"Not everything that is faced can be changed, but nothing can be changed until it is faced"
~ James Baldwin

# healthy ANNE ARUNDEL COALITION

## Mental Wellness Workgroup

### May 11, 2022

Anne Arundel County
Department of Health

**9:00 – 9:05 am**    **Welcome + Outcomes (Alexis)**
- Welcome and Introductions
- Connections Exercise – Share something that you have led or participated in during this Mental Health Awareness Month.
- Today's Discussion

**9:05 – 9:25 am**    **Checking In on Our Prioritized Strategies (Adrienne/Dana)**
- Network of Care site update
- Promoting the Network of Care
- Distribution and timing

**9:25 – 9:40 am**    **Revisiting Our Action Plan (Alexis)**
- Set overarching goals for 2022
- Action plan:
  - Are the action plans sufficient? What's missing? Where do we need to accelerate or focus more energy and resources?
  - Where can my agency/organization lead or support progress?

**9:40 – 9:50 am**    **What's Next (Kristin)**
- Call for MW workgroup co-chair
- Updates, asks and offers
- Upcoming meetings/dates

# Welcome and Overview

**Healthy ANNE ARUNDEL**
*Working Together to Promote Health and Wellness*

## VISION
All people have the knowledge, resources and equitable access to care to improve their own health and well-being

## MISSION
Working together to remove barriers and create optimal conditions that improve the health and well-being of *all* people, focusing on people impacted by health inequities.

## VALUES
- Equity
- Cultural relevance
- Prevention
- Quality *and* length of life
- Collaboration

**FOCUS AREAS**

Mental Wellness • Obesity • Healthcare Access • COVID-19

**PRIORITIES | STRATEGIES | RESULTS**

| PRIORITIES | STRATEGIES | RESULTS BY 2030 |
|---|---|---|
| **Awareness and access to affordable, timely and quality health care** | <ul><li>County-wide inventory of the resources that exist in both the private and public health systems</li><li>Reduce systemic barriers and complexities in the health care system</li><li>Community engagement and public involvement in decision-making to advance solutions</li><li>Culturally competent community navigators and partnerships</li><li>Culturally-relevant role models to engage youth and establish healthy norms</li><li>Coordinated, multi-media outreach campaign (health education and resource fairs, bilingual outreach)</li><li>Free health clinics in targeted communities and around the county</li><li>Broader access to affordable health insurance</li></ul> | <ul><li>**All communities are healthy and safe**</li><li>**Improved physical and mental health and well-being**</li><li>**Improved quality of life and life expectancy**</li></ul> |
| **Address social determinants of health** | <ul><li>Coordinate with organizations and collaboratives currently working to address social determinants</li><li>Trauma-informed and multi-generational approaches</li><li>School-based early education on social determinants and health outcomes</li><li>Broaden access to healthy food (i.e., food vans, farmers markets, community-based food pantries)</li><li>Transportation (improve walkability to care)</li><li>Universal Wi-Fi for telehealth and technology to improve access to information and connections to care</li><li>Economic stability</li></ul> | |
| **Eliminating systemic racism and inequitable health outcomes** | <ul><li>Echo and amplify county-wide public stance denouncing racism</li><li>More equitable policies that impact health outcomes (state/federal insurance) in areas/groups with the biggest barriers</li><li>Adaptive systems to respond to changing community needs</li><li>Funding/grants for specific populations in need of health care</li><li>Multidisciplinary, team-based, care approach to identify disparities and ensure data is representative</li><li>Collect and share disaggregated, community-level data (zip code, race/ethnicity, income) to identify gaps</li><li>Training and education for health providers to strengthen cultural competency</li></ul> | |

# Alignment with the Priorities and the MWWG Goals

## Common Agenda Priorities
- Awareness and access to affordable, timely and quality health care
- Address social determinants of health
- Eliminating systemic racism and inequitable health outcomes

