website:** [www.firnonline.org](http://www.firnonline.org)

## THE AMIGAS PROJECT

### **Organization: Harbor Hospital Baltimore City Breast & Cervical Cancer Program**

**Overview:** The Baltimore City Breast & Cervical Cancer Program provides free breast exams, mammograms, and Pap tests to low income, uninsured women age 40 and older in Baltimore City. We have partnered with Nueva Vida for one year on The Amigas Project to increase breast and cervical cancer screening to Latina women in the City.

**Contact:** Linda Wieczynski, RN, Baltimore City Breast and Cervical Cancer Program at Harbor Hospital  
**Phone:** 410-350-7191  
**E-mail:** linda.wieczynski@medstar.net  
**Address:** 3001 S. Hanover St. LRC 104, Baltimore, MD 21225

### **Organization: Nueva Vida, Inc**

**Overview:** Nueva Vida, Inc. is a non-profit support network for Latina women with cancer. Services are provided to the Baltimore Latina community including mental health support and access to care services when breast and cervical cancer is diagnosed. We have partnered with Harbor Hospital BCCP Program for one year on The Amigas Project to increase breast and cervical cancer screening to Latina women in the City

**Contact:** Fedra Sanches, Access and Outreach Program Coordinator, Nueva Vida, Inc.  
**Phone:** 202-223-9100  
**E-mail:** fsanchez@nueva-vida.org  
**Address:** 2000 P Street NW, Suite 620, Washington DC, 20036  
**Website:** [www.nuevavida.com](http://www.nuevavida.com)

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## HEALTHCHOICE EVALUATION, ELIGIBILITY INITIATIVES

### **Organization: Maryland Department of Health and Mental Hygiene, Medicaid**

**Overview:** The presentation will highlight the findings of the HealthChoice evaluation from calendar year 2008 as it relates to health disparities. Additionally, a representative from the Office of Eligibility Services will be on hand to answer Medicaid eligibility questions and will have Medicaid enrollment materials available.

**Contact:** Carleta Marshall  
Deb Rizzo  
**Phone:** 410-767-5815  
410-767-3072  
**E-mail:** marshalle@dhmh.state.md.us  
**Address:** 201 West Preston Street, Baltimore, MD, 21201  
**Website:** <http://www.dhmh.state.md.us/mma/healthchoice/>

## CATERING TO YOUR COMMUNITY - OUTREACH THAT WORKS!

### **Organization: Western Maryland Area Health Education Center (WMAHEC)**

**Overview:** The Western Maryland Area Health Education Center (WMAHEC) is a non-profit organization whose mission is to “improve access to and promote quality in healthcare through educational partnerships.” The Center is part of a network of over 200 Area Health Education Centers located in 49 States and has a thirty-four year history of cultivating educational relationships with academic institutions, healthcare providers, and community organizations. WMAHEC works to decrease the health professional shortages that exist in Western Maryland and to support the licensed professionals who practice here. Over the years more than 450 former students or medical residents have practiced in the region. Major activities include the following: Continuing education and training for health professionals; Clinical education for health professions students, primarily medical students; Health careers programs that get young people interested in becoming health professionals; Outreach and education on various health topics and technologies; Learning resource services such as online delivery of full test articles to health professionals and students; Telehealth education in partnership with clinical activities; Facilitation of community-based participatory research to meet identified community needs; and Promotion of interdisciplinary training and health practice.

The project/initiative to be discussed is Outreach and Education with the H1N1 Grant. (Maryland Department of Health and Mental Hygiene through the Centers for Disease Control Public Health Emergency Response PHER Grant #1H75TP000327).

**Contact:** Jennifer Thomas  
**Phone:** 301-777-9150, ext. 115  
**E-mail:** [jthomas@wmahec.com](mailto:jthomas@wmahec.com)  
**Address:** 11 Columbia Street, Cumberland, MD 21502  
**Website:** <http://www.wmahec.net>

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## OUTREACH TO DIVERSE ASIAN COMMUNITIES

### **Organization: Asian American Health Initiative**

**Overview:** The Asian American Health Initiative (AAHI) is a part of the Montgomery County Department of Health and Human Services, under the Office of Minority and Multicultural Health. AAHI's main goal is to help eliminate health disparities among Asian Americans and their counterparts by increasing access and awareness to County resources and services. Through a multi-prong outreach approach, AAHI successfully reaches out to the Asian American community in a culturally sensitive manner. With such a diverse and wide-ranging target population, AAHI's approach to community outreach is multifaceted and dynamic as each community has a unique set of needs and priorities.

