

## **2014 LHIP: Health Education Work Group**

### **Final Report 2016**

Our highlights from FY16 are below:

- Passport to Health: 7 new walking trails were added this FY; 1 trail from last year was removed. As a result, the number of trails featured in the Passport to Health has increased from 11 trails last year to 17 trails this year.
- Healthiest Maryland Businesses: 17 employers from Frederick County were recipients of the new Wellness at Work Award.
- Promotion of 2-1-1 Maryland:
  - A grant was received which enabled the FCMHA to purchase more 2-1-1 tear off marketing sheets. These were distributed to ~ 30 human service agencies and other local businesses by the sub-group members.
  - A Random Acts of Kindness “2-1-1 Day” social media campaign was held on 2.11.16.
    - 1,000 people engaged with the event on Facebook (posted, shared, liked, etc.)
    - People participated from multiple states including Texas, Florida, Virginia, West Virginia, PA, and Missouri.
    - A post was made with information about 2-1-1 MD and a 30 second PSA video about the service. The video had 37 likes, 56 shares, and 745 organic views (viewers watched for 5+ seconds and the views weren't paid for).
    - An increase in calls was not reported as a result of the campaign. However, raising awareness about the service is still valuable, even if those who learned of it did not have an immediate need to use it.