

# The Progress Report

A Newsletter for Partners and Friends of the Partnership for a Healthier Carroll County, Inc.  
www.healthycarroll.org

Spring 2003

## Spotlight on a Partner:

### Carroll County's Medbank Program

Legislation enacted during the 2001 session of the Maryland General Assembly provided funding to expand Medbank programs statewide. The Medbank program is dedicated to providing access to prescription medications for chronically ill, low-income, underinsured or uninsured Maryland residents by assisting healthcare providers and patients in completing the paperwork required to enroll patients in pharmaceutical company patient assistant programs.

Carroll County's Medbank program began in March 2002 and is coordinated by the Office of Senior Information and Assistance at the Bureau of Aging, however, the program is not limited only to seniors. Anyone is eligible who meets the financial guidelines set by the pharmaceutical companies, has no other prescription coverage, and is not eligible for entitlement programs such as Medicaid or Maryland Pharmacy Assistance.



Most participating drug companies will

ship a 90-day supply to the physician's office. When the prescriptions are received, the patient notifies the Medbank representative, who repeats the application process.



Approximately 180 Carroll residents have applied for Medbank assistance; the program, however, strives to serve at least 300 people.

The application process for pharmaceutical company patient assistance programs has been simplified through Medbank. Program providers strongly believe "that a person should not have to decide between food and prescription medication".

You or someone you know may be eligible for prescription medicines at little or no cost. To learn more about the Maryland Medbank Program, call (410) 821-9262 or visit the website at [www.medbankmd.org](http://www.medbankmd.org). You may also call the Carroll County Bureau of Aging at (410) 848-4049.

# About Progress

You can't be involved in community building very long before the word "indicator" becomes part of your vocabulary. "Indicators" are statistics we use to describe the quality of life in communities we serve, to educate and motivate citizens, to develop an agenda, and set priorities for community action.

Indicators also help us establish targets for initiatives, measure progress in meeting goals, and

check the logic of plans for improving a situation or resolving a problem. In this connection, the term "outcomes measurement" is also

becoming a part of everyday jargon in community-building circles.

In the past, community organizations measured program success in terms of the range of their activities and the number of people served. Today, those who fund community-building efforts are asking organizations to describe their proposed impact in terms of how people's lives will be changed.

This represents a shift from focusing on "outputs" (what an organization does), to "outcomes" (*what happens* as a result of what it does). It requires an organization be very clear about the effect it wants to have on the community – its ultimate or long-term goal. It also must establish short and intermediate goals – or "outcomes" – that test the logic of its plan for achieving long-term change.

The planning process starts with selecting indicators that represent conditions the

organization wants to change. The first step involves choosing criteria that ensure the indicator is capable of accurately measuring the organization's progress in meeting its goal. A good indicator can be readily measured, provides baseline data, can show change over time, is reliable, and understandable.

The next step involves researching data sources for possible indicators, and then

choosing those that best represent the outcomes desired. Finally, a plan for achieving the outcomes is developed, implemented, and monitored

by tracking changes in the indicators over time.

In a sense, this entire process boils down to a single word: effectiveness. While there's no question that the process involves hard work, discipline, and patience, it's also the correct approach for a number of reasons. For one thing, the promise of effectiveness is always a great motivator for those laboring toward a specific goal. But, more important to a community-building effort, it's something we owe to those we serve, as well as those who fund our activities. The Healthy Indicators Team is helping The Partnership and, hopefully our partners, measure the progress being made in accomplishing our goals.

*This article was written by Richard Haddad, who was Coordinator of our Healthy Indicators Project. He was recently appointed Chief Information Officer for Maryland's Department of Human Resources, which administers social services programs statewide. We congratulate Richard and wish him well in his new role.*

Did you know that, according to the Annual Report of the FORVM for Rural Maryland...

- the county poverty rate is 4.9% (Census Bureau)
- educational attainment in Carroll County is...
  - 78.5% -- high school graduate or higher
  - 19.6% -- bachelor's degree or higher(Maryland Dept. of Business and Economic Development)
- the unemployment rate in Carroll County is 3.4%

# Community Matters

The possibility of substance abuse behavior causes fear, guilt, and panic in the hearts of family and friends whose reaction may be a cry for help. Such help does exist in our community and beyond.