**Contact:** Sanjana Quasem  
**Phone:** 240-777-3421  
**E-mail:** [sanjana.quasem@montgomerycountymd.gov](mailto:sanjana.quasem@montgomerycountymd.gov)  
**Address:** 1335 Piccard Drive, Rockville, MD 20850  
**Website:** [www.AAHIinfo.org](http://www.AAHIinfo.org)

## **A TALE OF TWO HOSPITALS: COLLABORATION TOWARDS CONDUCTING AN ORGANIZATIONAL ASSESSMENT TO ENHANCE CULTURALLY COMPETENT CARE**

**Organization: Adventist HealthCare and Sinai Hospital of Baltimore**

**Overview:** Healthcare organizations commonly seek external partnerships to improve the cultural competency and the quality of the services they offer. Whereas these relationships often occur with academic institutions and with consulting firms, the partnership featured in this presentation represents a novel approach to promoting culturally competent care by involving two healthcare organizations. This presentation will discuss the collaborative efforts of Sinai Hospital of Baltimore and the Center for Health Disparities at Adventist HealthCare in conducting an organizational cultural competence assessment of the former organization. The year-long project produced an organizational assessment as well as a strategic plan aimed at enhancing the provision of culturally competent care to its diverse patient population. Participants will gain an understanding of the organizational and practical methods employed to promote successful completion of the project.

**Contact:** Marcos Pesquera, RPh, MPH, Executive Director, Center on Health Disparities, Adventist HealthCare  
**Phone:** 301-315-3677  
**E-mail:** mpesquer@ahm.com  
**Address:** 1801 Research Boulevard, Rockville, MD 20850  
**Website:** <http://www.adventisthealthcare.com/health-disparities/index.aspx>

**Contact:** Pamela Young Ph.D., LCSW-C, Director, Community Initiatives, LifeBridge Health, Inc.  
**Phone:** 410-601-5314  
**E-mail:** pyoung@lifebridgehealth.org  
**Address:** 2401 W. Belvedere Avenue, Baltimore, MD 21215

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## **NATIONAL HIV/AIDS OBSERVANCE DAYS AND RELATED PUBLIC HEALTH CALENDAR TARGETED DAYS, WEEKS, AND MONTHS**

**Organization: Maryland Department of Health and Mental Hygiene - Infectious Disease and Environmental Health Administration (IDEHA)**

**Overview:** Learn the basic how-to's of creating visual educational displays and promotional flyers for various public health awareness events and activities – Expand staff capacity with just pennies a day!

**Contact:** Brenda Sears  
Kim Jackson  
**Phone:** 410-767-5087  
**E-mail:** Searsb@dhhm.state.md.us  
Kjackson@dhhm.state.md.us  
**Address:** 500 North Calvert Street, Baltimore MD 21202  
**Website:** <http://eh/dhhm.md.gov/idea/default.aspx>

## EARLY DETECTION PLAN FOR BREAST CANCER

### **Organization: Walden University**

**Overview:** Overview: Walden University is an accredited institution celebrating 40 years of serving the higher education needs of working professionals. Offered online, areas of study include health, management, psychology, education, nursing, and public administration. Walden programs help students achieve personal enrichment and career advancement. Walden graduates, in turn, help advance the lives of countless others they serve.

Project/Initiative to be discussed: Walden University partnered with the National Breast Cancer Foundation, Nurse.com, and Nursing Spectrum on a campaign to encourage women, and even more specifically nurses, to take part in an early detection plan to help prevent and/or detect breast cancer. The presentation will specifically review the different marketing messages that were used in the event promotion and will discuss the “calls to action” that were required by the individuals reading the messaging. To engage the participants during the presentation we will walk them through the early detection plan website and show the benefits of co-branding.

**Contact:** Katie Hykes  
**Phone:** 443-286-3196  
**E-mail:** [katie.hykes@waldenU.edu](mailto:katie.hykes@waldenU.edu)  
**Address:** 650 S. Exeter Street, Baltimore, MD 21202  
**Website:** [waldenU.edu/local](http://waldenU.edu/local)

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## CULTURE-QUALITY-COLLABORATIVE (CQC)

### **Organization: Hopkins Center for Health Disparities Solutions (HCHDS)**

**Overview:** The Hopkins Center for Health Disparities Solutions (HCHDS) was established in October 2002 by a 5-year grant from the National Center for Minority Health and Health Disparities (NCMHD) of the National Institutes of Health (NIH). The mission of the HCHDS is to generate and disseminate knowledge to reduce racial/ethnic and social class disparities in health status and health care through research, training, community partnerships and advocacy.

The Culture-Quality-Collaborative (CQC) is a network of leading healthcare organizations who have come together to share ideas, experiences, and solutions to problems that arise as a result of cross-cultural interactions within healthcare settings. The CQC will work collaboratively to find answers to challenges posed by cross-cultural interactions in healthcare settings.

