**Health Promotion Workgroup Initiatives**

**Survey Ranking Results – July 12, 2012**

|  | **Initiative** | **Ranking** |
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| 1 | Reduce obesity rates: Utilizing social media to implement social marketing campaign to increase awareness of the importance of health eating and physical activity. Conduct a health communication campaign in the RHP's major media market media; use alternative forms of advertising (e.g. Facebook/blogs/internet/on-demand text-message services.  | 4.50 |
| 2 | Implement evidenced-based strategies to reduce tobacco use: Implement a tobacco awareness media campaign.  | 4.38 |
| 3 | Private-public partnership between providers and local businesses to improve health of low income residents by increasing availability of products and services that improve health and health status: Expand weight management and smoking by adopting programs that promote healthy lifestyles such as HCHD Veggie Pals, YMCA Diabetes Prevention Program, University of Houston Parks and Recreation, Texas Department of State Health Services Smoking Quit Line, and HMOs and other providers.  | 4.38 |
| 4 | Enhance service availability (hours, clinic locations, transportation, mobile clinics) to appropriate levels of care. Expand immunization opportunities for the adult population: Educate on the importance of immunizations for the target population.  | 4.31 |
| 5 | Leveraging Multimedia Tools and Community Engagement for Early Tobacco Prevention and Cessation Among Underserved Youth: Project will target individuals aged 11 to 18 years; develop a comprehensive tobacco prevention and cessation initiative. Youth will be exposed to multilingual, culturally relevant anti-tobacco messages using electronic, digital and print media.  | 4.25 |
| 6 | Implement evidence-based strategies to increase screenings for targeted populations; Promote early detection and treatment for HIV, STI, Hep B and Hep C.  | 4.13 |
| 7 | Expansion of Breast and Cervical Expansion of Breast and Cervical Cancer Screening (BCCS) Program Establish new BCCS contractors and coordinating regard program promotion: Cancer Screening (BCCS) Program  | 4.13 |
| 8 | Support smoking cessation among vulnerable populations: Expand cessation resources and telephone counseling in RHP #3 for low socio-economic status (SES).  | 4.13 |
| 9 | Expand access to care: Utilize Community Health Workers to expand access to and support health promotion and disease prevention behavior.  | 4.13 |
| 10 | Colorectal cancer screening program for low-income residents in RHP#3: Program would offer a low-cost stool test known as FIT (fecal immunochemical test) and diagnostic follow up for positive screens.  | 4.13 |
| 11 | Investing in Employee Health: The CEO Cancer Gold Standard: Collaborate with the Greater Houston Partnership, Houston Wellness Association, and similar organizations to promote the adoption of the CEO Gold Standards in worksites with RHP#3.  | 4.00 |
| 12 | Improve wellness and healthy behavior: Formalize bi-directional relationships, referrals, and feedback between health care providers/systems and community partners who have capacity to promote well-being and healthy behaviors.  | 4.00 |
| 13 | Improve access to resources for diabetes management: Develop a specialty care coordination training program for FQHC providers that is specifically dedicated to diabetes patient care management 3 days a week.  | 3.94 |
| 14 | Specific ACA Requirements for Behavioral Health Providers and Changes in Practice: Provide education and technical support to the behavioral health provider community in preparation for and implementation of the Affordable Care Act (ACA) in Greater Houston | 3.94 |
| 15 | Create longitude registry databases of health care utilization and services for patients with common chronic diseases and/or ambulatory sensitive conditions: Expand cancer screening & registry system  | 3.88 |
| 16 | Develop trainings for providers, lay health workers, promoters to disseminate evidence-based physical activity: Recruit and train lay health workers and promoters on evidence-based criteria such as health coaches/lay counselors, and social support to reduce the incidence of obesity.  | 3.88 |
| 17 | Develop a health literacy campaign called "Health Care for All: or in Spanish "Salud Para Todos": Campaign includes strong care coordination/navigation utilizing community health workers (CHW) with emphasis on health homes and reduction in ED visits. 18 | 3.81 |
| 18 | Implement a "Food Desert" program. Program will identify food desert communities in the Greater Houston area and increase their access to health food options.  | 3.75 |
| 19 | Implementation of Cancer Survivorship seminars. Offer one day, culturally sensitive, multilingual cancer survivorship seminars in neighborhood centers: to address nutrition, psychological impact of cancer, reproduction and sexual health, physical changes, and financial impact of cancer.  | 3.73 |
| 20 | Redesign care delivery, in accordance with medical home recognition program, or expand scope to a specified population/community: Create health home for Child Protective Services (CPS) children.  | 3.69 |
| 21 | Nutritional and Exercise Programs for Cancer Survivors: Program for patients in the HCHD oncology clinics at LBJ and Ben Taub offering nutritional assessments for cancer survivors and referrals to CHP Weight Management programs for further education at community centers.  | 3.67 |
| 22 | Develop and implement survivorship care plans in the EPIC system to ensure screening, education and counseling to improve QOL and outcomes for low-income cancer survivors: Survivor care plan will ensure a healthier survivor population as it includes summary of cancer treatment, recommended screening for second cancers, tracking of treatment complications and QOL issues.  | 3.56 |
| 23 | Implement evidence-based health literacy screening tools: Screen patients for health literacy using evidence based tool; formalize relationships and referrals to community partners that have the capacity to promote wellness and healthy behaviors.  | 3.50 |
| 24 | Expand Project VALET: Increase the geographic area for MD Anderson's Mobile Mammography van.  | 3.50 |
| 25 | Sub-specialty training and education for community health workers for HPV vaccination and cervical cancer: Provide DSHS certified sub-specialty training and education on HPV, cervical cancer risks, prevention and treatment for CHWs. Four training opportunities per year.  | 3.44 |
| 26 | Redesign care delivery, in accordance with medical home recognition program, or expand scope to a specified population/community: Create Asthma Health Home program  | 3.38 |
| 27 | Online continuing education accredited health care professionals’ curriculum: Develop and disseminate an accredited professional continuing education curriculum for health professionals and health educators based on the ACS guidelines for nutrition and physical activity for cancer survivors.  | 3.38 |
| 28 | Promote use of HPV DNA Self-Test (swab): Screen uninsured women at HCHD emergency rooms for HPV DNA. Voluntary participation by the patient.  | 3.31 |
| 29 | Smoking cessation program for underserved persons living with HIV/AIDS: Partner with Legacy Community Health Services. Project will include case management, provider education, patient education, telemedicine and health technology.  | 3.31 |