a letter from the
Chief Executive Officer and President

Five decades of delivering affordable health care in Montgomery and Prince George's counties is impressive, but what matters most is what we accomplished for and with those who entrust us with their care. And by that standard, we are proud of our gains in 2022.

- 64,883 neighbors served.
- Historic years for every service we offer.
- The planning of our family medicine residency program.
- 1.3 million introduced to health-promoting resources online.

That’s just the beginning.

Our 2022 Community Health Impact Report will walk you through our landmark year. We’ll introduce you to our care model and explain how it helps our patients and participants reclaim their health. You’ll then read about some of our achievements and the precedents we set as we share a few of our priorities for the upcoming years.

Our report this year makes a statement: when our neighbors have access to patient-centered care that affirms their dignity, they will always endeavor to meet the healthiest version of themselves. And for us, it's the highest honor to be the support system and friend who empowers them to do so.

Thank you for believing in our mission and empowering your neighbors.

Sincerely,

Sonya Bruton, PsyD, MPA
Chief Executive Officer and President
CCI Health Services
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Who We Are

CCI Health Services is a Federally Qualified Health Center (FQHC) serving residents in Montgomery and Prince George's counties. For over five decades, we have delivered quality and affordable care with a culturally competent and patient-centered approach to improve community health outcomes.

But our work doesn't end when our patients and participants leave our health centers. We recognize how socioeconomic, cultural, and policy factors can influence health. That's why we advocate for health equity through our voice and example.
Our Mission

To deliver high-quality, accessible care to our community members, leading the way to a more equitable health care system for everyone.

Our Vision

A healthy and empowered community for generations to come.
2022 Impact Report

2022 Snapshot

34,828 Patients Seen + 30,055 Participants Served = 64,883 Total Community Members Served

107,364 Total Medical Visits
7 Primary Care Sites
3 Dental Sites
4 WIC Sites

Breastfeeding initiation rate:

88.6%
14% higher than the statewide average

Race and Ethnicities
- Hispanic/Latino: 35.8%
- Black/African American: 3%
- White: 69.3%
- Asian: 2.3%
- Unreported/Chose not to disclose race
- American Indian/Alaska Native: 14.2%
- More than one race: 0.5%
- Other Pacific Islander: 0.1%

Gender Identify
- Female: 61.8%
- Male: 36%
- Unknown or chose to not disclose: 7%
- Transgender/non-binary/gender fluid: 4%

Payor Mix
- Medicaid, CHIP, Other Public: 53%
- Uninsured: 40%
- Private: 3%
- Medicare: 7%

Age
- Adult (18 and above): 60%
- Children (17 and below): 40%

74%
Patients best served in a language other than English
#ChooseCCI
Pivotal Moments

1969
CCI founder J. Mark Langlais assembles a team of clinicians driven to improve health outcomes for the county’s unhoused population.

1972
After three years of serving as volunteers, the coalition takes their efforts to the next level by registering as a nonprofit organization and adopting the name Community Clinic, Inc. (CCI).

1979
We operate out of a donated two-story bungalow on Fleet Street in Rockville. The residential house lacks proper medical facilities yet becomes an invaluable resource for unhoused residents in need of care.

1980s
We open pediatric health centers in Silver Spring and Gaithersburg, maintaining our commitment to the unhoused community while strengthening access for other underserved communities.

1996
The State of Maryland awards us the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) contract.

1998
CCI celebrates 25 years of service.
Throughout our history that reverberate in community health today.

2000s
We expand our services to meet the unique and growing needs of our community, launching behavioral health care, prenatal care, and family planning services.

2007
Our neighbors in Prince George’s County welcome us with open arms as we open our first health center in Greenbelt.

2008
CCI is recognized as a Federally Qualified Health Center (FQHC).

2007
We proudly claim the highest breastfeeding initiation rate in the state at 89%.

2020
The Biden-Harris Administration selects us to serve as the first community health center in Maryland to receive unlimited vaccines directly from the federal government.

