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# CHIP

**Community Health  
Improvement Plan  
2021 - 2024**



As a part of the Kane Health Counts Collaborative, the Kane County Health Department along with Advocate Sherman Hospital, AMITA Mercy Medical Center, AMITA Saint Joseph Hospital, Northwestern Medicine Delnor, Rush Copley Medical Center and the INC Board (the local mental health board) partnered with Conduent Healthy Communities Institute (HCI) to conduct this 2021 Community Health Assessment. This process was used to determine the 13 significant health needs in Kane County. The prioritization process identified four top health needs: Behavioral Health (including Mental Health & Substance Abuse), Access to Health Services, Immunizations and Infectious Diseases, and Nutrition, Exercise and Weight.

The following Community Health Improvement Plan (CHIP) outlines strategies to address the four identified priorities and improve the health of Kane County residents. CHIP Action Teams have been established to carry out the work of this plan for 2021 - 2024.



We are  AdvocateAuroraHealth



Rush Copley Medical Center



<b>Group:</b>	<b>CHIP</b>		
<b>Program/Initiative:</b>	<i>Access to Health Services</i>		
<b>Goal #1</b>	<i>Improve understanding of healthcare coverage and navigation of resources.</i>		
<b>Implementation Plan</b>			
<b>SMART Objective</b> <i>Develop an "Access to Health Services" centralized resource for Kane County residents by December of 2023.</i>	<b>*Outcome/Impact Indicator</b>  Impact	<b>Objective Lead</b>  <b>Objective Team</b>	
<b>Comments:</b>			
<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Conduct a comprehensive assessment of current community "access to health services" resources by payer (medical, dental, behavioral health, medical supplies, medications).	April 2022	Percentage of completion	
2. Compile descriptions of all insurance plans (PPO, HMO, Tricare, Medicare, Medicaid, etc.). –possibly adapt cms version	April 2022	Percentage of completion	
3. Create community member and provider surveys related to barriers to accessing health services (by payer and zip code). (practice managers, navigators)	June 2022	Percentage of completion	
4. Implement community member and provider surveys related to barriers to accessing health services (by payer and zip code).	October 2022	Percentage of completion	
5. Analyze community member and provider surveys related to barriers to accessing health services (by payer and zip code).	December 2022	Percentage of completion	
6. Compile supplementary options/funding to address gaps in payer coverage.	March 2023	Percentage of completion	
7. Identify location/method/format of centralized resource.	May 2023	Percentage of completion	
8. Create centralized resource (flowchart, FAQ, website, infographics, etc.)	December 2023	Percentage of completion	

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<b>Program/Initiative:</b>	<i>Access to Health Services</i>		
<b>Goal #1</b>	<i>Improve understanding of healthcare coverage and navigation of resources.</i>		
<b>Implementation Plan</b>			
<b>SMART Objective:</b> <i>Create and implement a communications campaign to increase awareness of access to health services resources by December, 2024.</i>	<b>*Outcome/Impact Indicator</b>  Impact	<b>Objective Lead</b>	
		<b>Objective Team</b>	
<b>Comments:</b>			
<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Engage partners who are willing to participate in campaign (creating content, sharing, etc.) and form communications workgroup.	March 2024	Percentage of completion	
2. Create communications campaign schedule.	March 2024	Percentage of completion	
3. Create and delegate creation of content and input into schedule.	May 2024	Percentage of completion	
4. Implement communications campaign.	October 2024	Percentage of completion	
5. Continuous QI for sustainability	Bi-Annual Review	Percentage of completion	

<b>Group:</b>	<b>CHIP</b>		
<b>Program/Initiative</b>	Access to Health Services		
<b>Goal #2</b>	Improve transportation to healthcare providers and services for disparately impacted communities		
<b>Implementation Plan</b>			
<b>SMART Objective</b> <i>Promote current transportation resources for health services to the Kane County Community by December 2024.</i>	<b>*Outcome/Impact Indicator Impact</b>	<b>Objective Lead</b>	
		<b>Objective Team</b> AHS-Workgroup 2	
<b>Comments: group will clearly define “disparate communities”.</b>			
<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Gather current health care transportation options/dollars by location and payer and eligibility requirements.	March 2022	1 document summarizing current HC transportation options.	Krystal Spracklen(KDOT-Ride in Kane) Mariana Martinez (RCMC) Representative from PACE Representative from ACS Representative from each FQHC Joel from Community Health Partnership
2. Analyze transportation gaps for disparate communities.	May 2022	Percentage of completion	
3. Host survey disparate communities and medical providers to understand root causes of barriers to transportation.	October 2022	Percentage of completion	
4. Host focus groups of community members and medical providers to understand root causes of barriers to transportation.	October 2022	Percentage of completion	
5. Identify opportunities to address root causes.	November 2022	Percentage of completion	
6. Create an improvement plan based on current system and root causes.	December 2022	1 improvement plan	
7. Implement the plan.	TBD-2024	Percentage of completion	
8. Assess impact of efforts.	TBD-2024	Percentage of completion	

