Cobb and Douglas
Community Health Improvement Plan II
2017-2021:
2018 PROGRESS REPORT

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Cobb and Douglas Community Health Improvement Plan II (2017-2021):

2018 Progress Report

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Introduction

The Cobb & Douglas Community Health Improvement Plan II (2017-2021 CHIP) was published in October 2017 with a focus on key priorities to improve the health and well-being for all who work, live, learn or play in our community. Developed through a partner-driven and data-driven process with our community Coalitions, Cobb2020 and Live Healthy Douglas (LHD), the CHIP aligns with national and state priorities, applies a health equity lens and continues to focus on the impact of policy, systems and environmental (PSE) change. Acknowledging the uniqueness of our two counties, the 2017-2021 CHIP is organized by county, the two strategic priorities and county-specific goals and strategies.

Between January-December 2018, Cobb2020 and LHD, facilitated by Cobb & Douglas Public Health (CDPH), performed the following capacity-building activities:

- CDPH delivered $80,000 in grant funds to five different organizations through the 2018 CHIP Partnerships Grant. The purpose of these matching grants is to assist community partners in implementing evidence-based community health initiatives to support the 2017-2021 CHIP. Kennesaw State University, Ser Familia, Inc., Children's Healthcare of Atlanta, Kidz2Leaders and Good Samaritan Health Center of Cobb all contributed matching funds and coordinated CHIP related initiatives in the district.
- Facilitated quarterly meetings for the Steering Committee members to assist with resource development, partnership development, a review of our Balanced Scorecard, and 2019 planning.
- Facilitated workgroup meetings to prioritize strategies and update action plans. The Cobb2020 Healthy Lifestyles I-Team and workgroups met 18 times, the Live Healthy Douglas (LHD) Health Lifestyles I-Team and workgroups met 17 times, and the Cobb/Douglas Access to Health Services I-Team and workgroups met 19 times. All developed their 2018 action steps and made substantial progress.
- Steering Committee members and CDPH Health Assessment staff collaborated to update long-term health outcome measures in alignment with CHIP goal areas.
- Expanded promotion of the CHIP via social media, email messaging, and participation in several community events and meetings.
- Cobb2020 and LHD maintained websites to provide both communities with a “living” version of the CHIP, and to inform and engage the community on our efforts.
- CDPH organized a multi-disciplinary internal Health Equity Committee that will lead the agency’s health equity activities and support the coalitions’ efforts as needed.
The 2018 Progress Report provides updates on community actions aligning to the CHIP goals and strategies.

**Strategic Priority 1: Healthy Lifestyles**

**Cobb County**

Please see county-specific updates below and note that these are not an exhaustive list for the County. Cobb2020 welcomes additions by other partners who had successes related to these CHIP goals.

**Goal 1: Tobacco Product Use**

*Reduce illness, disability and death related to tobacco product use and secondhand smoke exposure.*

**Strategy 1.1: Identify and reduce tobacco-related disparities among population groups.**

**Update:**
- CDPH and the Cobb2020 Breathe Easy Workgroup held several speaking and vendor engagements to educate the community on the gaps in the Georgia Smokefree Air Act of 2005. The purpose of participating in the engagements listed below was to raise awareness to the disproportionate number of residents still impacted by secondhand smoke where they live, work, or play:
  - American Lung Association Lung Expo
  - Glover Park Concert Series
  - Cumberland Mall Health and Beauty Expo
  - Georgia Public Health Association 89th Annual Meeting & Conference
  - Six Flags Wellness Fair
  - Cobb EMC Annual Meeting
  - Cobb Chamber Health and Wellness Committee Meeting
- CDPH sponsored two coalition members to attend Americas for Nonsmokers’ Rights Clearing the Air Conference in Branson, Missouri.

**Revisions:** None

**Strategy 1.2: Promote access to information and support systems for cessation services.**

**Update:**
- CDPH established contracts with six convenience stores and gas stations to promote the Georgia Tobacco Quit Line for approximately three months.
- CDPH explored the integration of the Georgia Tobacco Quit Line referrals through their clinical services platform, Visual Health Net (VHN).
- Instagram and Facebook advertisements were disseminated for 12 weeks (with a brief intermission at the 6-week mark) and were designed to promote the Georgia Tobacco Quit Line. The Instagram and Facebook advertisements reached over 83,000 people.

