



Asian American Health Initiative

Together To Build A Healthy Community

***The Health Promoter Program: A
Community Model Addressing the
Unmet Needs of the Asian
American Community in
Montgomery County, Maryland***

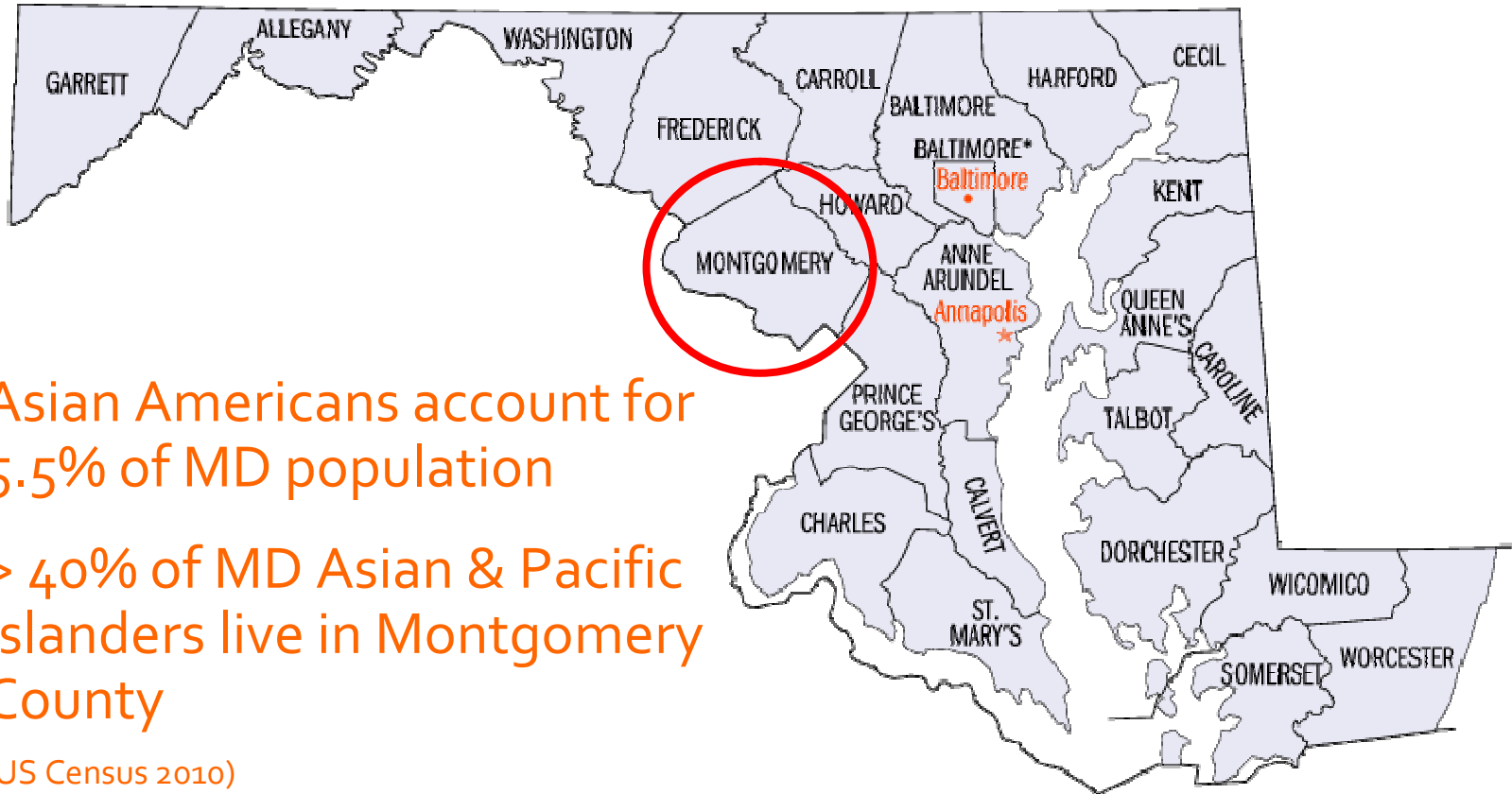


The Need for AAHI and Health Promoters



- Rapid growth of Asian Americans in Montgomery County
- Widening of health disparities