<b>Group:</b>	<b>CHIP</b>		
<b>Program/Initiative</b>	<i>Behavioral Health</i>		
<b>Goal</b>	<i>Reduce burden of mental health and substance use disorders in Kane County</i>		
<b>Implementation Plan</b>			
<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i>	<b>*Outcome/Impact Indicator</b>	<b>Objective Lead</b>	
By December 1, 2022, the Kane County Behavioral Health Council will form a workforce collaborative to address the recruiting, retention and training of behavioral health professionals.	<b>Decrease in vacancies</b> <b>Decrease in staff turnover</b> <b>Decrease in wait to get services</b>	<b>Isaacson</b>	
		<b>Objective Team</b> <b>Kane County Behavioral Health Council</b>	
<b>Comments:</b>			
<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Conduct updated assessment of current staffing statistics	March 1, 2022	Kane County Behavioral Health Staffing Summary	Isaacson
2. Catalogue existing training resources in community	March 1, 2022	Document with trainings listed	
3. Identify key certifications and training needs for workforce	March 1, 2022	Documents with desirable certifications & trainings	
4. Convene interested parties to discuss joint opportunities & develop joint plan	April 15, 2022	Meeting minutes with next steps	
5. Implement workforce collaborative plan interventions with regular measures of success identified	December 1, 2022	Annual report with progress documented	

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<b>Goal</b>	<i>Reduce burden of mental health and substance use disorders in Kane County</i>		
<b>Implementation Plan</b>			
<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i>	<b>*Outcome/Impact Indicator</b>	<b>Objective Lead</b>	
By July 1, 2023, the Kane County Behavioral Health Council will develop plan & implement action steps to better integrate behavioral health with primary medical care.	<b>Increase referrals for behavioral health</b>	<b>Isaacson</b>	
	<b>Increase in reported satisfaction with interaction between behavioral health and primary care (Baseline pending)</b>	<b>Objective Team</b> <b>Kane County Behavioral Health Council</b>	
<b>Comments:</b>			
<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. <b>Survey behavioral health and primary care organizations about readiness to integrate with barriers and opportunities identified</b>	<b>March 16, 2022</b>	<b>Summary of survey</b>	<b>Isaacson</b>
2. <b>Provide overview of IRIS electronic referral system for partners to assist with more efficient and effective referrals</b>	<b>April 15, 2022</b>	<b>Documentation of trainings with list of IRIS partners</b>	
3. <b>Host trainings to help coordinate services between organizations and elevate best practice models of integrated care</b>	<b>December 1, 2022</b>	<b>Documentation of trainings with participant evaluation included</b>	
4. <b>Conduct annual survey to gather information about status of integration</b>	<b>April 15, 2023</b>	<b>Survey results with improvement plan</b>	
5. <b>Implement improvement plan</b>	<b>July 1, 2023</b>	<b>Annual report with progress documented</b>	

<b>Group:</b>	<b>CHIP</b>
<b>Program/Initiative</b>	<i>Behavioral Health</i>
<b>Goal</b>	<i>Reduce burden of mental health and substance use disorders in Kane County</i>

### Implementation Plan

<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i>  By December 1, 2023, the Kane County Behavioral Health Council will complete an assessment of the current crisis intervention system and implement improvement plan	<b>*Outcome/Impact Indicator</b>  Increase awareness of 988  Improve reported crisis response countywide	<b>Objective Lead</b> Isaacson  <b>Objective Team</b> Kane County Behavioral Health Council
	<b>Comments:</b>	