2022
CCI celebrates 50 years of service.
Executive Leadership

Officers

Sonya Bruton, PsyD, MPA
*Chief Executive Officer and President*

Lorrie Glenn, RN, MHA
*Chief Operating Officer*

Ceceila Hall-Carrington, MD
*Interim Chief Medical Officer*

Brian Harris, MHA
*Chief Financial Officer*

Robert J. Baror, ESQ
*Chief Legal Officer and General Counsel*

Jessica Wilson
*Chief Strategy Officer*

Parastoo Golestani, DDS
*Chief Dental Officer*

Marvin E. Onyemaechi
*Chief Information Officer*

Jose Luis Diaz
*WIC Executive Director*

Board of Directors

Sonya Bruton, PsyD, MPA
*Non-voting member*

Eric Stroud, ESQ
*Immediate Past Chairperson*

Marguerite Lucea, RN
*Chairperson*

Robert Wise, MD
*Treasurer*

Della Cox
*Secretary*

Elizabeth Durham
*Vice Chair*

Monica D. Poulard-Hawkins

Susan Leggett-Johnson, MD

Rachel Pagán
Our Locations

Montgomery County

- **GAITHERSBURG**
  200–220 Girard Street
  Suites 100, 206, & 212-B
  Gaithersburg, MD 20877

- **SILVER SPRING**
  8630 Fenton Street
  Suite 1200
  Silver Spring, MD 20910

- **TAKOMA PARK**
  7676 New Hampshire Ave.
  Suite 200
  Takoma Park, MD 20912

- **WIC**
  1401 University Boulevard East
  Hyattsville, MD 20783

- **WHEATON**
  2730 University Blvd.
  Suite LL10
  Wheaton, MD 20902

Prince George’s County

- **GREENWAY**
  7474 Greenway Center Dr.
  Suite 300
  Greenbelt, MD 20877

- **GREENBELT**
  9220 Springhill Lane
  Greenbelt, MD 20770

- **ROCKVILLE**
  2 Taft Court
  Suite 207
  Rockville, MD 20850

Throughout Montgomery County.

- **Medical**
- **Dental**
- **Behavioral Health**
- **Supportive Services (WIC)**
- **Pediatric Care**
Our Care Approach

Patient Demographics

*BIPOC / Latino/a Identifying:

90% of CCI's patients and participants

74% are best served in a language other than English

71% are at or below 100% the federal poverty level

57% are publicly insured (Medicare or Medicaid)

36% do not have insurance

Our Patients and Participants

Montgomery and Prince George's counties boasts some of the most diverse neighborhoods in the U.S. It's what makes our community so special.

The patients and participants we serve represent our community yet have specific health needs related to their circumstances or identities that make conventional health care inadequate or even unattainable.

No two patients or participants are the same. Each has a unique story to share. But what they all have in common is the aspiration to keep themselves and their families healthy—and that's where we come in.
Our Care Model

We practice a culturally competent and patient-centered approach to care to meet our patients and participants’ expectations rather than asking them to adapt to ours.

- **We speak their language.** Our team collectively speaks over 20 languages. We also offer interpretation services at no cost.

- **We recognize their experiences.** Our patients and participants have endured many challenges. As a result, we practice care with heightened sensitivity.

- **We respect their culture.** We ask them what would make them feel most comfortable during their visit to accommodate their beliefs and customs.

- **We educate their way.** Health information can be a real barrier for non-native English speakers and those with low literacy levels. We explain everything in simple and accessible terms.

**PRIORITY: Scale our health care model to train other community health centers on caring for diverse populations**

Five decades of serving a diverse community have equipped us to practice cultural humility at a high level. Health centers nationwide could benefit from learning our approach as demographics transform. We’ll explore avenues to impart our knowledge to our allies in the community health center movement through training modules, workshops, and resources.