**Revisions:** None

**Strategy 1.3: Reduce the initiation of tobacco product use among children, adolescents, and young adults.**

**Update:**
- CDPH hosted Great American Smokeout: Vape Out Edition at Walton High School in partnership with their Parent Teacher Student Association (PTSA). The event which included digital messaging, table tents, posters, and interactive games that engaged the entire student body (2,674 students).
• Six Flags Over Georgia reduced the number of designated smoking sections at the park from 12 to 6.
• The City of Marietta began discussions related to upgrading their Parks & Recreation policy to prohibit vaping. Final decisions scheduled for 2019.

Revisions: None

Strategy 1.4: Reduce exposure to tobacco-related products and secondhand smoke.

Update:
• CDPH sponsored a billboard and ad in Cobb County School and Family Magazine to educate the stakeholders on the community support for more restrictive policies regarding smoking. The billboard advertisement received over 135,000 impressions each week and the magazine circulated across 114 schools between February and April.
• Pandora Radio advertisements were utilized to educate residents on the dangers of secondhand smoke. The Pandora Radio advertisements were displayed across 3 months and earned over 1.5 million impressions.
• Information and resources on how to create a smoke-free workplace has been made available through a new Cobb Chamber worksite wellness webpage. (www.cobbchamber.org/coming-to-cobb/Health_and_Wellness.aspx)

Revisions: None

Goal 2: Physical Activity

Improve health and the quality of life through daily physical activity.

Strategy 2.1: Increase physical activity among at-risk populations through community design and access.

Update:
• Open declaration agreements with McCleskey-East Cobb YMCA, Town Center at Cobb, Cumberland Mall, Mount Paran North, and First Baptist Church of Powder Springs continued through the Cobb2020 Sharing Spaces for Health initiative.
• In October 2018, the City of Smyrna hosted the first Smyrna Streets Alive event. The event was a part of the Smyrna Community Health Advisory Council’s ongoing initiatives to increase physical activity throughout the community.

Revisions: None

Strategy 2.2: Promote and strengthen school and early learning policies and programs that increase physical activity.

Update:
• Safe Routes to School Georgia supported several biking and walking events throughout 2018. The main events included hosting Bike Rodeos at 3 Cobb County schools in May, registering 19 Cobb County schools for International Walk to School Day (I Walk) in October, and other general bike or walk events. Highlights from these events include:
  • 200 students participated in Walk to School Day at Murdock Elementary School in April 2018.
  • 200 students participated in Walk to School Day at Lindley Middle School in April 2018.
  • 105 students participated in the I Walk event at Rocky Mount Elementary School in October 2018.
204 students participated in the I Walk event at Davis Elementary in October 2018.

**Strategy 2.3: Promote and strengthen workplace policies and programs that increase physical activity.**

**Update:**
- CDPH created a physical activity policy to promote exercise wellness among employees. The new policy allowed employees up to 30 minutes of physical activity on workdays (where the employee works more than 6 hours). The policy will become effective early 2019.
- In November 2018, the CDPH Worksite Wellness Committee launched a Worksite Wellness Intranet page, which included a calendar of upcoming physical activity events hosted by the committee, suggested onsite walking routes, exercise and fitness tips.
- The Cobb Chamber of Commerce launched Worksite Wellness toolkits on their website for members to access sound, model practice policies related to physical activity.

**Goal 3: Healthy Eating**

Promote health and reduce overweight and obesity through the consumption of healthy foods.

**Strategy 3.1: Increase access to healthy and affordable foods in food desert communities.**

**Update:**
- The McCleskey YMCA and CDPH partnered with the Cobb County Non-Profit grant for the Farm Fresh Market Initiative. The funding supported programmatic supplies and staff. In 2018, the grant funding permitted the Farm Fresh Market to operate for approximately 112 hours from May to September. During this time, Farm Fresh served 1,993 customers and sold more than 14,375 pounds of food.
- The Mableton Improvement Coalition and CDPH partnered on behalf of the Mableton Farmers Market. In 2018, the Mableton Farmers Market served 741 customers from June to August. Through the partnership with Wholesome Wave Georgia, SNAP recipients at the Mableton Farmers Market doubled their farmers market dollars to a total of $1,654 for the 2018 season.
- In partnership with SweetWater Mission, the Farm Fresh Market initiative donated any remaining produce from their markets to SweetWater’s food pantry between May and September.