Thanks to the hard work and dedication of some very special partners, our *Substance Abuse Resource Directory's* second edition is now available. Free copies have already been distributed through our libraries, schools, emergency and law enforcement agencies, the faith community, and human services agencies. Copies can also be downloaded from our website at [www.healthycarroll.org](http://www.healthycarroll.org). Please join us in thanking the following individuals and organizations for their contributions:

George Butler, Drug Investigator  
Carroll County State's Attorney's Office

Susan Doyle, Programs  
Manager  
Carroll County Addictions  
Bureau

Joanne Hayes, Substance  
Abuse Program  
Coordinator  
Carroll County Public Schools

Amy Miller, Community  
Information Specialist  
Carroll County Public Library

David Tucker, Manager  
Carroll County Department Juvenile Justice

Eldon Watts, Executive Director  
Carroll County Core Service Agency

Mark Yount, Substance Abuse Prevention Coordinator  
Junction, Inc.



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## Project Lift

*Changing minds about substance abuse and showing that treatment works.*

Last year, the United Way of Central Maryland took an important step in a long journey to help reduce the impact of a terrible disease that affects young and old, rich and poor, men and women.

More than 150,000 central Maryland residents are addicted to alcohol or drugs. Addiction costs more than just money. It tears apart families, damages communities, and ruins lives. Such addiction can also lead to property crime; abused or neglected loved ones; traffic accidents; the spread of HIV, hepatitis, and sexually transmitted diseases, and overdose death.

Project Lift made a real impact in our region on opinions about substance abuse. Compared to last year, more central Marylanders are aware that substance abuse treatment works.

*Looking ahead: the next phase.*

Many of the region's leading public health and

addiction experts have assembled to steer Project Lift. Locally, a committee chaired by United Way of Carroll County board member Karen Blandford is communicating our county's specific concerns.

A series of symposiums across the region will explore how substance abuse works, and what to do about it. Over the next year, United Way will take Project Lift to those who can make a difference:

- ◆ leaders in public policy
- ◆ human resource professionals
- ◆ human service providers
- ◆ local and state legislators

Three out of four central Maryland residents believe investing in treatment saves the community money in the long run. Almost nine out of ten support increased spending on substance abuse treatment.

*Project Lift: Let's make it happen!*



United Way  
of Central Maryland

# Volunteer Carroll's New Website

Volunteer Carroll's new and improved website is now live at [www.volunteercarroll.org](http://www.volunteercarroll.org). Volunteer Carroll is an interactive volunteer center working in collaboration with multiple agencies to promote volunteerism, connect volunteers with service opportunities, and assist non-profit agencies in achieving their missions.

The new website allows Volunteer Carroll to serve the community more effectively by facilitating interaction between community non-profits that need volunteers and those who want to serve. Individuals can search a database of nearly 100 non-profit organizations to find opportunities that match their interests, schedule, and age. The site also allows agencies seeking volunteers to post opportunities, which volunteers can view in a timely manner.

The Registration page provides the

opportunity for both agencies and individuals to register with Volunteer Carroll. Registered agencies will be added to the online searchable database and included in the annual printed Volunteer Guide, which is widely distributed throughout the county. Individuals who register will be updated on upcoming service opportunities tailored to suit their interests and abilities.

Other features include a listing of Volunteer Carroll events, such as monthly information tables at each library branch, volunteer fairs, and other volunteer-related events. There are also tips on getting the most out of your volunteer experience, information on Service-Learning and trainings, and links to additional resources on volunteerism.

Take some time to check out [www.volunteercarroll.org](http://www.volunteercarroll.org)!



## Celebrate Youth Expo!

**Saturday, June 7, 2003 10 am to 4 pm**

**Carroll County Farm Museum**

**Free Admission!**

**Featuring:**

- ◆ Dance
- ◆ Music
- ◆ Art Display
- ◆ Horse Demo
- ◆ Car Show
- ◆ Skateboard Demo
- ◆ BMX Demo
- ◆ Karate

◆ *And much more . . .*

**All activities feature the talents and interests of Carroll County's teens. Come out and show your support for our local youth. Bring your kids, friends and neighbors!**

**For more information contact The Alliance Project at 410-871-6373.**





# Alliance Project News!

## *Alliance Introduces Mentoring Team*

Mentoring is a direct way for adults to be positive role models for youth. Recognizing the importance of these intergenerational relationships, The Alliance Project has established a team focused on mentoring Carroll County youth. This team has become energized around several key issues, including:

- ◆ defining populations whose need for mentoring is greatest
- ◆ identifying existing mentoring programs available within the county
- ◆ forming partnerships between organizations to share resources and meet training and funding needs

David Tucker from the Department of Juvenile Justice leads this team, which is made up of representatives from business and employment, education, the faith community, substance abuse prevention, and youth services.