Representative Care

**270+ clinicians and support personnel**

Representation is critical in health care. Research shows that patients are more responsive when they can identify with their clinicians, leading to a patient-clinician relationship centered on trust and more patient confidence in the decision-making process.

We owe our success and standing as a leading community health center to our diverse team, which encompasses over 270 clinicians and support personnel with equal parts know-how and passion.

- 80% of our staff identifies as BIPOC (Black, Indigenous, and people of color) or Latino/a.

- We are overwhelmingly first- and second-generation U.S. Americans.

- Members of the LGBTQIA+ community serve at every health center and in our headquarters in junior, managerial, and executive leadership positions.
“On January 4, I received an email I'll always remember,” said Jessica Wilson, Chief Strategy Officer. “It was the 2022 Healthcare Equality Index Survey results announcing CCI’s inclusion in the then-upcoming iteration of the index. Actually, it was more than just an announcement email; it was the validation CCI needed to prove to our LGBTQIA+ community members that we present the experience they've been searching for in a health center, whether for their care or their career.”

Our debut on the Human Rights Campaign’s (HRC) annual Healthcare Equality Index (HEI) was a significant moment for us, acting as the capstone to a years-long and deliberate effort to create a welcoming space for LGBTQIA+ patients, participants, employees, and visitors.

Any health care provider invested in the principles of diversity, equity, and inclusion will be familiar with the HEI. It’s one of the most trusted resources recognizing organizations that promote inclusion and equity for the LGBTQIA+ community. Those featured in the bi-annual index have successfully demonstrated that their policies and practices protect community members from discrimination and stimulate an inclusive environment.

It’s no small feat to make it on the HEI. The assessment is rigorous; each relevant policy undergoes a thorough evaluation and must include resources to support claims and implementation. The HRC’s standards are incredibly high and demand organizations make LGBTQIA+ safety a priority to be even eligible for consideration. In short, the process asks a lot out of applicants, but it’s worthwhile for any organization committed to the population in the same way we are.

We were proud to receive recognition in the Foundational Policies for LGBTQ Healthcare category, highlighting applicants who uphold patient and employee non-discrimination and equal visitation policies while meeting staff training requirements.

Since our designation, we’ve continued to advance our efforts by debuting new registration forms friendly to LGBTQIA+ patients and launching more public health campaigns specifically for the audience. We won’t stop until CCI earns a reputation as the premiere community health center and health care employer for our service area. That’s a promise.
Medical Services

“How are you feeling today?”
“¿Cómo te sientes hoy?”

It’s a question easily overlooked in everyday interactions but becomes a powerful gesture of validation within a health care setting. In fact, we believe it initiates the first step in a journey that leads to patient empowerment.

It’s not uncommon for first-time patients to visit a CCI health center feeling a little skeptical. Many have come to expect unsatisfactory treatment based on their past experiences dealing with an inequitable health care system. We see it as our responsibility to redefine their perspectives and demonstrate what community health can do for them, and we do it the only way we know how: by delivering quality care with compassion.

COVID-19

After COVID-19 cases peaked nationwide in January 2022, we were cautiously optimistic that the worst was over. But that didn’t mean we slowed down. Instead, we continued to prioritize vaccinations and testing year-round throughout our health centers and public outreach efforts.

We are very proud to have the highest vaccination rates in the country for a large jurisdiction and to support folks with food and other services. CCI was right on the frontlines during the pandemic delivering those services in communities that needed it the most.

– Montgomery County Councilmember
Will Jawando, At-Large, 12/13/22

Influenza

The CDC estimates that up to 55,000 U.S. Americans could die from the flu between October 2022 and March 2023. This year’s flu season is proving particularly severe, yet neighbors tend to underestimate influenza and demonstrate a hesitation toward receiving the seasonal flu shot. Following the data and forecasts, we knew we would need to bolster our strategy. Our efforts were successful, and we delivered flu shots to 8,416 patients, 27% more than last year.

