

Baltimore County Health Coalition

2023 Quarterly Meeting

Della Leister, RN, Deputy Health Officer

December 6, 2023
Virtual



Agenda

- Welcome and Introductions
- Health Literacy
- Community Health Needs Assessment Status
- Building a Healthier Maryland
- Hospital Population Health Reports
- Subcommittee Reports
- Announcements

Maryland's Consumer Health Information Hub

Catherine Maybury, PhD, MPH



MD Consumer Health Information Hub

- Maryland Law - HB1082
 - Effective July 1, 2022
 - Funding started July 1, 2023
 - Designates Horowitz Center for Health Literacy as Hub



HB1082 Law

Requires state and local agencies to use plain language in public communications about

- Health
- Health insurance
- Safety
- Social services benefits



HB1082 Law

Recognizes health literacy is essential to health equity

- Access to accurate, consistent, and plain language information that is culturally and linguistically appropriate is as important as access to health care services



A large, bright yellow arrow graphic pointing to the right, positioned on the left side of the slide. It is composed of two parallel diagonal lines that meet at a point on the right, forming a wide arrow shape.

Health Literacy and the Hub

Health Literacy, Defined

Personal

degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others

Organizational

degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others



Plain Language, Defined

Communication a person understands the first time they read, hear, or see it

Communication can be

- Written
- Spoken
- Viewed

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Language Access, Defined

English



Plain language COVID-19 information

Translation: written



Culturally and linguistically appropriate information transcreated to primary languages

Interpretation: spoken



Community health worker sharing information in Vietnamese





Hub Resources



Plain language checklist

- Developed by MD workgroup
- Based on public agency experience
- Use guide to ensure your content is clear and actionable for your intended audience

[Hub resources](#)

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Literacy

- Write to convey a sense of audience that is inclusive
- Use personal pronouns to speak directly to the reader, such as "your benefits" rather than speaking about the reader in third person as in "the insured."
- Use active voice and a friendly, conversational tone. Contractions are okay.
- Draft paragraphs with short, simple sentences.
- Avoid jargon and acronyms. Spell out unfamiliar acronyms and define or explain them.

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Maryland Clear Writing and Plain Language Checklist*

The Maryland Consumer Health Information Hub law requires state and local agencies to use plain language in public communications about health, safety, health insurance, and social services benefits information. Plain language is a set of techniques that help the audience understand the first time they read or hear the information.

This checklist will help you see if your content is written in plain language and presented in ways that are clear and actionable. You can use the checklist for any written content. Writing clearly will help the Maryland public understand what agencies are trying to communicate.

Who is the audience for this content? _____

When reviewing your content, take these three steps.

1. Look Carefully

- Read through the content and the checklist. The more items you can check, the more likely the audience will understand and take action on the content.
- Are there terms that readers don't typically use in every day speech? If so, try and replace these words with more common words.

2. Read it Aloud

- Does the content sound too formal? Adjust the wording to be friendly and conversational.
- Are the sentences long and hard to follow? Shorten the sentences so that only one thought is presented in each sentence.
- Does the writing flow smoothly?

3. Test It (testing is a best practice and especially important for new content and in advance for emergency/time sensitive content that can't be tested in the moment)

- Show the content to a few people who represent the audience you are writing for:
 - After reading, can they tell you in their own words
 - what the content means?
 - the recommended action(s)?
 - the main message
- If not, re-write and test again.

Checklist: Use as a guide to be sure your content is clear and actionable for the intended audience.

Audience Focus

- Choose titles or visuals so readers know **what the content is about** at a first glance.
- Choose titles, visuals, and introductory words so the audience knows **who the content is for** at a first glance.
- Begin with the most important message and order topics in ways that make sense to the audience.





Website review

1.1 Actionable items

Title

When people scan webpages, they often only read the title to figure out if the content is relevant to them. Make your title as specific as possible to help people know what the content is about at first glance.

Tips to get started

- Create a title focused on the needs and wants of your users.
- Verbs can fuel action and tell your users what to do. Try starting your title with a verb (Example: [Find help](#) and treatment for your addiction).

Example of title



Recommendations

Before	After
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- Developed using research-based health literacy practices
- Use review to inform revision process and ensure your web users can find, understand, and use your information





Community Health Worker (CHW) training

- Developed with and for CHWs
- Build CHW health literacy knowledge and skills to help community members find, understand, and use health information and services





Professional development opportunities

- Webinars
 - Safer, Higher Quality Healthcare through Health Literacy Tools: Highlights and Insights (12/04/23)
- Lunch-and-Learn
- Networking



Other Helpful Resources

CDC COMMUNICATION PLAN TEMPLATE

Use this planning tool to identify the key elements of a strategic communication activity.

Consumer Health Information Hub Resources

Consumer Health Information Hub

Updated September 2022

The Hub team is finding, adapting and creating health literacy resources for health information communicators and consumers in Maryland. On this page, you'll find guidelines, tools, and research to help with writing, visuals, and more. For general health literacy resources, check our [resources page](#).

Maryland Specific Resources

MARYLAND CLEAR WRITING AND PLAIN LANGUAGE CHECKLIST

The Hub's State and Local Agency Workgroup created this plain language checklist based on one from the Maryland Health Benefit Exchange. Applying this checklist to revise existing content or write new content will help agencies comply with the plain language requirements in the Hub law.

ADVANCING LANGUAGE ACCESS TOOLKIT

The Baltimore City Mayor's Office of Immigrant Affairs (MOIA) created this toolkit that can be a model to help counties and cities comply with federal and state language access mandates. Learn how language access liaisons and bilingual employees, among other strategies, help ensure language access for diverse populations.

