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On behalf of the Montgomery County Department of Health and Human Services’ (MCDHHS) Asian American Health Initiative (AAHI), we are proud to release the Fiscal Year 2023 (FY2023) Annual Report to highlight AAHI’s advancements towards achieving health equity for Asian Americans in Montgomery County.

In FY2023, AAHI saw an era of unprecedented innovation and growth. We launched new programs and executed existing programs in new ways. AAHI established a new benchmark of building the capacity and improving the quality of programs at community and faith organizations by establishing two new initiatives—the Asian American Center of Excellence (AACE) and the Healthy Communities Fund (HCF). Collectively, AAHI provided over $900,000 in funding through two competitive grant opportunities.

Working with our partners, we also developed a platform for community members to share their mental health journey and compiled what we learned into the County’s first Minority Voices—Our Mental Health Journey report. Additionally, we continued to disseminate important health and social service updates to communities through our existing programs like Public Resources Education Program (PREP) and our community outreach program. This year, we continued our collaboration with the Office of Community Partnerships and hosted our second annual Asian American and Pacific Islander (AAPI) Heritage Month Celebration.

AAHI also recommitted to professional development and provided opportunities for professionals, both within and outside of public health, to learn about AAPI health issues. We revived two past programs, our Internship Program, and our Health Promoters Program. Additionally, we offered cultural responsiveness trainings for professionals both in and out of the County.

In FY2024, we plan to continue to build on the advances we made in FY2023 and use creativity, innovation, and technology to meet the diverse and unique needs of our community. Looking back at FY2023, we are extremely grateful to the Steering Committee members, MCDHHS leadership, Minority Health Initiative Programs, community partners, and staff who supported AAHI’s work. The celebrations and challenges faced in FY2023 captured now, more than ever, that it truly takes all of us to build a healthy community.
The mission of the Asian American Health Initiative (AAHI), part of the Montgomery County Department of Health and Human Services, is **to improve the health and wellness of Asian American communities in Montgomery County by applying equity, community engagement, and data-driven approaches.** In line with this mission, there are four core priority areas that drive AAHI’s work: Community Engagement, Community Empowerment, Capacity Building and Change Catalyst.

**COMMUNITY ENGAGEMENT**
Conduct outreach to engage

**COMMUNITY EMPOWERMENT**
Provide technical assistance to empower

**CAPACITY BUILDING**
Create models and tools to demonstrate promising practices

**CHANGE CATALYST**
Influence changes to improve systems
ACCOMPLISHMENTS AT A GLANCE

- Number of people served: 68,751
- Number of outreach events: 155
- Number of small business outreach: 24
- Number of interpretations: 2,558
- Number of grant awards: 20
- Dollars spent in capacity building activities and programs: $1,138,421
- Behavior Change: 16,464
- Increased Knowledge: 28,736
- Increased Confidence: 2,883
- Number of people impacted by AAHI programs: 14,217
- Enhanced Access: 14,217
Asian American Center of Excellence

As a part of AAHI’s evolving efforts in capacity building, AAHI launched the Asian American Center of Excellence (AACE) in January 2023. The goal of AACE is to support Asian American-serving community organizations in developing and increasing their ability to successfully provide health, wellness, and social support programs and services by providing technical assistance and capacity building activities. AACE serves as a premiere resource to Asian American community organizations to improve skills related to organizational sustainability, such as data collection and analysis, evaluation, program planning, and partnership-building among others. Under AACE, AAHI provided micro-grants for capacity building, a health equity data roundtable, and a technical assistance workshop in FY23.

AACE services were implemented with support from the Primary Care Coalition and was partially funded by a grant from the Maryland Department of Health.

AACE Micro-Grants

Through AACE, AAHI provided Micro-Grants for Capacity Building to Asian American serving community organizations. Many of the community organizations, faith institutions, and nonprofits that serve Asian Americans are resource constrained and, with increasing community needs and demands, often focus whatever resources they have on service provision instead of organizational needs. However, to be able to meet the needs of the community and efficiently provide services, it is critical for organizations to invest in their own growth. The micro-grants program seeks to address this issue by providing organizations with funding to support their operations and organizational needs. Through a competitive application process, up to $15,000 in grant funding was available for organizations to use towards the purchase of equipment, professional development, or hiring of consultants.

A total of 17 organizations submitted proposals and requested over $190,000 in funding. Ultimately 10 organizations received $71,000 in funding.
Funding Categories
Eligible organizations could apply for up to $5,000 per funding category, with a maximum award amount of $15,000. Funding categories included:

1. **Purchase of equipment** that will support the organization's growth, enable better data collection, and/or allow for improved operations.

2. Enrollment in **professional development** courses or activities for staff or volunteer personnel to improve or expand the delivery of health and wellness services.

3. Hire **consultant(s)** or contractor(s) for specialized services to improve the organization's ability to provide services, elevate business practices, and/or increase collaborations.

Grantees:
Ten organizations were awarded $71,000 in funding.