Diabetes

More than 40,000 people are diagnosed with diabetes annually in Maryland, with Prince George’s County maintaining some of the highest rates statewide in 2022. The chronic condition hinders quality of life and disproportionately affects our BIPOC and Latino/a neighbors. We treated 2,633 patients with a diabetes diagnosis in 2022, counseling them on nutrition and prescribing interventions that alleviate the debilitating complications that may result from the disease.
Increasing Primary Care in Prince George’s County

Over fifteen years ago, we expanded our service area to include Prince George’s County. Since then, we have learned a lot about the community. We’ve seen how our neighbors there support each other unconditionally and how local leadership works in unison with residents to help their neighborhoods thrive.

We have also learned about the county’s needs. Health outcomes paint the picture. Prince George’s County consistently ranks among the lowest statewide in several metrics, including in last place for clinical care. Even more concerning is that residents continue to succumb to entirely treatable conditions such as diabetes and HIV.

Prince George’s County’s severe shortage of primary care physicians (PCPs) may be the root of the problem. There is only one PCP available per 1,890 residents countywide.\(^1\) In contrast, neighboring Montgomery County offers one PCP per 720 residents.\(^2\) The scarcity of PCPs worsens community health by denying patients an intervention that promotes wellness.

More PCPs are required to meet current and future demand. Specifically, there is a need for PCPs to be trained in culturally competent care with a community-minded perspective toward healing. That’s why we’re creating a family medicine residency program that will do just that.

Led by our Graduate Medical Education Program Director, Dr. Mia Riley, CCI’s family medicine residency program directly responds to the ongoing PCP crisis in Prince George’s County by training future physicians in our comprehensive health services model and approach to care. The program will be the first certified Teaching Health Center in Maryland and will reside at our new Ora Glen health center, scheduled to launch in 2024.

Resident physicians who complete the program will recognize the nuances of culturally competent care and understand how to utilize local resources to benefit patients. We believe our residency program has the potential to improve health outcomes, reduce disparities in health care, and boost workforce development within Prince George’s County. It’s what our neighbors deserve, and it’s what CCI will give them.

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\(^1\) Prince George’s County, County Health Rankings, 2022

\(^2\) Montgomery County, County Health Rankings, 2022
Prince George’s County Snapshot

13
Independently licensed medical and behavioral health care staff in PG County facilities

68
Employees working in PG County facilities

51
Employees living in PG County

15,125
Patients

PAYOR MIX
- 63% insured
- 37% uninsured

GENDER
- 64% female
- 36% male

AGE GROUP
- 22% 17 & under
- 78% 18 & over

78% Served in a language other than English

VISITS
- 44,349 Total Visits
  - 84% Medical
  - 7% Behavioral Health
  - 5% Dental
  - 4% Telehealth

RACE
- 71% Hispanic
- 13% Black
- 9% Asian
- 3% Non-Hispanic White
- 3% Other
- 2% American Indian/Alaska Native

Services: Medical • Dental • Behavioral Health • Supportive Services (WIC)

Prince George’s County

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The adage rings true: the mouth is the window into the body. Since 2010, we have made our dental program a core service because we believe whole-person health begins with a smile.

2022 saw us take our dental services to a new level by hiring Parastoo Golestani, DDS, as our inaugural Chief Dental Officer. Dr. Golestani has two decades of experience managing several successful dental practices in the Washington metropolitan area. And in the short time she’s been with us, she’s already used her acumen to help streamline our processes and bolster our workforce.

New leadership will mean growth for our already robust dental program. But we always remember that it takes a team to make a difference. We are proud to work alongside an elite group of hygienists, dentists, and dental assistants who find their meaning in healing.

Dental exams detect common disorders, including gingivitis and tooth decay, enabling early intervention before issues worsen. They’re not nice-to-have; they’re a must-have. The problem is that not enough of our neighbors are receiving their six-month checkup, with cost the most oft-cited reason for the delay.