**Contact:** Cheri Wilson, MA, MHS, CPHQ  
**Phone:** 443-287-0305  
**E-mail:** [chwilson@jhsp.h.edu](mailto:chwilson@jhsp.h.edu)  
**Address:** 624 N. Broadway, Suite 331, Baltimore, MD 21205  
**Website:** <http://www.thecqc.org>

## **THE F.I.N.E. CLUB AT HEALTHY START - A HEALTHY LIFESTYLES CLUB**

**Organization:** Baltimore Healthy Start, Inc.

**Overview:** Baltimore Healthy Start, Inc. works to improve the health of pregnant, post partum and interconceptional women, their babies and families by providing comprehensive services in the communities where they live. The healthy weights and lifestyles initiative (called the F.I.N.E. Club - Families into Nutrition and Exercise) educates women on the benefits of healthy habits, which will improve birth outcomes and overall health.

**Contact:** Dana Gaskins  
**Phone:** 410-396-7318 ext. 233  
**E-mail:** dana.gaskins@baltimorecity.gov  
**Address:** 2521 North Charles Street, Baltimore MD, 21218  
**Website:** [www.baltimorehealthystart.org](http://www.baltimorehealthystart.org)

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## **HEALTH FREEDOM: A PATH TO WELLNESS WALK**

**Organization:** African American Health Program (AAHP)

**Overview:** The African American Health Program (AAHP) was created and funded in 1999 by the Montgomery County Department of Health and Human Services (DHHS). The mission of AAHP is to eliminate health disparities and improve the number and quality of years of life for African Americans and people of African descent in Montgomery County.

The program focuses on six major areas which include infant mortality, HIV/AIDS, diabetes, oral health, cardiovascular disease and specific cancers. Included in the services are outreach, health education, support groups and nurse case management services. While the program's offerings are available to all interested residents, the focus audience is the African American/Black residents of the county. The program is staffed by Registered Nurses, Health Educators and Community Outreach Workers. ([www.onehealthylife.org](http://www.onehealthylife.org)).

The AAHP is the lead organization in Montgomery County that collaborates with Health Freedom Inc to organize and implement the Health Freedom Walk in the County. Health Freedom: A Path to Wellness is an innovative program which is promoting increased physical activity while making creative use of Maryland's integral role in the Underground Railroad. Maryland's waterways and it's proximity to the free northern states allowed it to play a key role in the journey to freedom for many escaping enslaved Africans.

**Contact:** Msache Mwaluko  
Xerzeser Koyode  
**Phone:** 301-421-5445  
**E-mail:** msache.mwaluko@montgomerycountymd.gov  
xerxeser.kayode@montgomerycountymd.gov  
**Address:** 14015 New Hampshire Avenue, Silver Spring, MD 20904  
**Website:** <http://www.onehealthylife.org>

## MINORITY INFANT MORTALITY REDUCTION PILOT PROJECT

**Organization:** BETAH Associates, Inc

**Overview:** BETAH Associates, Inc. has successfully managed the African American Health Program, funded by the Montgomery County Department of Health and Human Services for a number of years. Based on the experience and success of AAHP and the Baby SMILE Program, BETAH was contracted to implement the Minority Infant Mortality Reduction Pilot (MIMRP) Project. MIMRP education and intervention strategies are implemented through Health Promoters and Health Educators who are familiar with the County's diverse population. One goal of the project is to broaden the reach and depth of current services and programs for assisting pregnant women and to enhance the cultural competence of existing services. Through education and interventions related to social determinates of health issues (such as housing, stress reduction, and social support) and highlighting the importance of pre-conception and inter-conception health, MIMRP actively promotes healthy birth outcomes.

**Contact:** Mimi E Browne

**Phone:** 301-657-4254

**E-mail:** mbrowne@betah.com

**Address:** 7910 Woodmont Avenue, Suite 600, Bethesda, MD 20814

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## THE EQUALITY IN HEALTH INITIATIVE: THE IMPORTANCE OF ASSESSING ORGANIZATIONAL CULTURAL COMPETENCY

**Organization:** Community Science, Inc.

**Overview:** Community Science is a unique organization that uses an integrated approach to building the capacity of organizations and institutions to develop the health, economic equity, and social justice of communities. We combine evaluation, technical assistance, a support network, information technology, and educational services to build community capacity. As part of the tabletop discussion, Community Science will discuss The Colorado Trust's Equality in Health Initiative in Colorado which focuses to improve health outcomes of diverse populations. As well, we will discuss the development of a cultural competency assessment tool that will be useful for organizations to enhance their communications and culturally-appropriate programs/services when addressing health disparity issues in racially and ethnically diverse communities in Maryland.