- American Diversity Group (awarded $12,169.75)
- Chinese American Community Health Services (awarded $13,311.84)
- Chinese American Parents Association of Montgomery County (awarded $3,796.00)
- Indonesian American Association (awarded $15,000.00)
- Islamic Center of Maryland (awarded $4,969.79)
- Korean American Senior Citizens Association of MD (awarded $6,413.90)
- Maryland Vietnamese Mutual Association (awarded $10,592.74)
- Nepal Education and Cultural Center (awarded $4,065.98)
- The Senior Connection of Montgomery County (awarded $13,070.00)
- Vietnamese Literary and Artistic Club (awarded $1,200.00)
Outcomes:
The funding was used by grantees to expand their organizational capacity in several different ways.

<table>
<thead>
<tr>
<th>FUNDING CATEGORY</th>
<th>ORGANIZATIONS</th>
<th># OF SUPPORTS</th>
<th>TYPES OF SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase of Equipment</td>
<td>7</td>
<td>24</td>
<td>Purchase of electronic equipment like laptops, tablets, printers, shredders, and security cameras; Purchase of software like QuickBooks and Office 365; Purchase of program materials like bulletin boards, table tennis stands, and laptop workstations for medical offices</td>
</tr>
<tr>
<td>Professional Development</td>
<td>7</td>
<td>13</td>
<td>Enrollment in professional development courses and certificate programs, including exam fees, such as Project Management Professional (PMP) training, Nonprofit Management Executive Certificate training, Diabetes Prevention Program Lifestyle Coach Training, and Obesity Medicine Certificate Training</td>
</tr>
<tr>
<td>Consultants</td>
<td>6</td>
<td>6</td>
<td>Hiring of consultants for services such as website development, data management, and outreach</td>
</tr>
</tbody>
</table>

Grantees reported on the capacity building impact which the funding had on their organization. Impact was assessed in three areas:

1. Advancement of knowledge and skills among staff, volunteers, and other practitioners
2. Expansion of support and infrastructure for health and wellness programs and/or social support services
3. Improvements in informational flow or organizational structure
### IMPACT COMMUNITY EVENTS

<table>
<thead>
<tr>
<th>IMPACT</th>
<th>COMMUNITY EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advance of knowledge and skills</td>
<td># of staff, volunteers, or practitioners with advanced skills or knowledge: 102</td>
</tr>
<tr>
<td></td>
<td># of advanced skills and knowledge: 59</td>
</tr>
<tr>
<td>Expansion of support and infrastructure</td>
<td># of new services provided: 23</td>
</tr>
<tr>
<td></td>
<td># of people who received a new service: 432</td>
</tr>
<tr>
<td>Improvements in information flow</td>
<td># of organizational improvements: 76</td>
</tr>
</tbody>
</table>

### AACE HEALTH EQUITY DATA ROUNDTABLE

One of the biggest challenges facing Asian American community health organizations is the lack of available, complete, and accurate data on the health and social service needs of Asian Americans. The dearth of information impacts organizations in several ways, including the inability to accurately plan and design programs and demonstrate sufficient needs to funders and decision makers. AACE seeks to build community power and investment in local data collection by creating a platform for local AAPI-serving organizations to collaborates on data collection strategies and solutions.

In FY23, AAHI held its first AACE Health Equity Data Roundtable, which was attended by 13 community leaders representing 9 AAPI-serving organizations.

### AACE DATA WORKSHOP

To strengthen technical skills related to non-profit management, business operations, data collections, and public health best practices, AACE offers workshops and bootcamps to leaders and staff of AAPI-serving organizations. The aim of these workshops is to equip organizations with practical skills they can apply to their organization’s practice. In FY23, AAHI held its first AACE technical assistance workshop on Measurement and Data 101, which was attended by 28 individuals representing 16 AAPI-serving organizations. This workshop focused on measuring and tracking success, common data challenges, and software considerations.
Healthy Communities Fund

The Asian American Health Initiative (AAHI) determined that sustained funding is needed post-COVID to facilitate community-based organizations (CBOs) and faith-based organizations (FBOs) providing linguistically and culturally appropriate services to the diverse Asian American and Pacific Islander (AAPI) communities in Montgomery County, Maryland. AAPI communities are very diverse and have unique challenges, both collectively and individually. With 15 different Asian American subgroups in Montgomery County and unique needs in each subgroup, health and wellness programming must be tailored for each subgroup with consideration to the language, culture, and health needs of the population being served. In FY23, AAHI launched the Healthy Communities Fund (HCF) to accomplish this goal.

In partnership with the Primary Care Coalition (PCC), AAHI and PCC solicited AAPI-serving organizations to develop programs in behavioral health, senior wellness, and health & social support services. To ensure equity among experienced and inexperienced organizations, AAHI and PCC offered informational sessions and technical assistance meetings.

A total of 21 organizations applied for funding and 10 organizations were awarded a combined total of $781,546.39. During the grant period, a total of 67,335 clients were served, 62 community events were held, 41 pieces of unique content were created, and 4,715 volunteer hours’ worth $100,835 were donated.