## MWWG Goals + Prioritized Strategies
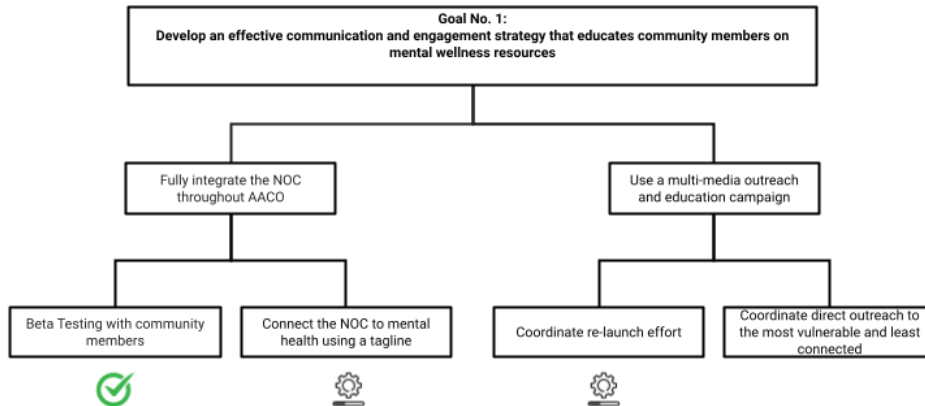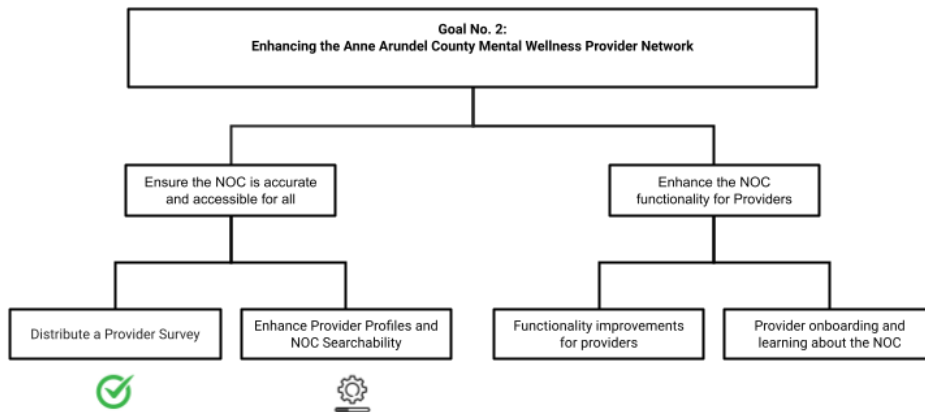- Develop an effective communication and engagement strategy that educates community members on mental wellness resources
  - Beta test with a group of key community groups to ensure the NOC is accessible and easy to navigate
  - Connect the name "Network of Care" to mental health using a tagline
- Enhancing the Anne Arundel County Mental Wellness Provider Network
  - Provider survey

# Goal No.1: Where are we?

**Goal No. 1:**
**Develop an effective communication and engagement strategy that educates community members on mental wellness resources**

- Fully integrate the NOC throughout AACO
  - Beta Testing with community members ✓
  - Connect the NOC to mental health using a tagline ⚙
- Use a multi-media outreach and education campaign
  - Coordinate re-launch effort ⚙
  - Coordinate direct outreach to the most vulnerable and least connected

# Goal No. 2: Where are we?

**Goal No. 2:**
**Enhancing the Anne Arundel County Mental Wellness Provider Network**

- Ensure the NOC is accurate and accessible for all
  - Distribute a Provider Survey ✓
  - Enhance Provider Profiles and NOC Searchability ⚙
- Enhance the NOC functionality for Providers
  - Functionality improvements for providers
  - Provider onboarding and learning about the NOC

# Major Themes and Areas of Focus

## Language Access

Ensure that the NOC is accessible in Spanish and Korean

## Public Awareness

Promoting the NOC to ensure that residents are aware of mental and behavioral services

## Profile Provider

Enhancing key elements of a provider's profile

## Locating Provider/SEO

Enhancing the NOC's visibility on Google searches

# Our Goals

**Overarching Goal:** Relaunching the Network of Care by May 1st
May is Mental Health Awareness Month

- ❏ Create a tagline to connect the NOC to mental health
- ❏ Enhance providers' profiles
- ❏ Public Awareness and Marketing
- ❏ Provider Satisfaction
- ❏ Improve language access

# Network of Care Beta Test Matrix

| Category | Findings | HAAC Recommendations |
|---|---|---|
| Finding a provider | The responses suggest that the NOC is accessible and that people are able to locate mental health resources and providers | The Network of Care may have low visibility when searched online. Residents may not know that the NOC exists because it may not show up on the first page of results on Google. |
| Accepted insurance | The majority of respondents reported that the provider listed insurance | In the event that a resident does not have insurance or the provider does not accept their insurance, the link to the Maryland Health Connection should be provided under the insurance area on providers pages to allow residents to explore options if they desire to do so |
| Language access | The majority of respondents were able to convert the text to a different language and revert it to English | Add "En Espanol" and "한국어로" on the landing page to make language changes visible to accommodate residents that have extremely limited English proficiency. |
| Patient access | The majority of respondents were able to find providers, change the website into another language, and located accepted insurance | Increase and enhance access by collaborating with Trilogy in creating text-based access. A case study reported that Tarrant Care created a service "TXT 4 Tarrant Cares". Text FIND to 67629 which helps people begin a guided search for relevant services, including local services defined by ZIP code |
| Risk Assessment | The majority of respondents were able to locate a depression and anxiety assessment | To improve the patient experience, risk assessments can be displayed more prominently on the landing page |