The best medicine is preventative medicine. We completed 1,891 prophylaxis treatments for 1,733 patients and 1,665 fluoride treatments for 1,323 patients.

And as with all our services, education is the pillar of every appointment. We work alongside our patients to demonstrate techniques that help keep their mouths healthy. As a result, everyone who steps inside our dental clinic leaves with resources that prepare them to take the lead in guarding their dental health.
Visiting the dentist can be a frightening experience, but it doesn’t have to be. All it takes is the right approach from a clinician who cares. Dr. Vaughan Wright knows what to do.

Dr. Wright joined our dental team in 2018 and has become a source of strength for patients ever since. This recent patient testimonial says it all.*

“As a child, I had a very unkind experience that made me fear going to the dentist. And over this journey in life, I’ve had a few health concerns that required medication which ate at my teeth years ago.

I have been a patient with CCI for over a year now, and Dr. Wright is my dentist. He is an asset to CCI. He could be working anywhere, but he is here helping people like me regain their confidence. I appreciate Dr. Wright taking the time to give advice and recommendations. He is gentle, respectful, and courteous. He makes sure you understand. You can’t help but feel the generosity of his heart through his hands.

My mouth was so bad that I could not get proper nutrients, but not anymore. I can chew better, I feel better, no more migraines, no more hiding my smile. My heart condition has improved. I still have a way to go, but it won’t be long before my smile is back with sparkle and shine.

I thank the Lord God for creating Dr. Wright and his hands to help people like me.”

* Patient’s identity hidden to protect privacy. Testimonial lightly edited for clarity.
Behavioral Health Services

The last two years marked an unprecedented decline in mental health outcomes for many U.S. Americans, including Maryland residents.

According to the National Association of Mental Illness (NAMI), 39.1% of adults statewide experienced symptoms of anxiety or depression in 2021. We observed similar trends in our health centers. In 2022, CCI served 10% and 12% more patients with anxiety and depression diagnoses, respectively, compared to 2021.

The pandemic, the resulting lockdown, and the effects of the public health crisis were leading contributors to the anguish felt by many. But intensifying pandemic stress for our patients were other life stressors, including experiences with poverty and displacement. And with behavioral health services largely inaccessible to our service population in non-community health spaces, someone needed to step up and be there for our neighbors amid such challenging times.

That someone was CCI.
Blake’s Story

When we first met Blake*, he was a teenager filled with resentment towards his mother stemming from her recent divorce from his father. He was frustrated with the changes that resulted from the divorce, including a school transfer and a schedule that left him with less time to spend with his dad. These feelings were escalating into acts of violence towards his mother. He needed our help.

Blake didn’t mince words when he sat down with us for his first session. He shared everything on his mind, letting us know there was nothing we could do for him. And though our behavioral health consultant could see and hear Blake’s pain, she knew there was still hope for him to learn how to manage his anger and maybe even reconcile with his mom.

After weeks of implementing a strategy comprising private and family counseling with his mom, Blake’s situation improved significantly. His anger towards his mom started to subside. And much to his surprise, he began to enjoy a healthier relationship with her. Blake’s willingness to work alongside our behavioral health consultant enabled him to learn new techniques that will help him navigate his feelings more productively going forward.

*Name changed to protect patient’s identity.
No program is more impactful for young families than The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). Every year, over six million participants nationwide benefit from the federally funded program, which offers nutritious foods, breastfeeding counseling, and referrals to ensure families living on low incomes have the support they need to nurture healthy and well-developed babies.

As Maryland’s leading WIC service provider and one of the largest in the Mid-Atlantic region, we know first-hand what the program means because we see it every day. WIC promotes participant well-being, gives them confidence, and, most importantly, improves infant health outcomes.

2022 proved to be a significant year for the WIC at CCI program. We achieved a breastfeeding initiation rate of 88.6%, 14% higher than the statewide average. In addition, our breastfeeding prevalence rate after six months was a remarkable 54.3%. These two metrics mean participating infants drastically reduced their chances of infection or early mortality thanks to the natural antibody properties found in breast milk.