Funding Categories

The Healthy Communities Fund offered organizations the opportunity to establish programming in 3 categories:

1. **Health and Social Support Services** to provide linguistically accessible and culturally appropriate services that improve health and/or enhance access to health or social support services,

2. **Behavioral/Mental Health** to reduce stigma around seeking mental health services and encourage people to seek treatment, and

3. **Senior Wellness** to provide linguistically accessible information and social support to AAPI seniors.
**Grantees**

Of the 21 applications received, the following 10 organizations were funded after a comprehensive and competitive review and selection process:

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>AWARD AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Diversity Group (ADG)</td>
<td>$85,000.00</td>
</tr>
<tr>
<td>American Muslim Senior Society (AMSS)</td>
<td>$80,000.00</td>
</tr>
<tr>
<td>Asian American LEAD (AALEAD)</td>
<td>$85,000.00</td>
</tr>
<tr>
<td>Chinese American Community Health Services (CACHS)</td>
<td>$44,990.00</td>
</tr>
<tr>
<td>Chinese Culture and Community Service Inc. (CCACC)</td>
<td>$99,999.68</td>
</tr>
<tr>
<td>Korean Community Service Center of Greater Washington (KCSC)</td>
<td>$100,000.00</td>
</tr>
<tr>
<td>Maryland Vietnamese Mutual Association, Inc. (MVMA)</td>
<td>$83,489.02</td>
</tr>
<tr>
<td>Muslim Community Center, Inc DBA &quot;MCC Medical Clinic&quot; (MCC)</td>
<td>$29,072.19</td>
</tr>
<tr>
<td>Philippine Nurses Association of Metro DC (PNAMDC)</td>
<td>$74,000.00</td>
</tr>
<tr>
<td>Vietnamese American Services (VAS)</td>
<td>$99,995.50</td>
</tr>
</tbody>
</table>

*American Muslim Senior Society, 2023*
## Outcomes

<table>
<thead>
<tr>
<th>FUNDING CATEGORY</th>
<th>UNDUPPLICATED (UNIQUE) CLIENTS SERVED</th>
<th>DUPLICATED (REPEAT) CLIENTS SERVED</th>
<th>COMMUNITY EVENTS</th>
<th>CONTENT PRODUCED</th>
<th>VOLUNTEER HOURS</th>
<th>VOLUNTEER VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health &amp; Support Services</td>
<td>2,276</td>
<td>39,531</td>
<td>10</td>
<td>13</td>
<td>1,961</td>
<td>$45,000.42</td>
</tr>
<tr>
<td>Behavioral/ Mental Health</td>
<td>1,510</td>
<td>2,521</td>
<td>21</td>
<td>19</td>
<td>731</td>
<td>$16,485.62</td>
</tr>
<tr>
<td>Senior Wellness</td>
<td>1,299</td>
<td>25,283</td>
<td>31</td>
<td>9</td>
<td>2,023</td>
<td>$39,349</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5,085</strong></td>
<td><strong>67,335</strong></td>
<td><strong>62</strong></td>
<td><strong>41</strong></td>
<td><strong>4,715</strong></td>
<td><strong>$100,835.04</strong></td>
</tr>
</tbody>
</table>

### KEY OUTCOME

<table>
<thead>
<tr>
<th>KEY OUTCOME</th>
<th>UNDUPPLICATED CLIENTS SERVED</th>
<th>UNDUPPLICATED CLIENTS THAT MET OUTCOME</th>
<th>DUPLICATED CLIENTS SERVED</th>
<th>DUPLICATED CLIENTS THAT MET OUTCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioral Change</td>
<td>1,376</td>
<td>1,277</td>
<td>19,943</td>
<td>16,382</td>
</tr>
<tr>
<td>Increased Confidence</td>
<td>1,514</td>
<td>1,381</td>
<td>3,190</td>
<td>2,763</td>
</tr>
<tr>
<td>Increased Knowledge</td>
<td>2,389</td>
<td>1,938</td>
<td>39,136</td>
<td>28,639</td>
</tr>
<tr>
<td>Enhanced Access</td>
<td>1,993</td>
<td>1,721</td>
<td>22,925</td>
<td>14,137</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7,272</strong></td>
<td><strong>6,317</strong></td>
<td><strong>85,194</strong></td>
<td><strong>61,921</strong></td>
</tr>
</tbody>
</table>

*Note: Key Outcomes were determined for each activity within a funding category. There were multiple activities within a funding category.*

93% of unduplicated clients indicated a behavioral intent or change

91% of unduplicated clients expressed increased confidence
## Capacity Building Initiatives

<table>
<thead>
<tr>
<th>Funding Category</th>
<th>Number of Organizations</th>
<th>Types of Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health &amp; Social Support Services</td>
<td>7</td>
<td>Health screenings, chronic care management, hot meals for refugees and seniors, application assistance for social assistance programs, social service seminars, grocery delivery and assistance, phone hotline for social services, lunches and food vouchers, career preparation workshops, primary care services, health festival, and English classes</td>
</tr>
<tr>
<td>Behavioral/Mental Health</td>
<td>8</td>
<td>Mental health screenings, psychotherapy, Youth and Adult Mental Health First Aid training, mental health seminars and workshops, group counseling, phone hotline service, case management services, and interpretation services</td>
</tr>
<tr>
<td>Senior Wellness</td>
<td>6</td>
<td>PEARLS counseling services, health benefits enrollment, hot lunches and food vouchers, exercise classes, educational workshops, assistance with benefits enrollment, case management services, translation and interpretation services, primary care services, medication assistance, and senior clubs</td>
</tr>
</tbody>
</table>

### Closing Statement

The Healthy Communities Fund demonstrated that services tailored by AAPI organizations to serve AAPI residents have greater usage and achieve higher behavioral change, access, knowledge, and confidence. It also showed that the agility of AAPI organizations allows them to pivot addressing emerging needs and raising awareness.