Asian American Community State of Maryland



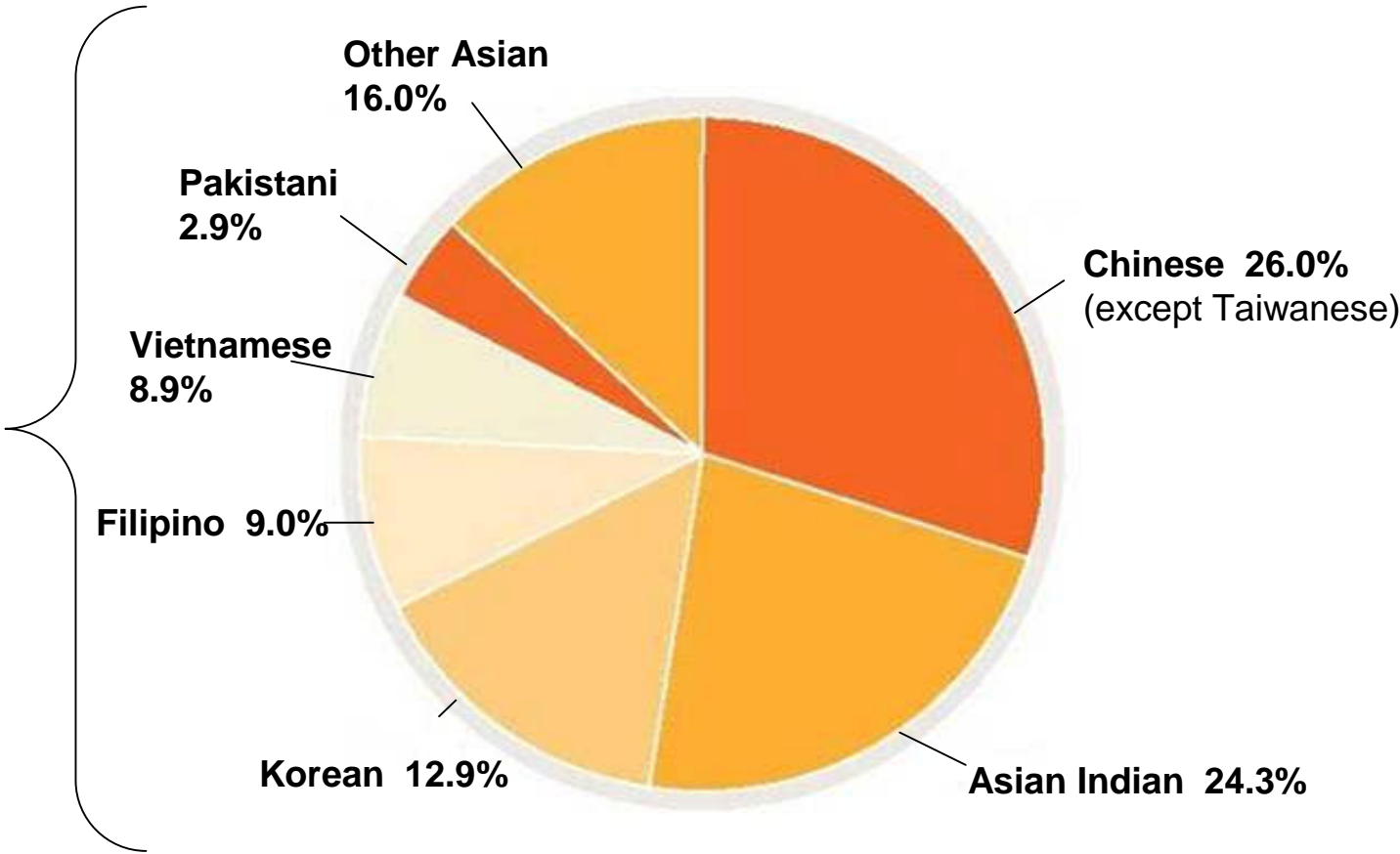
Asian Americans account for
5.5% of MD population

> 40% of MD Asian & Pacific
Islanders live in Montgomery
County

(US Census 2010)

Asian American Community Montgomery County, Maryland

13.9%
of County
residents
identify as
Asian
American
(US Census 2010)



Asian American Community Montgomery County, Maryland

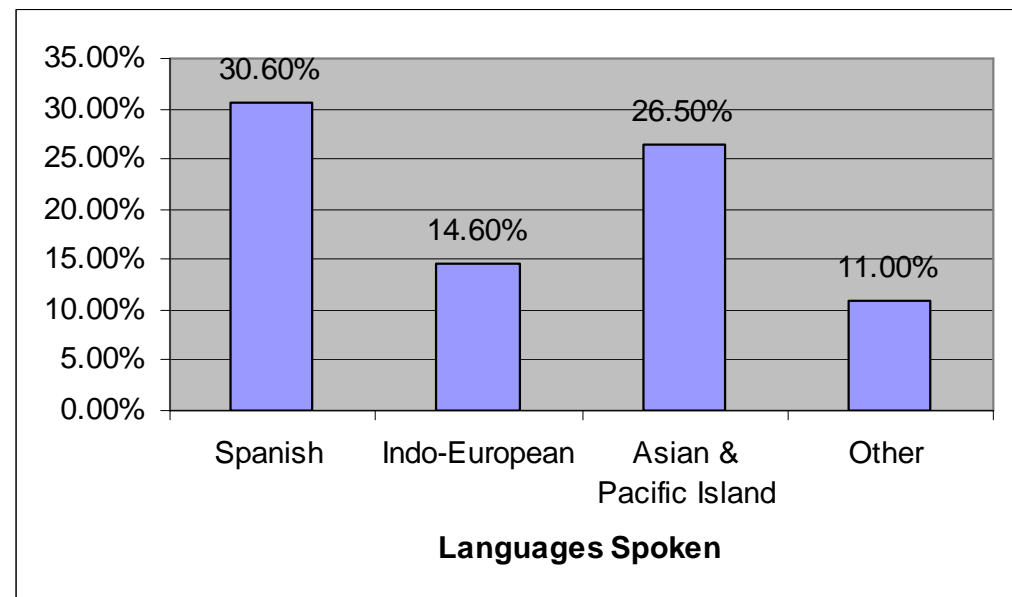
Other Asian Subgroups	Percentage
Japanese	2.50%
Taiwanese	2.10%
Thai	1.50%
Sri Lankan	1.40%
Bangladeshi	1.30%
Cambodian	1.10%
Indonesian	1.00%
Nepalese	0.9%
Burmese	0.7%
Laotian	0.2%
Malaysian	0.1%
Other Asian*	3.3%