<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Map existing processes for how behavioral health crises are addressed in Kane County	July 1, 2022	Summary report with gaps & opportunities identified	Isaacson
2. Develop & implement plan to promote 988 phone line	March 1, 2023	Plan with documented activities	
3. Develop & Implement plan to improve crisis response	December 1, 2023	Plan with documented activities	



<b>Group:</b>	<b>CHIP</b>		
<b>Program/Initiative</b>	<i>Behavioral Health</i>		
<b>Goal</b>	<i>Reduce burden of mental health and substance use disorders in Kane County</i>		
<b>Implementation Plan</b>			
<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i>	<b>*Outcome/Impact Indicator</b>	<b>Objective Lead</b> <b>Isaacson</b>	
By December 1, 2024, the Kane County Behavioral Health Council implement system to provide resources for residents whose behavioral health needs are unfunded/underfunded.	<b>Decrease in overdose</b>	<b>Objective Team</b> <b>Kane County Behavioral Health Council</b>	
	<b>Decrease in suicides</b>		
<b>Comments:</b>			
<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Survey behavioral health organizations, consumers and other stakeholders about current barriers to better mental health	September 1, 2022	Summary of survey results	Isaacson
2. Identify potential funding mechanisms/sources for Council/Health Department to pursue	December 1, 2022	Document with funding sources and next steps	
3. Pursue funding opportunities identified	May 1, 2023	Bimonthly funding summary	
4. Develop criteria for allocation of resources for residents impacted by unfunded/underfunded issues	December 1, 2023	Policy and procedure manual created	
5. Implement process to provide resources to impacted residents	December 1, 2024	Annual report with record of resources distributed and improvements documented	

<b>Group:</b>	<b>CHIP</b>		
<b>Program/Initiative</b>	<b>Immunizations and Infectious Diseases Action Team</b>		
<b>Goal</b>	<b>Increase utilization to existing infectious disease services and treatment</b>		
<b>Implementation Plan</b>			
<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i>	<b>*Outcome/Impact Indicator</b>	<b>Objective Lead</b> Stacy Zeng	
<b>Increase awareness of low-cost/free resources in Kane County by February 2023</b>	<b>Impact</b>	<b>Objective Team</b> Apryll Elliott Claudia Reginato	
<b>Comments:</b>			
<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Identify low-cost/free resources available in Kane County	<b>June 2022</b>	List of low-cost/free resources (% of completion)	
2. Develop survey content to determine modes of communication to the community	<b>June 2022</b>	Survey developed and ready to distribute (% of completion)	
3. Distribute survey to determine modes of communication to the community	<b>September 2022</b>	Completion of survey from participants # of venues for implementing survey would be a better metric	
4. Analyze survey results to determine best mode of communication	<b>October 2022</b>	Analysis completed and mode of communication selected Metric can be a number here (target=2)	
5. Develop support materials based on the selected mode of communication	<b>February 2023</b>	Distribution of support materials (% of completion)	

<b>Group:</b>	<b>CHIP</b>		
<b>Program/Initiative</b>	<b>Immunizations and Infectious Diseases Action Team</b>		
<b>Goal</b>	<b>Increase utilization to existing infectious disease services and treatment</b>		
<b>Implementation Plan</b>			
<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i>	<b>*Outcome/Impact Indicator</b>	<b>Objective Lead</b> Theresa Knauf	
Maintain current flu vaccine coverage levels across all recommended age groups in Kane County residents through 2024	<b>Outcome</b>	<b>Objective Team</b> Bethany Hollarbush Kelly Howell	
<b>Comments:</b> Plan to have an action plan developed to address issues identified related to flu vaccine hesitancy			
<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Determine flu vaccine coverage during the Fall 2020-Spring 2021 flu season in the vaccine eligible population	February 2022	% of completion [Reported flu vaccine rate in Kane County]	
2. Identify issues around flu vaccine hesitancy	June 2022	% of completion [Review of current literature and research data/SMEs]	