As a team, they hope to develop the resources necessary to establish a mentoring program with a host site, as well as support the efforts of existing mentoring programs. The team has also taken advantage of local and national mentoring resources, including training opportunities provided through the Maryland Mentoring Partnership.

If you would like to be a part of this exciting team, please contact Stacey Taylor Smith at 410-871-6372 or [staylor@ccgh.com](mailto:staylor@ccgh.com).

## *What's the buzz?*

Whether you are looking for something to do or want to get the word out about an upcoming event, the Community Calendar on The Alliance Project website is a great tool!



Remember this address:

[www.carrollcountyalliance.org](http://www.carrollcountyalliance.org). It's your key to great events for everyone! Use the calendar and share it with co-workers, friends, and family. Help us inform the community about the many positive events available from activities, events, and meetings to educational opportunities!

The site is also a way for your organization to promote your events. There are no fees and no deadline to post! Just go to [www.carrollcountyalliance.org](http://www.carrollcountyalliance.org), select "Community Calendar," then "Add an Event."

Questions? Please call Lorelei LaFleur at 410-871-6373, or e-mail [TheAlliance@ccgh.com](mailto:TheAlliance@ccgh.com).

## *Ways to celebrate youth:*

- ◆ Learn their names
- ◆ Make yourself available
- ◆ Tell them how proud you are of them
- ◆ Ask them to help you
- ◆ Let them act their age
- ◆ Use your ears more than your mouth
- ◆ Include them in conversations



## *And of course . . .*

- ◆ Attend the "Celebrate Youth EXPO" on June 7!

*Courtesy of Search Institute's  
"150 Ways to Show Kids You Care"*

# Reel Life Violence

Violence is an effective, fun and humorous way to solve conflicts.

Whoa! Who says?

If a child watches any or all of 74 G-rated animated feature films produced between 1937 and 1999 (all available on video cassette), this is the conclusion he or she might draw.

Researchers from the Harvard School of Public Health, Center for Risk Analysis, found that each film contained at least one act of violence. In total, there were 125 injuries, 62 of them fatal. The duration of the violent acts has increased over the years. Almost all the films showed the good guys using physical force to overcome the bad guys. Only a couple of them, *Aladdin* and *Balto*, for example, showed the good guys using their wits to get the best of the bad guys.

Researchers recommend that children have low exposure to violence in films

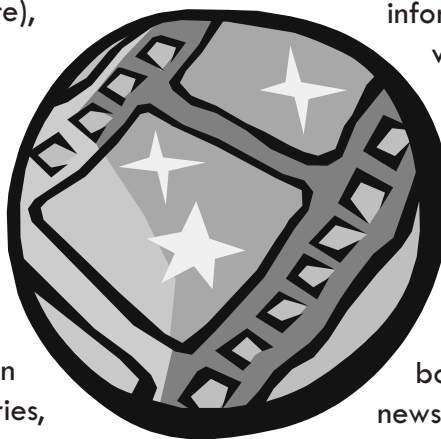
and, when they do watch these animated films (let's be honest here), parents discuss the violence with children before and after the film. Make it clear this is not the way to resolve conflicts.

Parents can preview clips and read informed reviews about the violent content of these films at [www.kids-in-mind.com](http://www.kids-in-mind.com) and [www.screenit.com](http://www.screenit.com). Diana Zuckerman, PhD, of the National Center for Policy Research for Women and Families in Washington, DC, reviewed both sites for Youth Today newspaper (September 2000).

She reported that the Kids-in-Mind site "was shorter and yet had exactly the kinds of details that I needed to decide if a film was acceptable by my standards."