*Other Asian includes those Asian Americans who have not specified a subgroup and those who have specified more than one subgroup. 2010 U.S. Census Bureau

Barriers to Accessing Healthcare

- Limited English proficiency
- Difficulties in understanding and navigating health care system
- Insurance status

Linguistic Isolation by Language Spoken in Montgomery County



2009 American Community Survey

Asian Americans and Health Disparities

- **Cancer** is the leading cause of death for Asian Americans and Pacific Islanders.
- 1 in 10 Asian Americans has chronic **Hepatitis B**, compared to 1 in 1000 Caucasian Americans
- Asian Americans have a higher risk of developing **Osteoporosis**.
- **Diabetes** – 5th leading cause of death for Asian Americans

Asian American Health Initiative (AAHI)

- ✧ Established FY 2005 with support from County Executive, County Council members
- ✧ Montgomery County Department of Health and Human Services
- ✧ **Mission:** To identify the health care needs of Asian American communities, to develop culturally competent health care services, and to implement health education programs that are accessible and available for all Asian Americans in Montgomery County.

AAHI Strategic Targets

- Enhance Access to Culturally & Linguistically Competent Care
- Promote Community Mobilization & Empowerment
- Strengthen Partnerships & Collaborations
- Enhance Data Collection & Reporting



Affordable Care Act

- Under the Affordable Care Act, community members may be eligible for some important preventive services — which can help avoid illness and improve your health — at no additional cost to community members.

Health Promoters Program

Background

- Minority Communities Empowerment Project – Supported by DHMH’s Minority Outreach and Technical Assistance (MOTA) Grant
- Partners
 - African American Health Program
 - Asian American Health Initiative
 - Community Ministries of Rockville
 - Holy Cross Hospital
 - Maryland Commission on Indian Affairs

What is a Health Promoter?

- Commonly referred to as “community health workers”
- Lay person who is trained and expected to perform health promotion, education, and service delivery within a limited scope.
- Assist in reducing cultural and language barriers
- Actively reach out to the community for health promotion and education

Health Promoters in FY 11

- ❖ 31 health promoters
- ❖ 14 health promoters with 3+years of experience
- ❖ 16 ethnic community represented
- ❖ Speaking 16 languages/ dialects
 - ❖ Mandarin, Cantonese, Bangla, Hindi, Urdu, Punjabi, Korean, Japanese, Sinhalese, Tagalog, Khmer, Thai, Burmese, Gujarati.etc
- ❖ Trainings on different topics
 - ❖ Cancer, Hep B, Tobacco,, Advocacy, Leadership trainings, HIPPA, Social Media Training, Social Determinants & Health Disparities , health education, outreach tactics etc...



Why are they important?

- Health Promoters are community members themselves.
- Provide AAHI access to their own communities.
- Understand the needs and health concerns of their own communities.
- Speak with community members one-on-one at events and provide education.
- Advise AAHI staff about culturally sensitive issues that need to be addressed in certain settings.
- Help bridge the gap between patient and staff by providing interpretation services if needed, thus helping to eliminate language barriers.

Health Promoters in Action



Health Promoter providing cancer education at New Covenant Fellowship Church



Health Promoter providing osteoporosis education at New Covenant Fellowship Church



Health Promoters and staff with County Executive, Isiah Leggett at a community resource fair.



Health Promoters at the Cambodian New Years providing outreach about AAHI.



Health Promoters at a Hospital's Cancer Screening Day



Health Promoter actively outreaching to the community at the Burmese Water Festival.

**Health Promoters conducting
bone density screening at the
Muslim Community Center in
Silver Spring**



**Health Promoter
conducting bone density
screening at the
Cambodian Temple in
Silver Spring**



Accomplishments in FY11

- 77 outreach events**
- 14 ethnic communities reached**
- 4801 educational encounters**
- 7870 literature distributed**
- 342 health service referrals**
- 1688 health screenings performed**

Replicate Health Promoters model?

Viswanathan, M., Kraschnewski, J., Nishikawa, B., Morgan L., Thieda P.,
Honeycutt A., Lohr K., Jonas D. (2009) **Outcomes of Community Health
Worker Interventions**. Agency for Healthcare Research and Quality
U.S. Department of Health and Human Services

<http://www.ahrq.gov/downloads/pub/evidence/pdf/comhealthwork/comhwork.pdf>

Replicate Health Promoters model?



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