**Contact:** Nadra C. Tyus

**Phone:** 301-519-0722 ext. 119

**E-mail:** ntyus@communityscience.com

**Address:** 438 N. Frederick Ave., Gaithersburg, MD 20877

**Website:** [www.communityscience.com](http://www.communityscience.com)

## THE EVERY DIABETIC COUNTS (EDC) PROGRAM

**Organization:** Delmarva Foundation for Medical Care and Delmarva Foundation of the District of Columbia

**Overview:** DFMC/DFDC designs and facilitates quality improvement projects in collaboration with hospitals, nursing homes, home care providers, doctors' offices, and managed care plans. These services include technical assistance, collaborative improvement projects, peer-to-peer learning, training and education on best practices, and other ways for providers to learn, share, and make dramatic improvements in care. The EDC program is funded by the Centers for Medicare and Medicaid Services as a part of the 9th Scope of Work for Quality Improvement Organizations.

The DFMC/DFDC Every Diabetic Counts program provides diabetes self-management education for underserved (primarily African-American) seniors in DC, Prince George's County, and Baltimore City. The training is provided at locations where the seniors reside or in close proximity. The program also focuses on improving quality of care provided by physicians working with this population. The discussion will focus on the strategies and tactics utilized to reach the target number of participants. The project has already trained 1490 underserved seniors; collaborated with 226 physicians, and 716 ancillary organizations. The program utilizes the DEEP curriculum (Diabetes Education Empowerment Program) which was originally written for the Latino community, and DFDC/DFMC has adapted it for the African-American population. Specific processes, including the use of Google maps, computer-assisted training, and direct community outreach will be discussed.

**Contact:** Thomas Pianta, Project Director  
**Phone:** 410-872-9636  
**E-mail:** [piantat@dfmc.org](mailto:piantat@dfmc.org)  
**Address:** 6940 Columbia Gateway Drive Suite 420 Columbia, MD 21046  
**Website:** [www.delmarvafoundation.org](http://www.delmarvafoundation.org)  
[www.dcqio.org](http://www.dcqio.org)

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## CENTER FOR CANCER SURVEILLANCE AND CONTROL CIGARETTE RESTITUTION FUND PROGRAMS UNIT - CANCER EDUCATION

**Organization:** Maryland Department of Health and Mental Hygiene - Center for Cancer Surveillance and Control, Cigarette Restitution Fund Programs Unit

**Overview:** The DHMH's Center for Cancer Surveillance and Control will provide conference attendees with examples of health marketing audiovisuals, developed by Screen for Life (Centers for Disease Control and Prevention), models, displays, and brochures related to the targeted cancers of breast, cervical, colorectal, prostate, and skin. Short quizzes will be used to help attendees gain knowledge and dispel cancer myths.

**Contact:** Ahmed Elmi, MPH, CHES  
**Phone:** 410-767-0786  
**E-mail:** [aelmi@dhmh.state.md.us](mailto:aelmi@dhmh.state.md.us)  
**Address:** 201 West Preston Street, Suite 406, Baltimore, MD 21201  
**Website:** <http://fha.maryland.gov/cancer/>

## MINORITY HEALTH INFORMATION

**Organization:** Office of Minority Health Resource Center, U.S. Department of Health and Human Services

**Overview:** The Office of Minority Health Resource Center will provide conference attendees with information on closing the minority health disparities gap.

**Contact:** Sabrya I. Williams  
**Phone:** 202-360-9416  
**E-mail:** swilliams@omhrc.gov  
**Address:** 1101 Wootton Parkway # 650, Rockville, MD 20852  
**Website:** <http://minorityhealth.hhs.gov/>

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## MARYLAND RESEARCH COLLABORATIVE (MARC) COMMUNITY GRAND ROUNDS

**Organization:** University of Maryland School of Medicine

**Overview:** The Maryland Research Collaborative (MaRC) is a Practice Based Research Network (PBRN). MaRC is a partnership between the University of Maryland School of Medicine, Mid-Atlantic Association of Community Health Centers and four Maryland Federally Qualified Health Centers (FQHCs)—Baltimore Medical System, Chase Brexton Health Services, Park West Health Systems Inc. and Total Health Care—for Practice-Based Research. The mission of the Maryland Research Collaborative (MaRC), is to improve quality of care, and patient outcomes as well as address health disparities by promoting primary care research in Community Health Center practice settings, in partnership with UMSOM academic researchers, on health care issues that are important to the patients and communities served and to the state of Maryland. One of MaRC's goals is to provide continuing education opportunities for FQHC clinicians to maintain and improve clinical skills with focus on evidence-based medicine as well as to improve clinician retention. One of the initiatives utilized to accomplish this goal is Community Grand Rounds. The Grand Rounds provide a forum for community based providers to discuss issues around a particular health topic with a University based specialist. Prior Grand Rounds have focused on Obesity, Buprenorphine and Hepatitis C.

**Contact:** Shana Ntiri, MD, MPH  
**Phone:** 410-328-8792  
**E-mail:** sntiri@som.umaryland.edu  
**Address:** 29 South Paca, Baltimore, 21201