*Research published in the Journal of the American Medical Association, May 24/31, 2000.*

*Reprinted from the Sheppard Pratt Health Plan, Health Sentry: 2003*



## 7<sup>th</sup> Annual Risky Business Prevention Conference

*June 24, 2003 – 8 a.m. to 4:30 p.m. – Westminster High School*

The planning committee is very pleased to announce Bobbi Petrocelli as the Keynote speaker at this year's conference. Bobbi is a well-known motivational speaker who will talk about his personal triumph over tragedy in "10 seconds: the Power of One Decision." You may remember seeing his name as a guest speaker in the Carroll County Public School system last spring.

Call Laurie Jones-Hegg at (410) 876-4429 for more information.

# Be Physically Active; Maintain a Healthy Weight

Increasing your activity level can have enormous benefits. It improves your energy level, reduces stress, helps control weight and even can help reduce your entire family's risk of chronic disease. The best news is that all of these benefits can come from simple, moderate activity that is lots of fun.



Activities that make you breathe as hard as you would during a brisk walk are considered moderate. This includes walking, biking, and even activities like housework and gardening.

If you enjoy more vigorous activities, that's great, too. What is important is that you get active for at least 30 minutes a day. It is never too late to start!

Here are some ways to begin adding more physical activity to your daily routine:

- ◆ Take a family walk around the neighborhood after dinner
- ◆ Ride bikes with friends or family
- ◆ Mow the grass or rake leaves instead of using the blower
- ◆ Scrub your bathrooms
- ◆ Wash and wax the car
- ◆ Play active games with the kids, like freeze tag or jump rope
- ◆ Weed your garden by hand
- ◆ Take a friend dancing
- ◆ Do arm curls, squats, lunges and sit-ups while you are watching TV

Of course, your day is already busy. It may sound impossible to find another 30 minutes for physical activity.

But you don't have to do all 30 minutes continuously. Being active for 10 to 15 minutes at a time can help improve your health...so combine your daily activities and see how they can add up to 30 minutes. Try these tips to incorporate more physical activity into your hectic workday:

- ◆ Walk to lunch
- ◆ Park your car in the farthest parking space at work and walk to the building
- ◆ Make appointments for yourself and schedule in 10-minute walking breaks
- ◆ Form a walking club of co-workers to help you stay motivated to walk during the day

Whether you choose to set aside time in your day to be more active or find ways to work activity into your everyday routine, the most important thing is that you get up, get moving and have fun!

## *Tips for Success*

- ◆ Be at least moderately active for 30 minutes or more each day
- ◆ Stay within your healthy weight range.
- ◆ Keep your commitment to yourself.
- ◆ Involve friends, family or co-workers to keep motivated.

*Reprinted with permission from The American Cancer Society, Workplace Services, "Because We Care"*

Note: According to the Maryland State Behavioral Risk Factor Survey conducted in 2000:

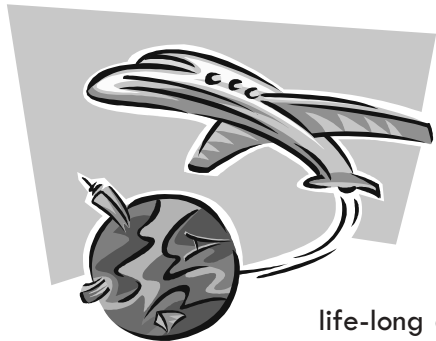
- ◆ 33% of Carroll County adults are within "normal" weight ranges
- ◆ 41% of Carroll County adults are overweight
- ◆ 26% of Carroll County adults are obese.

# Save The Date

*We're On Our Way 2003*

The Partnership's third annual community forum takes place on Wednesday, May 21 from 8 a.m. to Noon at the Wakefield Valley Golf and Conference Center in Westminster. A full complementary breakfast will be served.

This year's free event, planned by our dedicated Citizens Advisory Council, will include recognition of progress, networking opportunities, information on mental health education and prevention, and of course, fun!



New this year will be the presentation of an award recognizing excellence in efforts to reduce disparities in access to health care. The award will be presented in honor of Janet W. Neslen, M.D., Member Emeritus of The Partnership, and a life-long advocate for the medically under-served.

Space is limited, so please register immediately by contacting Karen Feroli, chairperson, at (410) 871-7247 or [karenf@ccgh.com](mailto:karenf@ccgh.com).