<b>Group:</b>	<b>CHIP</b>		
<b>Program/Initiative</b>	<b>Immunizations and Infectious Diseases Action Team</b>		
<b>Goal</b>	<b>Decrease STDs in Kane County</b>		
<b>Implementation Plan</b>			
<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i>	<b>*Outcome/Impact Indicator</b>	<b>Objective Lead</b> Apyll Elliott	
<b>Reduce the number of HIV cases in Kane County</b>	<b>Outcome</b>	<b>Objective Team</b> Suzanne Rozycki	
<b>Comments:</b>			
<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Identify marketing campaign for increasing awareness and communication for safe practice	January 2023	% of completion	
2. Identify and engage key stakeholders within Kane County to provide resources	January 2023	# of stakeholders identified [target = 3]	
3. Review and revise resources available on kanehealth.org website for HIV services	January 2023	% of completion	

<b>Group:</b>	<b>CHIP</b>		
<b>Program/Initiative</b>	<b>Immunizations and Infectious Diseases Action Team</b>		
<b>Goal</b>	<b>Decrease STDs in Kane County</b>		
<b>Implementation Plan</b>			
<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i>	<b>*Outcome/Impact Indicator</b>	<b>Objective Lead</b>	
<b>Reduce barriers associated with accessing services for STDs by December 2023</b>		Apyll Elliott	
		<b>Objective Team</b> Gina Becker-Espinoza	
<b>Comments:</b> Potential activity: Identification of barriers associated with accessing services for STDs (provider identified)			
<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Obtain baseline of current % of cases reported with EPT previous 5 years (2016-2020) Comment: Must explain meaning of EPT	January 2023	% of completion	
2. Develop content of provider survey	January 2023	% of completion	
3. Apply provider survey	February/March 2023?	# of completed surveys (metric is a number, but we don't need to have a target # of respondents for now)	
4. Develop educational activity or pamphlet to be distributed to providers regarding EPT	September 2023	% of completion	
5. Survey providers in receipt of pamphlet on perspective	November 2023	# of providers who acknowledge receipt of educational material (need to define target)	

## N.E.W. Implementation Plan: Create a Directory

<b>Group:</b>	CHIP		
<b>Program/Initiative</b>	Nutrition, Exercise & Weight		
<b>Goal</b>	Increased awareness and utilization of community resources for nutrition, exercise and weight management in Kane County		
<b>Implementation Plan</b>			
<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i> By June 2023, create a directory of free/low cost nutrition, education, and weight management programs in Kane County	<b>*Outcome/Impact Indicator</b> Outcome - a Kane County directory of free/low cost N.E.W. programs	<b>Objective Lead:</b> Faith Nyong – AMITA Health Deepa Deshmukh – DuPage Dietitians	
		<b>Objective Team:</b> Uche Onwuta, Stacy Zeng, Claudia Reginato, Alyssa Boomgarden	
<b>Comments:</b>			
<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Take an inventory of existing resources and identify gaps in resources	January 1- June 1, 2022	List of existing resources List of needed resources	Nyong/Deshmukh
2. Map gaps/resources to the Socio-needs Index	March 1-June 1, 2022	Map of resources by socio-needs index	Nyong/Deshmukh
3. Identifying funding sources for printing/online resource directory	March 1-June 1, 2022	List of possible funding sources/Percent of completion	Nyong/Deshmukh
4. Engage community organizations in creating a culturally competent and linguistically appropriate resource directory (include 211)	March 1-June 1, 2022	Number of community organizations engaged in the creation of directory/target 3	Nyong/Deshmukh
5. Create a survey on utilization of services to determine baseline	June 1 - August 1, 2022	Data collection from organizations/target 5	Nyong/Deshmukh
6. Create online/pdf version of community resource directory	September 1- December 1, 2022	Completed directory posted online	Nyong/Deshmukh