- **81%** of unduplicated clients expressed increased knowledge
- **86%** of unduplicated clients had enhanced access
Youth Mental Health First Aid

In FY2023, AAHI’s Behavioral Health Program Coordinator was certified as a Youth Mental Health First Aid (YMHFA) instructor, enabling AAHI to provide YMHFA training directly to the community! While AAHI has been providing Mental Health First Aid trainings to the county for many years, this is the first year our own staff has served as an instructor.

This year, AAHI partnered with the Muslim Community Center (MCC) Medical Clinic to virtually offer the nationally certified YMHFA training to community members at no cost. Through this training, a total of 11 individuals were certified in YMHFA.

The YMHFA training is designed to teach parents, family members, caregivers, teachers, school staff, peers, neighbors, health and human services workers, and other caring citizens on how to help an adolescent (age 12-18) who is experiencing a mental health or addictions challenge or is in crisis. YMHFA is primarily designed for adults who regularly interact with young people. The course introduces common mental health challenges for youth, reviews typical adolescent development, and teaches a 5-step action plan for how to help young people in both crisis and non-crisis situations. Topics covered include anxiety, depression, substance use, disorders in which psychosis may occur, disruptive behavior disorders (including ADHD), and eating disorders.

Minority Voices Project

AAHI in partnership with our sister programs, the County’s Latino Health Initiative (LHI) and African American Health Program (AAHP), released a report on the mental health needs of minority residents. “Minority Voices 2022: Our Mental Health Journey” is the result of a year-long partnership between the three Minority Health Initiatives Programs.

The report is a compilation of more than two dozen personal stories shared by residents of Montgomery County’s minority community, highlighting common and unique mental health challenges experienced across minority groups. The report emphasizes the prevalence of stigma and stereotypes that still exist in these communities and provides
insights into the emerging themes of the mental health needs of the County’s minority residents.

Through the sharing of personal experiences, the report aims to raise awareness, reduce negative stereotypes and stigma surrounding mental health, and initiate an open dialogue that encourages individuals to speak up and seek help. It also identifies barriers to seeking mental health support and the factors that positively impact mental well-being.

In addition to providing insights into the mental health needs of the community, the report includes a “Call to Action” that highlights the need for a whole-of-society effort to address longstanding disparities, strengthen systems of care to welcome ethnically diverse communities, and ensure linguistic and culturally responsive services and resources. The report lists some considerations for addressing these issues, emphasizing the importance of collaboration between government, healthcare providers, community organizations, and individuals.
Mental and Behavioral Health Programs

July Minority Mental Health Month: “More Than Just Stress” Community Toolkit Workshops

To address the increase in suicide rates and suicide attempts among Asian American youth in Montgomery County, AAHI took proactive steps by developing a comprehensive community toolkit centered around Adolescent Mental Health which provided an overview of adolescent mental health, areas of development, unique pressure of Asian American youth, strategies, and support for parents and more.

This toolkit - More Than Just Stress - was thoughtfully crafted and made available in multiple languages, including English, Chinese, Korean, Hindi, and Vietnamese.

In observance of Minority Mental Health Month in July 2022, numerous local community organizations enthusiastically embraced these toolkits. They organized and conducted virtual workshops, focusing on the specific mental health requirements of Asian American adolescents within our community.

The organizations include:
- Asian American Inter Community Service (AICS) on July 30th for a South Asian audience.
- Chinese American Community Health Services (CACHS) on July 27th for a Chinese audience.
- Korean Community Service Center (KCSC) on July 21st for a Korean audience.
- Vietnamese Literary and Artistic Club (VLAC) on July 31st for a Vietnamese audience.

September Suicide Prevention Month: 988 Promotional Workshops

In September, AAHI collaborated with SAMHSA and APAOC to organize educational workshops on the 988 Suicide and Crisis lifeline. Prior to conducting these workshops, AAHI created a standard community flyer for each organization to adapt for their targeted community. These workshops reached over 156 participants in multiple Asian languages. Four 988 informational sessions were held with 4 different community organizations in Chinese, Korean, and English.
In addition to the workshops, AAHI conducted a social media campaign and developed visually appealing 988 infographics to share on our social media platforms. Posts were shared throughout the month highlighting available resources and facts.

May Mental Health Awareness Month: Youth Art Therapy Workshops

In many Asian cultures, mental illness is often stigmatized, creating barriers for individuals to seek help or openly discuss their mental health concerns. To foster an open dialogue and promote self-care among Asian American youth, and in honor of Mental Health Awareness Month, AAHI partnered with VisArts and various
community organizations to bring Art therapy workshops to the youth. These workshops provided a safe and supportive environment for creative self-expression, relaxation, self-awareness, and empowerment. The workshops aimed to equip the youth with valuable insights into mental health, encouraging them to share their newfound knowledge with at least one person in their lives. Through engaging in art activities, the participants learned healthy coping skills to cultivate calmness, reduce stress, and alleviate anxiety. AAHI collaborated with the following community organizations for the art workshop, focusing on the mental health needs of Asian American youth:

- American Diversity Group (ADG) targeting South Asian middle schoolers
- Chinese American Parents Association of Montgomery County (CAPA-MC) targeting Chinese high schoolers
- Nepali Pathshala MD – Nepal Education and Cultural Center (NECC) targeting Nepali middle schoolers
- Philippine Nurses Association of Metropolitan DC (PNAM-DC) and St. Rose of Lima Catholic Church targeting Filipino middle schoolers

A total of 67 middle and high school adolescent between the ages of 12 years old to 17 years old participated in these workshops.
October Active Aging Week: Social Media Campaign

In honor of Active Aging Week, which occurred from October 3, 2022 to October 9, 2022, AAHI held a social media campaign to encourage AAPI seniors to stay fit and active as they age. During this week, AAHI posted helpful hints and tips on exercise, fall prevention, mental health, healthy eating, and more to encourage safe active aging. AAHI posted 7 tips and tricks, reaching 991 people.

November: National Caregiver’s Month

AAHI CAREGIVER’S CAMPAIGN

In November, in recognition of National Caregiver’s Month, AAHI developed a campaign to address caregiver stress and burden within the Asian American and Pacific Islander community. Caregiver stress is a frequent and common phenomenon in the AAPI community, as many AAPI adult children often take on the responsibility of serving as a caregiver for their older parents. Approximately 42% of AAPIs provide care to an older adult, with 17% of AAPIs living in multigenerational households. AAPI family caregivers face unique challenges in caring for loved ones. Cultural issues, such as family shame, create barriers for AAPIs and their caregivers in accessing formal long-term services and supports.
The goals of the National Caregiver’s Month were to raise awareness and educate on topics of caregiver stress and burnout, to destigmatize and normalize the conversation surrounding the negative feelings derived from caregiver stress and burden, to provide caregivers with self-care methods and tips, and to educate caregivers on resources related to caring for an older adult.

As a part of our campaign, AAHI partnered with the Jain Society of Metropolitan Washington and CaringMatters to conduct presentations on “Caregivers Stress in Asian American Communities,” reaching 54 community members.

WHITE HOUSE NATIONAL CAREGIVER’S MONTH ROUNDTABLE

In November, AAHI was invited to attend a roundtable at the White House on Caregivers, alongside 16 organizations including AARP, Meta, Ford Foundation, and MSNBC. The goal for the roundtable was to hear directly from Asian American and Native Hawaiian and Pacific Islander family caregivers and direct care workers, minority-serving organizations, and subject matter experts, to inform the current work of the federal agencies and better coordinate interagency efforts.

The event was hosted by the White House Initiative on Asian Americans, Native Hawaiians, and Pacific Islander (WHIAANHPI) and was facilitated by the Director of the Women’s Bureau of the US Department of Labor. It is estimated that nearly a quarter of AANHPI live in multigeneration family households and over half of AANHPIs provide care for a parent. AAHI was honored to be invited to this event and contribute to discussion which shape our nation’s policy.
According to the Montgomery County Department of Transportation, in Montgomery County, nearly half of all drivers and 4 in 10 pedestrians involved in severe or fatal crashes were distracted. Many pedestrians are hit by cars each year, with a high percentage of them being seniors. For AAPI seniors, due to language barriers, cultural differences, and varying levels of immigration backgrounds, it becomes extremely important to promote pedestrian safety for AAPI communities.

To prevent pedestrian crashes and death, and to promote pedestrian safety, AAHI implemented a Pedestrian Safety Campaign which included various educational components. Working with the County’s Aging & Disability Services, MCDHHS and the Department of Transportation, AAHI developed multilingual educational posters that were shared with community organizations, for them to place in their facilities. Additionally, the content on the poster was developed into a large magnet for seniors to place on their refrigerators. The magnets and posters are available in five languages, English, Chinese, Hindi, Korean, and Vietnamese. Community organizations were able to order posters and magnets from AAHI, which were then shipped to them. A total of 30 posters and 670 magnets were requested by community-based organizations, faith-based organizations, and senior community members. In addition, AAHI partnered with the County’s Department of Transportation to conduct pedestrian safety workshops at the Vietnamese American Services (VAS) and at Margaret Schweinhaut Senior Center, reaching a total of 70 people.
Community Outreach

AAHI is proud of the presence and reputation we have built in the AAPI community. For years, AAHI has conducted grassroots community outreach efforts, meeting the community where they live, work, worship, and play. AAHI’s outreach efforts are aimed at educating individuals about County resources, raising awareness about different health disparities, and linking community members to local services. AAHI community outreach efforts mainly include setting up resource tables at community events, implementing health education workshops, and conducting small business outreach.

To invite AAHI to a community outreach event at your community, complete the AAHI Outreach Event Request Form, found here: AAHlinfo.org/forms

Patient Navigator Program

Through a contract with Cross Cultural InfoTech, the county implements the Asian languages Patient Navigator Program (PNP), which operates a multilingual health information, referral, and navigation telephone line and provides medical interpretation for community members with limited English proficiency. The team of highly skilled Patient Navigators support the most vulnerable community members in accessing critical health and wellness services in a timely, culturally responsive manner.
Connecting Communities to Services

Asian Americans make up a significant size of the small businesses in Montgomery County. Small business owners and employees often have even more unique challenges in accessing health care and receiving accurate health information. In response to this, AAHI’s small business outreach program, Connecting Communities to Services, brings health information and resources directly to small business owners. This year, AAHI reached over 100 small businesses in Montgomery County, connecting with over 190 individuals. As retail and food establishments are at higher risk when it comes to COVID-19, during these outreach sessions, AAHI distributed over 1,335 COVID-19 rapid test kits to these small businesses.

