

**Priority Area:** Education Support- “Frederick County residents need access to understandable health information and supportive resources in order to take health promoting actions.”

**Goal 1:** Every member of Frederick County can access understandable health information/supportive resources and takes health actions which support Healthy People 2020 goals.

| Objectives  | Key Actions  | Who                             | By When       |
|---|--|---------------------------------|---------------|
| <p>Objective 1:<br/>By June 2015, 12 <u>new</u> worksites in Frederick County have become a Healthiest Maryland Business (HMB).</p> <p><i>Baseline: From July 2010 to February 2014, 6 worksites in <u>Frederick County</u> joined HMB.</i></p> <p><i>[Baseline Note: Canam Steel, City of Frederick, Frederick County Citizens Services Division, FMH, SKC, Plamondon Co.]</i></p> | 1. HMB Regional Coordinator contacts worksites within the Capital Region, educates about the benefits of worksite wellness/HMB, and advises on evidenced-based practices.  | FCHD (HMB Regional Coordinator) | Ongoing       |
|   | 2. HMB Regional Coordinator provides technical assistance to worksites in the completion of the CDC Scorecard, development of a health improvement/evaluation plan, and advises on resources to support plan implementation. | FCHD (HMB Regional Coordinator) | Ongoing       |
|   | 3. HMB Coordinator encourages worksites to join HMB by making a commitment to supporting the health of their employees through worksite wellness efforts.  | FCHD (HMB Regional Coordinator) | Ongoing       |
| <p>Objective 2:<br/>By June 2015, answered calls for 211 in Frederick County increases by 7%.</p> <p><i>Baseline: For FY14, answered calls for 211 are 3,236.</i></p>   | 1. Reach out to 211 Coordinator to discuss current marketing efforts of this service.  | Angie Blair                     | March 2014    |
|   | 2. Identify any barriers to residents accessing/understanding 211 services.  | 211                             | May 2014      |
|   | 3. Identify new community entities that can assist in promoting and educating the community about 211, with particular emphasis on disparate populations.  | Subgroup                        | August 2014   |
|   | 4. Ask these entities to make a commitment to promoting 211 and offer effective marketing strategies that include reaching undeserved groups.  | Subgroup                        | December 2014 |

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|--|--|-----------------|--------------|
| <p>Objective 3:</p> <p>By July 2015, at least <u>40</u> individuals register for Passport to Family Wellness community walking program, though Frederick County Parks &amp; Recreation and <u>20%</u> of those registrants will be racial/ethnic minorities.</p> <p><i>Baseline: No community walking program is currently in place.</i></p> | 1. Explore “Carroll Walks” and Extension Office Walking Program.   | Elizabeth Wolfe | January 2015 |
|  | 2. Contact Frederick County Parks & Rec to ask if a community walking program currently exists / interest in developing a program. | Elizabeth Wolfe | January 2015 |
|  | 3. If interest, invite Parks & Rec to join subgroup. Identify other potential partners to assist with this objective.              | Elizabeth Wolfe | January 2015 |
| <p>Objective 4:</p> <p>By December 2015, at least <u>25</u> individuals return their passport to the Frederick County Parks &amp; Recreation Office, and <u>20%</u> of these individuals will be racial/ethnic minorities.</p> <p><i>Baseline: No community walking program is currently in place.</i></p>                                   |  |                 |              |