## N.E.W. Implementation Plan: Health Promotional Event

<b>Group:</b>	CHIP		
<b>Program/Initiative</b>	Nutrition, Exercise & Weight		
<b>Goal</b>	Increase awareness and utilization of community resources for nutrition, exercise and weight management in Kane County		
<b>Implementation Plan</b>			
<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i> By December 2024 establish at least 1 annual health promotional event(s) for N.E.W.	<b>*Outcome/Impact Indicator</b> - Number of health promotional events created per year	<b>Objective Lead</b> Uche Onwuta – KCHD Mike Hay - FVPD <b>Objective Team</b> Stacy Zeng, Mariana Martinez, Maria Aurora Diaz, Nayaab Sattar	
<b>Comments:</b> The event would be similar to March Into Health, may need to have more than one event in different parts of the county so that it is accessible for all Kane County residents			
<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Collaborate with FVPD on a March 2022 health fair event	January 1-March 2022	Collaboration on event/target 1	Onwuta/Zeng/Hay
2. Identify partners to collaborate on this effort	January 1-April 2022	Number of partners identified/ at least 5	Onwuta/Zeng
3. Identify date and locations to host at least one annual N.E.W. event in Kane county, rotating location to make it accessible from all parts of the County	April 1-June 2022	Annual health promotion event date and location identified	Onwuta/Zeng
4. Host a N.E.W. health promotional event that is culturally and linguistically inclusive	March 1, 2022-March 2023	NEW event hosted/target 1	Onwuta/Zeng
5. Utilize a calendar feature on Live Well Kane County website to promote health promotion events and link to KHC website calendar	Ongoing (starting January 1, 2022)	NEW events listed on both Live Well and KHC website calendars/target 5 events	Onwuta/Zeng
6. Utilize cross promotional marketing activities to promote health promotional activities	Ongoing (starting January 1, 2022)	Number of marketing activities / target 2	Onwuta/Zeng

## N.E.W. Implementation Plan: IRIS Referrals

<b>Group:</b>	CHIP		
<b>Program/Initiative</b>	Nutrition, Exercise & Weight		
<b>Goal</b>	Increased awareness and utilization of community resources for nutrition, exercise and weight management in Kane County		
<b>Implementation Plan</b>			
<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i> By December 2024, at least 5 community organizations will be utilizing IRIS for free/low-cost nutrition, exercise and weight management referrals in Kane County	<b>*Outcome/Impact Indicator</b> - IRIS system created	<b>Objective Lead:</b> Alyssa Boomgarden - VNA Mary Carol MacDonald – AMITA Health <b>Objective Team:</b> Stacy Zeng, Claudia Reginato, Nayaab Sattar	
<b>Comments:</b> IRIS = Integrated Referral and Intake System			
<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
7. IRIS Training for action team members	August 1, 2022-January 2023	100% of activity leads trained in IRIS	Boomgarden/Zeng
8. Create a protocol for managing referrals in IRIS	August 1, 2022-January 2023	NEW IRIS protocol	Boomgarden/Zeng
9. Create a profile in IRIS	January 1-June 2023	NEW IRIS profile	Boomgarden/Zeng
10. Promote IRIS referrals for N.E.W. services through outreach	Ongoing (starting January 1, 2023)	# of outreach events to promote IRIS referral	Onwuta/Zeng



## N.E.W. Implementation Plan: Marketing Campaign

<b>Group:</b>	CHIP		
<b>Program/Initiative</b>	Nutrition, Exercise & Weight		
<b>Goal</b>	Increased awareness and utilization of community resources for nutrition, exercise and weight management in Kane County		
<b>Implementation Plan</b>			
<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i> By September 2024, establish a marketing campaign to promote N.E.W. health fair, symposia, and resources.	<b>*Outcome/Impact Indicator</b> - N.E.W. marketing campaign	<b>Objective Lead:</b> Uche Onwuta – KCHD Stacy Zeng – KCHD Maria Aurora Diaz – AMITA Mariana Martinez - RCMC	
		<b>Objective Team:</b> Brett Meyer, Mike Hay, Rafael Martinez, Mariana Martinez, Maria Aurora Diaz	
<b>Comments:</b>			
<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Identify partners willing to collaborate in the marketing campaign	January 1-June 1, 2022	List of campaign partners/target 5	Onwuta/Zeng
2. Create a backbone organization to help coordinate events and services (something similar to Fit for Kids for example)	March 1-June 1, 2022	Backbone organization created/target SOS application completed	Onwuta/Zeng
3. Develop a marketing plan	June 1-December 1, 2022	N.E.W. marketing plan/percentage of completion	Onwuta/Zeng
4. Develop a social media campaign	June 1-December 1, 2022	Social media plan/percentage of completion	Onwuta/Zeng
5. Create a video	January 1-June 1, 2023	Marketing video created/percentage of completion	Onwuta/Zeng
6. Conduct outreach during community events	Ongoing (starting December 1, 2022)	Outreach events/target 5 events	Onwuta/Zeng
7. Utilize cross promotional marketing activities to promote health promotional activities	Ongoing (starting January 1, 2022)	Number of marketing activities / target 2	Onwuta/Zeng