**Strategy 3.2: Increase community knowledge on recognizing appropriate portions and making healthy food and beverage choices.**

**Update:**
- In 2018, CDPH provided recipe demonstrations focused on healthy food choices to farmers market customers at 20 out of the 22 Farm Fresh Market days and 9 out of the 11 Mableton Farmers Market days.
- In partnership with the City of Marietta Custer Park, CDPH led 8 interactive nutrition sessions with youth groups aged 5-8 and 9-12 during the school breaks of 2018.
- In 2018, CDPH participated in 6 community health and wellness events for adults focused on healthy eating and chronic disease prevention.
• In June 2018, Kennesaw State University’s (KSU) Department of Health Promotion and Wellness, a 2018 CHIP Partnership Grant awardee, hosted a workshop aimed to help clinicians navigate weight concerns, entitled “Body Respect”. Eighty-two people attended.
• With 2018 CHIP Partnership grant fund, KSU’s Department of Health Promotion and Wellness implemented 12 healthy cooking demonstration classes over the summer semester and reached 97 students.
• In the 2017-2018 school year, Cobb County Schools hosted 366 wellness activities for students and 356 for staff, many of which had a healthy eating focus or component.
• In 2018, the University of Georgia (UGA) Extension – Cobb County, provided the Expanded Food and Nutrition Education Program (EFNEP) to low-income families, free of charge. EFNEP is an 8-week course designed to teach families about healthier food choices, buying healthier foods on a budget and about reducing the risk of foodborne illness.

Revisions: None

Strategy 3.3: Increase organizational and programmatic changes focused on healthy eating.

Update:
• Cobb County Schools received the following awards and recognitions related to healthy lifestyles during the 2017-2018 year:
  o The All-Star award for working to enrich a healthy youth environment;
  o The Golden Radish Award for Cobb’s commitment to farm-to-school nutrition; and
  o The 2017 Governor’s Shape Honor Roll recognized 11 elementary schools in the Cobb district for creating a healthy school environment.
• In November 2018, the CDPH Worksite Wellness Committee launched a Worksite Wellness Intranet page that includes healthy eating recipes.
• Strong4Life, a 2018 CHIP matching grant awardee, drafted a wellness blueprint to Kennesaw Parks and Recreation. In addition, Strong4Life used their Strong4Life Role Model handout to train 130 children and 16 staff members during Kennesaw Parks and Recreation’s camp staff orientation training.

Revisions: None

Douglas County

Please see county-specific updates below and note that these are not an exhaustive list for the County. Live Healthy Douglas welcomes additions by other partners who had successes related to these CHIP goals.

Goal 1: Tobacco Product Use
Reduce illness, disability and death related to tobacco product use and secondhand smoke exposure.

Strategy 1.1: Identify and reduce tobacco-related disparities among population groups.

Update:

Revisions: None

Strategy 1.2: Promote access to information and support systems for cessation services.
Update:
• In November 2018, CDPH attended the Douglas County School System’s Rotary Club Health Access event to provide tobacco prevention and cessation education.

Revisions: None

Strategy 1.3: Reduce the initiation of tobacco product use among children, adolescents, and young adults.

Update:
• Brighten Academy (Douglas Charter School) developed their own tobacco-free campus policy.
• Truth Initiative led the end-of-day activity at the annual 2018 Power In Truth Conference. 406 youth were educated on the dangers of tobacco product use and encouraged to be leaders in their community to help others live above the influence.
• The LHD Tobacco Workgroup began drafting infographics that include information about tobacco use in Douglas County. The workgroup plans to share these infographics with focus groups participants in early spring 2019.

Revisions: None

Strategy 1.4: Reduce exposure to tobacco product use and secondhand smoke.