Breastfeeding is not always easy for everyone, which is why WIC at CCI assists participants who struggle with latching by loaning electronic pumps out to those who need them. In 2023, we plan to give away 300 manual pumps.

**PRIORITY: Expand to accommodate more participants**

Part of what made 2022 a memorable year for the WIC at CCI program was our ability to offer in-person services at a time when other WIC centers still operated virtually.

We will continue to welcome more participants into the program and expand our reach over the next few years by partnering with local organizations to identify other groups potentially eligible for WIC, including refugees, active military personnel, and at-risk youth.
A common misconception is that only certain groups are at-risk for HIV, and therefore not everyone needs to screen. But the truth is HIV doesn’t discriminate; everyone is susceptible. In fact, more than nine percent of neighbors living with HIV in Maryland do not realize they have it.3

Screening regularly as a preventative measure is how we normalize testing and prevent transmission. To redefine how our patients view testing, we’ve started presenting HIV screenings as a standard care offering in our health centers. We provide patients with the option to screen regardless of visit reason, leaving the decision to them after offering counseling on why they should.

Our efforts are working: in 2022, we screened over 9,500 patients for HIV.

- We coordinated events that offered free HIV screenings on-site to community members. ABC7 News covered our outing in downtown Silver Spring in recognition of National Black HIV/AIDS Awareness Day.
- We launched our Know Your Status campaign to educate our neighbors on the importance of HIV screenings. Released in Spanish and English, our videos accumulated over 8,000 views in 2022.
- CCI received the 2022 Solidarity for Health Equity Award by Montgomery County HIV/STI Services for our work to end the HIV epidemic. In addition, CCI’s Infectious Disease Program Manager, Alexandrea McIntosh-Ogunfolu, was also recognized as a nominee for a Solidarity Health Equity Award.

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3HIV IN MARYLAND, Maryland Department of Health, 2021
There is an urgent need to lower those numbers through prenatal care, and we’re eager to lead the way. In 2022, we admitted 846 participants into our prenatal program, accommodating 59% more than last year. Prenatal care facilitates both. Even more, **prenatal care saves lives.**

Research shows that babies who do not receive prenatal care are five times more likely to succumb to infant mortality than those who do. And prenatal care is essential for moms, too: women without prenatal care access are nearly four times more likely to die from birth complications.

Unfortunately, our service area is not where it should be with respect to infant health outcomes.

While Montgomery County is in a favorable position compared to national and state averages, rates are still far too high in the community. Meanwhile, the disparities between Montgomery and Prince George’s counties are vast, with Prince George’s faring worse in every rate against every measure.

<table>
<thead>
<tr>
<th></th>
<th>Preterm Birth Rate</th>
<th>Low Birth Weight</th>
<th>Infant Mortality Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montgomery County</td>
<td>9.4%⁴</td>
<td>7.6%⁵</td>
<td>4.3/1,000⁶</td>
</tr>
<tr>
<td>Prince George’s County</td>
<td>10.8%⁷</td>
<td>9.6%⁸</td>
<td>6.3/1,000⁹</td>
</tr>
<tr>
<td>Maryland</td>
<td>10.7%¹⁰</td>
<td>8.9%¹¹</td>
<td>5.6/1,000¹²</td>
</tr>
<tr>
<td>U.S.</td>
<td>10.5%¹³</td>
<td>8.2%¹⁴</td>
<td>5.4/1,000¹⁵</td>
</tr>
</tbody>
</table>

There is an urgent need to lower those numbers through prenatal care, and we’re eager to lead the way. In 2022, we admitted 846 participants into our prenatal program, accommodating 59% more than last year. As a result, more than 91% of pregnant parents who participated in our prenatal care program delivered a baby with a healthy weight.