# Network of Care Provider Matrix

| Category | Findings | HAAC Recommendations |
|---|---|---|
| Finding mental health services in AACO | The majority of respondents reported that patients located their services through other avenues such as receiving referrals from a primary care physician, online search, through family and friends, etc in comparison to locating the mental health professional on the Network of Care website. Out of all responses, locating the NOC ranked last in comparison to the other answer choices. | Increase NOC's online presence and visibility by creating and implementing an effective search engine optimization strategy that will generate NOC in search results on Google, Yahoo, Bing, etc using keywords such as mental health, depression, anxiety, therapist, counselor, etc |
| Public Awareness of NOC | 83% of respondents reported that they were familiar with the NOC and 66% of respondents reported that they use the NOC. Respondents that chose to answer "what would make the AACNC more useful to you? To those you serve?" reported that there should be more public awareness campaigns and outreach to providers, not fully aware of what it includes, knowledge and advertising of its availability | Per a case study, Tarrant Cares established governance committees that are responsible for various units such as family support, mental health, veteran services, etc that reviews all materials offered and vets participating organizations. Governance committees may be beneficial as they will ensure that more providers are included and represented for that focus area. |
| Provider Satisfaction | There were mixed reviews on a satisfaction scale/continuum (very satisfied: 6, somewhat satisfied: 5, neither satisfied or dissatisfied: 3, somewhat dissatisfied: 2, very dissatisfied: 1, not applicable: 7). Those that selected 'not applicable' could be attributed to those that may not have a profile on the NOC site. | The AACO Mental Health Agency and one partnering organization host Lunch and Learns once or twice a month to provide information on the NOC. Each month can cover various themes such as "creating a profile", "adding your organization", Q&A sessions, and will allow providers to discuss their strategies/best practices in utilizing the NOC. |
| Provider Profile | The majority of respondents reported that their specialty, conditions treated, and accepted insurance plans and sliding scale fees are included in their provider profile. | 1. An equitable provider profile checklist is created to ensure/mandate that certain characteristics are included in profile |

## Tagline for the Network of Care

1. Healthy Minds for All
2. Mental Matters
3. Better Health, Better Life

Other tagline suggestions?

## Network of Care Relaunch Plan

- What can we accomplish in the next 30 days?
    - Language Access
    - Provider Profile
    - Public Awareness/Marketing
    - What else can we focus on over the next month?

# Sample: Network of Care Promotional Resources



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*Did you know that Anne Arundel County has a website dedicated to mental health resources?*

**Where can you find this mental health resource?**
www.annearundel.md.networkofcare.org/mh/index.aspx
Scan the QR code below to direct you to the website

**What resources are available on the website?**
- Search to find a provider
- Insurance resources
- Interactive symptom checker
- Search for a mental health professional and more!

**Who can I call if I am in need of help?**
- **County Crisis Warmline:** 410-768-5522, 24 hours a day, 7 days a week
- **211 Maryland:** Dial 211 and press 1 for free & confidential mental health check-ins with a person who cares
- **National Suicide Prevention Line:** 800-273-8255

**Checking In : How are you?**
Did you know that Anne Arundel County has a website for mental health resources?

Scan the QR Code to visit the Anne Arundel County Network of Care!

# New Healthy Anne Arundel Website



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Home   About   Focus Areas   Events   Meeting Resources   Newsletter   Contact

**Healthy County, Healthy People**
For Anne Arundel County Residents.

English

**Thank you!**

- **Confirming Action Items**
- **Asks, Offers, Updates**

healthyannearundel@aacounty.org
https://www.healthyannearundel.org/

https://www.facebook.com/HealthyAAC

**Next Workgroup Meeting: July 13, 2022**

# Mental Health Work Group Meeting

## May 11, 2022 | 9:00 – 10:00 am
**Join Zoom Meeting**
https://aacounty.zoom.us/j/89423039315?pwd=WUlTeC9iV3o2WDBpRjBjN1E4V01DQT09

**Meeting ID:** 894 2303 9315
**Passcode:** 4vmTAD&v

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- Upcoming meetings/dates
  - Spring Community Meeting- 5/18- Register [here](here).