Update:

Revisions: None

Goal 2: Healthy Eating

Promote health through portion control and the consumption of healthy foods to reduce overweight and obesity.

Strategy 2.1: Increase access to healthy and affordable foods in food desert communities.

Update:
• The Douglas County School Nutrition Program of Douglas County Schools served free meals to children under the age of 18 through their 2018 Summer Meal program, which offers free and healthy breakfast and lunch items at 10 different sites.
• The Pantry operated 47 Saturdays in 2018 and provided canned goods, fresh produce, and other types of food to local families in need.
• In the summer of 2018, United Way of Greater Atlanta provided over 57,000 meals to Metro Atlanta children through it’s “Silence the Growl” campaign to help fight childhood food insecurity.

Revisions: None

Strategy 2.2: Increase community knowledge on recognizing portion control and making healthy food and beverage choices.

Update:
• The University of Georgia (UGA) Extension – Douglas County, hosted two Cancer Prevention Cooking classes in 2018. The purpose of this class was to teach women ages 18-64 with inadequate or no health insurance about cooking for a healthier lifestyle.
• In partnership with Douglas County Public Library System, CDPH led 1 interactive nutrition session with youth aged 5-8 during the summer break of 2018.
• In 2018, CDPH participated in a youth and family health event focused on healthy eating and portion sizes with over 150 participants.
• In 2018, CDPH attended the Douglas County School System's Rotary Club Health Access Event and provided healthy eating and chronic disease prevention information to parents and children.

Revisions: None

**Strategy 2.3: Increase organizational and programmatic changes focused on healthy eating.**

**Update:**
• In partnership with Douglas food pantries, CDPH conducted a survey in fall 2018 with food pantry leaders and customers. The purpose of this effort was to help assess additional means of increasing fresh produce distribution and availability throughout Douglas County. Methods to assist the current issues are being put forth in 2019.
• Strong4Life, a 2018 CHIP matching grant awardee, drafted a wellness blueprint for Douglas County Extension and Douglas County Stingrays Swim Team.

Revisions: None

**Goal 3: Youth Behavior**

*Improve the health, safety, well-being and mental and emotional development of youth (<10), adolescents (10-19) and young adults (20-24).*

**Strategy 3.1: Promote access to information and resources to maintain or improve mental and emotional well-being in at-risk communities.**

**Update:**

Revisions: None

**Strategy 3.2: Create environments that inform and empower youth, adolescents and young adults to make positive choices related to alcohol, tobacco, and other drugs.**

**Update:**
• 406 Douglas County teens participated in the 18th Power in Truth Conference to learn leadership and life skills, particularly related to drug and alcohol prevention.
• The LHD Youth Behavior Workgroup worked with DCTV23, Douglas County Government’s cable television channel, to develop a video showing an inside look at the annual Power in Truth Conference and spread the messages of this conference throughout the year.

Revisions: None

**Strategy 3.3: Provide individuals and families with the knowledge, life skills, and tools to prevent violence and injuries.**

**Update:**
• Douglas County was awarded an Office of Juvenile Justice and Delinquency Prevention grant of over $850,000, with a local in-kind match of $47,500. The grant funding was utilized to expand the services
provided by the Family Treatment Court in Douglas County. In addition, a Case Manager was implemented to oversee the coordination of services for children whose parent is enrolled in Family Treatment Court, as well as a Case Manager for additional clients.

**Revisions:** None

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**Strategic Priority 2: Access to Health Services**

Cobb and Douglas county partners collaborate in district-wide workgroups (cross-county collaboration began in 2017) to plan and implement actions aligning to the Access to Health Services strategic priority. Please see the district-level updates below.

**Cobb and Douglas County**

**Goal 1: Access to Primary Care**

*Improve access to quality primary health services for the underserved community.*

**Strategy 1.1: Reduce access barriers to accessing clinical and community preventive services, especially among populations at greatest risk**

**Update:**
- The Cobb & Douglas Access to Primary Care & Chronic Disease Management Workgroups analyzed reports and scientific literature produced by local health systems to develop a list of the six most common barriers to accessing primary care. This list will help guide action planning for 2019.
- In November 2018, Ser Familia, Inc. hosted their 5th Annual Latino Summit & Forum. A large focus of this forum was aligning multi-sector partnerships to support access to healthcare among Latinos, an under-served population throughout Cobb County.