We also hosted our fifth annual Run Baby Run 5K, a fun-run and walk that brought together 275 neighbors to help us raise over $100,000 to fund our effective prenatal care program.
Top: A CCI nurse practitioner provides routine care to prenatal patient during CenteringPregnancy® session.

Bottom: A participant at CCI’s annual Run Baby Run 5K.
21,000+ patients who identified as a woman, over 60% of our total patient population

2,359 patients received a Pap test

2,385 patients received a mammogram

70% more cervical cancer screenings

117% more breast cancer screenings

Women’s Health

Over 21,000 of our patients in 2022 identified as a woman. That’s 62% of our total patient population. As a community health center pledging to reimagine health, our obligation to support women’s health is great. And with recent research suggesting women are losing confidence in their wellness, the stakes have never been higher.

2022 proved that women in Montgomery and Prince George’s counties have a haven for care specific to their needs in CCI. Wellness is just a phone call away.

No health service is more critical to women’s health than screenings for the most common cancers experienced by the population. Mammograms and Pap tests are lifesaving interventions, and we continue to prioritize them in our care model. In fact, we’ve doubled down on our efforts. Compared to last year, the number of cervical and breast cancer screenings we completed in 2022 went up 70% and 117%, respectively.

Nutrition counseling and healthy living education are also key components of our women’s health approach. Our clinical nutritionists helped several patients lose weight and reduce their cholesterol. Notable cases include one patient who lost over 30 pounds within a year, while another dropped their cholesterol levels from 227 to 179 in just two months. Both patients now maintain a healthier lifestyle that will benefit them for years.

Family Planning

2022 presented many challenges in the family planning sector. The Supreme Court overturned a five-decade-old precedent in reproductive health, a consequential decision that stirred confusion, panic, and dismay. Title X funding dried, holding community health centers back from accomplishing everything they set out to do. It was a difficult year for advocates to navigate.

And yet CCI’s family planning team pushed forward despite these setbacks. In fact, we were more motivated than ever to let our community know they have the right to decide what’s best for themselves and their families. We made it count: 2022 was the most successful year in our program’s history, serving 11,619 patients in 18,768 visits.

We also hosted six medical residents from Howard University Hospital through their gynecology rotations, training them to address health topics relevant to our patient population and equipping them with the knowledge to deliver culturally competent care.
**PRIORITY: Reach more adolescents through local partnerships.**

In 2023, we will leverage our close relationships with schools and local partners to reach more adolescents with family planning resources and services. Our goal is to increase the number of teens served by 5% by the end of the year, which we hope will become an annual benchmark for our program as we advance.
Community health centers have a history of stepping up in times of crisis. Our willingness to answer whenever there is a call is ingrained in our movement. So when thousands of displaced Afghan and Ukrainian families arrived in our community calling out for care, we did what we always do. We answered.

Each newly arrived neighbor who visited a CCI health center underwent a comprehensive health assessment to evaluate their current health status, received treatment for chronic conditions, and accessed a care plan to help maintain their wellness. We completed over 2,000 refugee health assessments, tripling the previous year as we maintain the highest rate statewide.

More than clinicians, we welcomed our responsibilities as advocates for families with young children. We handled the required paperwork to ensure kids registered for school and confirmed they were up to date with their shots. And as they make their way through school, graduate, and go on to accomplish great things in their careers, they can always count on us to be there for them along the way.
There From Day One

Life can change forever in an instant. Everyone understands that in their own way, but few understand it the same way as our patients and participants who have experienced displacement. Families forced to flee their homes to escape violence or unrest carry a heavy burden. They don’t carry it alone, though.

Newly arrived families who visit CCI for their first appointment receive a warm welcome from our team. We then provide them with a thorough health assessment that covers everything from an HIV screening to routine blood work. We finish by checking in to see if they have everything they need to resume their lives, including easy access to basic necessities such as food and clothing.