211 MARYLAND

This statewide resource connects Marylanders to health and human resources in their county. Marylanders can get information in 13 different languages online or over the phone. The 211 website is managed by the Maryland Information Network.

INTERPRETATION SERVICES POSTER

Use this graphic to help identify language needs and bridge language gaps in your community. You can display this poster in public-facing areas, such as front desk areas, and use it to connect Marylanders with interpretation services or qualified bilingual staff.

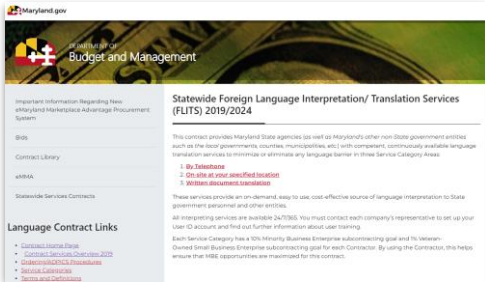


Hub resources

- Hub is finding, adapting, and creating health literacy resources
- Use resources to find guidelines, tools, and research to help with your writing, visuals, and more

[Hub resources](#)





Statewide translation and interpretation contract

- State agencies and non-state government entities can use contract to improve language access

[Language services contract website](#)



Discussion

- What are the health, safety, insurance and social services successes and gaps you need to address?
- Which services would be most valuable to you from the Hub?
- What types of training would be most

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Questions



**FEARLESSLY
FORWARD**



Community Health Needs Assessment

- Community Survey
- Key Stakeholders Input
- Focus Groups

BUILDING A HEALTHIER MARYLAND

- Comprehensive State Health Assessment
- Identify and Prioritize State's Health Needs
- Develop Maryland's 2024 State Health Improvement Plan

BUILDING A HEALTHIER MARYLAND SURVEY

TELL US

What Health Issues Matter Most to You?

The Maryland Department of Health is partnering with groups and communities across Maryland on an exciting initiative to improve the health of Maryland residents. It's called **Building a Healthier Maryland**. The goal of this survey is to provide information and direction to help us create a plan to address the most important health issues in Maryland over the next few years. To do this, **we need your input** - the thoughts and opinions of the people we hope to impact.

For This Survey:

You must be **at least 18 years old**.
You must live in Maryland.
You must have access to the internet.

You'll need **5-10 minutes** to complete it.
You won't need to give your name or contact information. The survey is anonymous.



**Click the Take the Survey button, or
Scan the QR code, or
Copy and paste** this link into your Web browser:
<https://www.surveymonkey.com/r/ctmaryland>



Survey available in English, Spanish, Chinese and Korean.
Additional languages upon request.

Questions about the survey?
Email: mdh.bahm@maryland.gov.

Last day to take the survey: XX/XX/XXXX

TAKE THE SURVEY.



Scan the QR Code

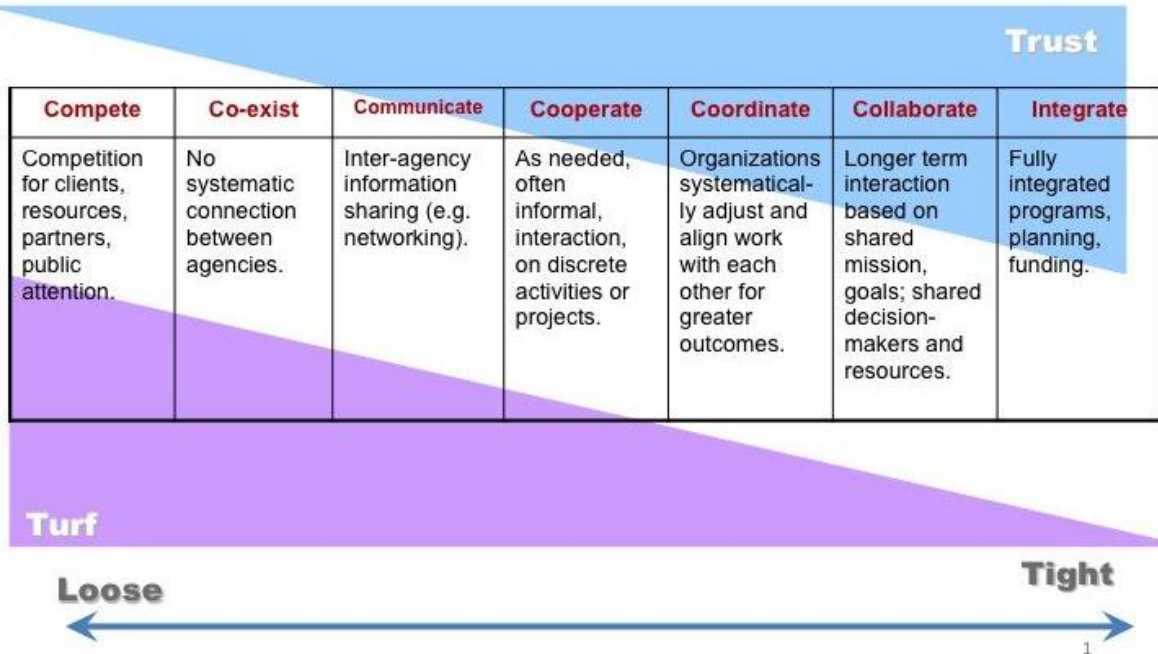
Hospital Reports Population Health

- Lifebridge Northwest
- MedStar Franklin Square
- GBMC
- University of Maryland SJMC
- Sheppard Pratt
- Other partners

Subcommittee Reports

- Homelessness
- Opioid Intervention
- Tobacco
- Low Birth Weight
- Food Insecurity
- Chronic Disease

The Collaboration Continuum



Announcements from the Group



Any Questions