**Revisions:** None.

**Strategy 1.2: Increase the care capacity of safety net providers.**

**Update:**
- Through the 2018 CHIP matching grant, 46 new patients registered in off-site locations and made appointments with Good Samaritan Health Center of Cobb. Twenty-seven of these appointments were kept.
- Good Samaritan Health Center of Cobb began discussions with Cobb2020 partners to explore providing pediatric care services beginning in 2019. Decisions pending.

**Revisions:** None

**Strategy 1.3: Increase the number of comprehensive school-based health centers. (Douglas County)**

**Update:**

**Revisions:** None
**Goal 2: Chronic Disease Management**

*Increase access to local services that screen for and help control chronic conditions.*

**Strategy 2.1: Increase chronic disease screenings, education and care management among populations at greatest risk.**

**Update:**
- In November 2018, the Metro Atlanta American Heart Association hosted their annual Northwest Georgia Heart Walk/5K. The purpose of this event was to raise awareness and donations for fighting heart disease and stroke while promoting physical activity.
- In 2018, Kaiser Permanente awarded a grant to CDPH to enable them to offer hypertension screening and treatment to specific populations in both Cobb and Douglas counties.

**Revisions:** None

**Strategy 2.2: Reduce the number of people who are unable to obtain or delay in obtaining necessary prescription medicines for the management of chronic diseases.**

**Update:** Action Plan TBD in 2019.

**Revisions:** None

**Goal 3: Infant Mortality**

*Reduce infant mortality disparities through access to prenatal care.*

**Strategy 3.1: Increase the proportion of at-risk pregnant women who receive early and adequate prenatal/postnatal care.**

**Update:**
- In June 2018, Georgia Birth Network sponsored a Climb Out of the Darkness® event to raise awareness for maternal mental illnesses. This organization hosted various workshops and groups to support maternal and infant health throughout 2018, such as the Empowered Pregnancy Meetup and Perinatal Mood Disorder Workshop.
- In November 2018, CDPH applied for the Health Resources & Services Administration (HRSA) Healthy Start Initiative, seeking $5,380,000 over five years to help eliminate disparities in perinatal health in Cobb County and the city of Douglasville. Decision pending.
- WellStar Health System expanded the care it provides to families and their newborns by increasing Level III NICU services in Austell, with the addition of 10 beds at WellStar Cobb Hospital. The expansion of services will further the hospital’s ability to administer a high level of care to premature infants or infants with severe or potentially life-threatening conditions.
- WellStar Health System began construction on the WellStar Douglas Birthing Center, a new 16,850-square foot facility, which will include a Level II Neonatal Intensive Care Unit (NICU). The center is scheduled to open in early 2019.
- In September 2018, the Cobb Health Futures Foundation (hosted by Home Depot) provided a breakfast presentation to more than 85 community leaders on the topic of maternal mortality.

**Revisions:** In 2017, the workgroup for this goal area was called the "Infant Mortality Workgroup." In 2018, we changed the name to the "Maternal and Infant Mortality Workgroup."
Goal 4: Behavioral Health

Improve access to appropriate, quality behavioral health services.

Strategy 4.1: Increase cultural humility among service providers to enhance awareness.

Update:
- Ser Familia, a 2018 CHIP matching grant awardee, delivered three cultural humility trainings in Cobb County. Approximately, 67 people attended the cultural humility trainings.

Revisions: Represents combined Cobb and Douglas county strategies for joint planning efforts

Strategy 4.2: Explore and enhance partnerships to improve access to behavioral health services.