Service Referrals

During FY23, AAHI conducted service referrals to 36 individuals in need. AAHI successfully connected these individuals to a total of 51 referral sites such as food access resources, Supplemental Nutrition Assistance Program (SNAP), rental and utility assistance, the county’s Dental Program, the Aging and Disability Resource Unit (ADRU), Medicare, Medicaid, mental health services, and other health related resources.

Holiday Giving Project

Montgomery County is dedicated to offering support and assistance to low-income households during the holiday season, including Thanksgiving and December Holidays. AAHI is proud to support the county’s Holiday Giving Project. As part of this effort, AAHI served as a referral site for community members seeking assistance. During FY23, AAHI conducted 83 referrals, connecting individuals and families in need to the appropriate resources. As a result, a total of 161 families were able to access the support throughout the Holiday Giving Project.
**PREP**

AAHI’s Public Resources Education Program, also known as PREP, is an informative and educational workshop intended to equip community leaders with intimate knowledge on the application process and eligibility of highly sought after County programs. This training aims to expand and increase community capacity to navigate the local healthcare system. During FY23, AAHI conducted a total of 9 PREP workshops. Three workshops were hosted virtually for the Montgomery County community and covered topics such as SNAP (Supplemental Nutrition Assistance Programs), senior related resources and general Montgomery County resources. To deliver the remaining trainings, AAHI partnered with four community organizations, including CaringMatters, the Chinese American Community Health Services (CACHS), the Korean Community Services Center of Greater Washington (KCSC), and St. Andrew Kim Catholic Church. Across the 9 workshops, a total of 182 community members were educated.

**Resource Brochure**

In FY2023, AAHI’s Resource Brochure was revised and updated twice. The brochure was also redesigned in April 2023 and translated in 18 languages. The Resource Brochure was downloaded 127 times from our website and over 4,000 copies were distributed during outreach events.
AAHI Newsletter

AAHI’s quarterly newsletters in August, November, February, and May, showcase AAHI’s activities, highlight community partners, announce future events and more! In addition to the quarterly newsletters, AAHI also shares information about emerging and time-sensitive resources and opportunities. AAHI sent 6,564 newsletters with 2,380 opens – a 36% open rate which is higher than the industry average. **SUBSCRIBE TODAY!**

AAHI on Social Media

Social media’s ability to reach large groups of people makes it a powerful health communication tool. AAHI has built a robust social media presence and online community where it shares local resources, upcoming health events, and AAHI’s own quarterly e-newsletter. AAHI implemented social media campaigns in FY2023 to commemorate Minority Mental Health Month in July, Suicide Prevention Month in September, Active Aging Week in October, Minority Health Month in April, Mental Health Month in May, and Asian Pacific Islander Heritage Month, which is also in May. Check out our social media pages:

- Facebook: @AsianAmericanHealthInitiative
- X (formerly Twitter): @AAHI_Info
- YouTube: https://www.youtube.com/c/AsianAmericanHealthInitiative

In FY23, we had a total of 6,270 YouTube views, 28,106 Facebook views, and 76,050 X (formerly Twitter) views.

April Minority Health Month

In the month of April, AAHI conducted a Minority Health Month awareness campaign exclusively on social media. A total of 17 educational posts were posted throughout the month highlighting different AAHI resources and facts, reaching 986 people. Such posts included Montgomery County Resources, cancer facts, diabetes, mental health resources, and more. We posted materials about skin cancer, lung cancer, and colorectal cancer, which included short, educational videos and accompanying fact sheet. Each fact sheet includes helpful tips and health reminders.
This year, in honor of AAPI Heritage Month in May, AAHI cosponsored its second annual AAPI Heritage Month Celebration, open to all Montgomery County residents. This event was jointly hosted by AAHI and the Office of Community Partnerships (OCP) Asian Liaison. This year, AAHI and OCP also convened a Planning Committee consisting of community stakeholders to help organize and guide the event. We collaborated with community organizations to get valuable input and community feedback.

The community organizations who participated in the Planning Committee included:

- Asian Pacific American Officers Committee (APAOCC) of the U.S. Public Health Service (USPHS)
- Chinese Alumni Associations of Greater Washington (CAAGW)
- Chinese American Community Health Services (CACHS)
- Chinese Culture and Community-Services Center, Inc. (CCACC)
- Idara-e-Jaferia Inc.
- Maryland Vietnamese Mutual Association (MVMA)
- Coordination Council of Chinese-American Association (CCCAA)
- Philippine Nurses Association of Metropolitan DC, Inc. (PNAMDC)
- Vietnamese American Services (VAS)

The event took place on Sunday, May 21st, 2023, at Seneca Valley High School from 11:00 am - 4:00 pm. The successful event was attended by over 600 community members and featured remarks and appearances from County Executive Marc Elrich, County Councilmembers Kristin Mink, Laurie-Anne Sayles, and Marilyn Balcombe, Maryland State Delegate Sarah Wolek, and Sheriff Maxwell Yu. There were several
different activities to educate attendees about AAPI culture and heritage and promote health and wellness, including:

- 13 cultural performances showcasing the diversity of the Asian community
- A resource fair with over 30 organizations in attendance
- A mini-health fair with COVID-19 vaccinations, blood pressure screening, and naloxone training
- Food trucks
- Free henna and face painting
- A kids activity corner

In addition to the AAPI Heritage Month Celebration, AAHI also leveraged our social media to commemorate this month with posts about AAPI health, wellness, and history. A total of 50 posts were shared, reaching 4,431 people.
Internship Program

During this fiscal year, AAHI successfully revived our internship program. This involved the development of a comprehensive internship program process that included conducting thorough interviews with prospective candidates. This equitable approach ensured applicants got the opportunity to talk about their expertise beyond just a written application. Furthermore, we dedicated efforts to design and execute an engaging internship orientation. To ensure a meaningful internship experience, we implemented an evaluation feedback system to gather interns’ valuable insights.

Our internship program yielded notable projects, contributing to AAHI’s mission. Some of the remarkable internship projects included:

- **Culturally Responsive Resource Development Booklet**: A valuable resource designed to promote cultural responsiveness within the community, offering information on diverse topics.

- **AAPI Heritage Month Kids Corner Activity Development and Implementation**: An interactive and educational activity specifically designed to engage children during AAHI’s AAPI Heritage Month Celebration, fostering a sense of cultural pride and understanding.

- **Social Media Campaign for Minority Mental Health Month**: A strategic social media campaign was developed for Minority Mental Health Month to raise awareness and promote mental health support within the community.

- **Program Recommendations**: A focused initiative addressing Intellectual and Developmental Disabilities, offering recommendations to enhance our program’s inclusivity and support for individuals/families facing these challenges.

- **Website Design Feedback**: Interns provided valuable feedback and recommendations to improve the design and user experience of AAHI’s website, ensuring it effectively serves our audience (especially the younger generation).
During FY23, AAHI relaunched our volunteer program, the Health Promoters Program. This program comprises a group of bilingual and bicultural community health advocates, known as Health Promoters, who serve on the frontline at community outreach events. This year AAHI successfully recruited and trained 8 Health Promoters. After completing the AAHI orientation and mandatory trainings such as the Health Insurance Portability and Accountability Act (HIPAA) training and health disparities trainings, Health Promoters are now fully prepared to actively participate in AAHI’s outreach events and programs.

Cultural Responsiveness Trainings

One of AAHI’s core priority areas is Change Catalyst, which refers to our work to improve healthcare systems to better respond to the needs of Asian Americans. In line with this, AAHI conducts cultural responsiveness trainings for other public health agencies and healthcare providers to improve their ability to serve Asian Americans. In FY23, AAHI conducted three cultural responsiveness trainings for senior care and program providers. The first two trainings were conducted with the Montgomery County Villages program and the Executive Board of CaringMatters. The third training was offered as a part of the County’s Center for Continuous Learning (CCL) and was accredited to offer continuing education units (CEU). Through the trainings, a total of 49 people were trained.

AAHI 101 Presentations

AAHI regularly conducts introductory presentations to community groups. Dubbed as “AAHI 101,” these presentations aim to inform community partners on AAHI’s programs, services, and partnership opportunities, as well as educate partners on the health and social needs of AAPIs. The AAHI 101 presentations include the latest demographic information about the AAPI community and relevant statistics around disease prevalence. In FY23, AAHI conducted 29 AAHI 101 presentations with 74 participants attending.
AAHI participates in numerous workgroups whose work aligns with our mission and core priority areas. By participating in workgroups, AAHI supports service delivery and program planning across the department, ultimately ensuring that the Asian American perspective and voice are captured. In FY23, AAHI participated in 17 workgroups and attended 75 workgroup sessions.

1. Age Friendly Health and Wellness Committee
2. American Muslim Senior Society Stakeholder Advisory Committee
3. Commission On Aging
4. End of Life Coalition
5. Equity Workgroup
6. Home and Community-Based Services (HCBS) Workforce Task Force Career Path Subgroup
7. Healthy Montgomery Steering Committee
8. Home and Community-Based Services Workforce Taskforce
9. Medstar Montgomery Medical Center Community Health Needs Assessment Task Force
10. Mental Health Advisory Committee (MHAC)
11. Mental Health Advisory Committee (MHAC) Project on Prevention
12. Montgomery County Palliative Care and End of Life Coalition
13. RideOn Reimagined Stakeholder Meeting
14. Vaccine Coordination Partnership Team
1. AAHI was pleased to learn that starting in FY23, the Montgomery County Executive and County Council approved a 100% increase to AAHI’s base budget. This increase in funding exclusively went towards our contracts that support our community grant funding opportunities – Healthy Communities Fund and AACE Micro-Grants.

2. In addition to our base budget, AAHI was awarded a $75,362 by the Maryland Department of Health as part of the Local Health Department Health Disparities Funding Opportunity. This is a multi-year grant that ends on FY2024. In FY23, 25% of the grant funding was used.