Update:
- In March 2018, Kaiser Permanente, in collaboration with the National Basketball Association, hosted their third annual Total Health Forum. This year’s forum examined ways to improve the total health, which included reducing stigma around mental health.
- In July 2018, Cobb County partners, including CDPH, kicked off the Opioid Recovery Roundtable and Leadership Coalition (RRLC), a group of high-level community leaders convened to develop local collaborative plans to address the issue. The group has been meeting quarterly.
- In July 2018, the Cobb & Douglas Behavioral Health Workgroup hosted a Behavioral Health Roundtable. This event invited key stakeholders in Cobb and Douglas to come together and assist with identifying resources in the communities that address behavioral health and substance abuse disorders, shared priorities and areas for collaboration, shared challenges and opportunities for overcoming these challenges.
- The RRLC in partnership with Cobb County Government, the Cobb County District Attorney, The Cobb County Solicitor, the Cobb County Sheriff and the Davis Direction Foundation created the COPE House (Cobb Overdose Prevention Effort), to help combat the Opioid overdose epidemic. This mobile classroom, introduced in September 2018, is designed to help educate parents about warning signs of drug addiction and how to keep teens away from illegal drugs. The house is designed to mirror a teenager’s bedroom, bathroom and closet. More than 50 items are on display within the area as clues of possible drug involvement (for parents and peers). Peer Support Specialists (who may also be in long term recovery) give tours to the public.
- In September 26-29, 2018, many RRLC partners from the community, including the Davis Direction Foundation, WellStar Health System, DPH, and Cobb County Government hosted the first annual “Building Communities of Recovery” symposium to create awareness and bring agencies together around the opioid/heroin crisis. More than 100 attendees, including CDPH, participated in the 3-day conference to learn how others are innovating and creating Recovery Solutions that work and keep people safe and sober. Experts who are helping people recover from substance-abuse disorders shared what they have learned in four primary areas: Health and Wellness, Law Enforcement, Legal Education, Faith-based/Spiritual.
- Douglas County Board of Commissioners proclaimed October 2018 as Douglas County Behavioral Health Month. The month included a daily series of events designed to build awareness and to “Break the Silence” that accompanies the increasingly important subjects of mental health and substance abuse. Activities included community panels, school awareness programs, senior center presentations, and employee wellness efforts. Partners include Live Healthy Douglas, Kaiser Permanente, Douglas County School System, Georgia Council on Substance Abuse, Ridgeview Institute, CDPH, state judicial and legislative members, psychology professionals, and many more. This was the second year doing the
behavioral health initiative and the focus remained on providing the community with the best information available to create a serious conversation about behavioral health in Douglas County.

- In November 2018, CDPH created one of its 2019 Georgia legislative priorities to encourage local legislators to pay close attention to opioid-related bills that would be introduced in the 2019 session. This agenda priority was shared with all CDPH Board members in both counties and with local/regional elected officials and the Cobb and Douglas Chambers of Commerce.
- In late 2018, the Cobb County District Attorney's Office was successful in securing a three-year grant worth nearly $900,000 by the U.S. Department of Justice. The grant funds will help establish the Cobb Opioid Fatality Review Project, which aims to improve system response to opioid offenders, their families and victims of crime; improve law enforcement response to opioid-related investigations of dealers and distributors; and accurately report data on the opioid epidemic in the county. CDPH is a key partner in this grant.

Revisions: None

Strategy 4.3: Promote early identification of behavioral health needs and services available to the community.

Update:

- Ser Familia, a 2018 CHIP matching grant awardee, began developing a comprehensive mental/behavioral health provider list for Cobb & Douglas residents. This tool was developed to help Cobb & Douglas residents identify appropriate and affordable mental/behavioral health services that meet their needs. The comprehensive mental/behavioral health provider list will be finalized and published in February 2019.
- Douglas County Community Services Board, a public agency which provides mental health, developmental disability, and substance abuse services, moved to a new location to better serve the Douglas community. This new location provides specialty services on site, including case management, supported employment and teen behavioral health.
- In 2018, Ser Familia added psychiatric services to their Mental Health program by hiring the services of one of the few Spanish-speaking psychiatrists in Georgia.
- Kidz2Leaders, a 2018 CHIP matching grant awardee, hosted a Family Focus Group to identify their participants’ needs and challenges, including mental/behavioral health challenges of the guardians. Kidz2Leaders will be using the results of this focus group to improve the effectiveness of their services and serve their families.

Revisions: None