<table>
<thead>
<tr>
<th>TOTAL BASE BUDGET</th>
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<tbody>
<tr>
<td><strong>Administrative:</strong></td>
<td>37%</td>
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<tr>
<td>(Includes program staff, office equipment, supplies, printing, and mileage)</td>
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<tr>
<td><strong>Contracts:</strong></td>
<td>63%</td>
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<tr>
<td>(Includes special projects and contracted services)</td>
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**Financials**
The AAHI Steering Committee advocates for, advises, and assists AAHI in attaining health equity for Asian Americans in Montgomery County. In FY2023, the Steering Committee was comprised of 15 professionally and ethnically diverse individuals. Using their professional expertise and community knowledge, they played a critical role in leading AAHI. Through their passion and dedication, they made the following contributions in FY2023:

- Volunteered over 280 hours in support of AAHI’s efforts
- Advocated in meetings with key leaders and policymakers in Montgomery County
- Advised AAHI programmatic efforts throughout the year
- Served as liaisons to external community workgroups including the County Executive’s Asian American Advisory Committee, Healthy Montgomery Steering Committee, Commission on Aging, Montgomery Cares Program Advisory Board, Suicide Prevention Coalition and Veterans Commission
- Advocated for a $775,000 increase to the AAHI FY2024 base budget that will be used to increase grant funding for community organizations, which will be distributed through AAHI’s Healthy Communities Fund and Asian American Center of Excellence (AACE) Micro-Grants for Capacity Building.
FY2023 Steering Committee Members

Nguyen Nguyen, PhD, Chair
Viet Nam Medical Assistance Program (VNMAP)

Hina Mehta, PhD, Vice Chair
American Diversity Group

Thao Bui,
Maryland Vietnamese Mutual Association (MVMA)

Ji-Young Cho, PhD,
Korean Community Service Center of Greater Washington (KCSC)

Nerita Estampador, MD,
Montgomery County Resident

Wilbur Friedman, LLB,
Organization of Chinese Americans, Greater Washington, D.C. Chapter

Pallavi Gowda, MD,
National Council of Asian Indian Associations

Yuchi Huang, PhD,
Chinese Culture and Community Service Center (CCACC)

Meng K. Lee,
Montgomery County Resident

Michael Lin, PhD,
Asian American Political Alliance

Cynthia Macri, MD,
Montgomery County Resident

Tho Tran,
Montgomery County Resident

Judy Wang, PhD,
Montgomery County Resident

Anis Ahmed,
Montgomery County
Office of Human Rights

Shruti Bhatnagar,
Montgomery County Resident
Get Involved

Steering Committee
The AAHI Steering Committee is comprised of professionally and ethnically diverse stakeholders from the local community who advocate for, advise, and assist AAHI with its efforts to attain health equity in Montgomery County. Through their wealth of professional expertise and community knowledge, they support AAHI’s growth towards fulfilling its mission and goals. If you would like to join the AAHI Steering Committee, please visit AAHinfo.org.

Community Partners
AAHI has long-standing partnerships with many community-and faith-based organizations. Working with these organizations, AAHI plans health events and participates in cultural festivities. If you are interested in partnering with AAHI or would like AAHI to visit your community, please contact AAHI at AAHI@montgomerycountymd.gov.

Internships
AAHI seeks interns during the summer, fall, and spring semesters, who are interested in gaining hands-on experience in public and community health. Intern projects are dynamic and multifaceted, providing exposure to public health research, educational material development, and outreach program implementation. If you are a school coordinator, current student or recent graduate interested in a meaningful internship at AAHI, visit AAHinfo.org.

Speaker’s Bureau
The goal of the AAHI Speakers Bureau volunteer program is to have a pool of multilingual guest speakers with expertise in a wide range of health and wellness-related areas available to speak to the Asian American community in Montgomery County, MD. If you are a health, wellness, or medical professional, we invite you to please join our Speakers Bureau by completing the interest form here.
The Asian American Health Initiative (AAHI) would like to express its sincerest thanks to the County Executive, Montgomery County Council, Montgomery County Department of Health and Human Services, AAHI Steering Committee, community partners, AAHI Health Promoters, volunteers, and staff for their support during Fiscal Year 2023.

### AAHI Staff

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Sanjana Quasem, MPH</td>
<td>Program Manager II</td>
</tr>
<tr>
<td>Muhammad Hasan, MBBS, MBA</td>
<td>Program Manager I</td>
</tr>
<tr>
<td>Samila Aryal Bhattarai, MPH</td>
<td>Data and Capacity Building Specialist</td>
</tr>
<tr>
<td>Elsa Lau</td>
<td>Office Services Coordinator</td>
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<tr>
<td>Samikshya Sapkota, MPH</td>
<td>Behavioral Health Program Coordinator</td>
</tr>
<tr>
<td>Minshiun (Phoebe) Shih, LCSW-C</td>
<td>Senior Wellness Coordinator</td>
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<tr>
<td>Tammy Wan</td>
<td>Health Education &amp; Communications Coordinator</td>
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<tr>
<td>Sophia Yoon, LMSW</td>
<td>Resources Coordinator</td>
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### Community Health Workers (CHW)

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<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Sheaneela Kabir</td>
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<tr>
<td>Tiffany Kim</td>
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### Special Thanks

Betty Lam, Chief
Office of Community Affairs, Montgomery County Department of Health and Human Services