A behavioral health screening is a critical component of our health assessment protocol. Refugees, asylees, SIVs, and parolees are susceptible to trauma that can affect them for decades and impede their efforts to establish themselves in their host country. Their initial visit with us is critical to recognizing the severity of their situation and providing much-needed reassurance.

“When counseling a person who has suffered from displacement, the most important thing we can do is to offer validation,” said Integrated Behavioral Health Director Robin Sparer. “I start each initial session with the same two statements: ‘We’re so glad you’re here. We’re so glad you’re safe.’ It’s my way of acknowledging that the hardships they’ve experienced are real, but we will work through them together.”

We started our refugee health program over a decade ago in response to the growing number of displaced neighbors arriving in Montgomery and Prince George’s counties. Between the crisis in Afghanistan in 2021, which saw more than 6,000 refugees arrive in Maryland and Virginia, to the many families fleeing the war in Ukraine right now, our program continues to be an essential service in our area.

Working alongside the Maryland Department of Health and local resettlement agencies in partnership and solidarity, we are proud to act as a lifelong support system for newly arrived families and show them our appreciation for who they are by how we care.
Community Engagement

Meeting Our Neighbors Where They Are

2022 marked the first time CCI planned and implemented an extensive outreach campaign to distribute health information and provide direct services. Spearheaded by our Public Relations and Outreach Specialist, Carmen Frazier, we participated in 27 events in 11 cities throughout Montgomery and Prince George’s counties by the end of the year.

Introducing Ourselves

Our presence at local events allowed us to interact with our neighbors on a personal level. Many who visited our table were patients or participants eager to extend their gratitude for the care we provide. But we also met many attendees unfamiliar with our work who were stunned to learn we offer our services at a rate contingent on what they can afford. We were proud to see their disbelief turn into relief as we explained our work isn’t about profit but equity.

Ready to Serve

True to our commitment to access, we brought quality clinical care out of our health centers and onto the sidewalks in a series of pop-up events. Joined at the ready by local allies and equity advocates, including Montgomery County Councilmembers Evan Glass and Will Jawando, interested residents came to receive health services and left with an open invitation to visit us any time.

Workshops Work

Public health events to empower health literacy are most effective when attendees actively participate alongside clinicians and community health workers in the learning process. It’s an approach we apply in the free workshops we offer to the community throughout the year.

In 2022, we hosted several workshops that mixed education with fun, providing our neighbors with pertinent information to keep them and their families living well. Whether it was teaching new parents how to properly breastfeed at our annual WIC Baby Shower or partnering with the Potomac Valley Alumnae Chapter of Delta Sigma Theta Sorority, Incorporated, to demonstrate breast cancer self-examinations, we showed that community health works when the community takes the lead.

Priority: Build on what we have started

2022 was just the beginning of our outreach efforts. A cohesive public outreach strategy with tenable goals is critical to encouraging health-promoting behaviors and literacy among the community. We anticipate participating in dozens of local events in 2023 and hosting several of our own.
Our second annual Block Party was a big hit. 700+ neighbors in Prince George’s County came out for a fun day of activities and health services. We administered 200 dental kits, screened 22 attendees for HIV, and distributed 100 bookbags.
Top: Community members at our 50th Anniversary Winterfest celebration

Bottom: Participants at CCI’s Candid Conversations about Cervical Cancer event, the culmination of a joint social media and print campaign.
Social media presents a dilemma for community health centers. Studies confirm the adverse effects these platforms can have on mental wellness, which is why we encourage our patients and participants to enjoy them in moderation and with caution.

But social media can also be a powerful learning tool with great potential to change hearts, minds, and health outcomes. Rather than risk losing an opportunity to connect our community with resources, our digital marketing team devised a social media strategy that complements our approach to care and centers on two objectives: promoting healthy behaviors and encouraging self-acceptance.

We put everything we have into creating engaging yet informative content that is culturally competent and mindful of health and reading literacy rates. 2022 proved our efforts are working. We saw sweeping increases in our metrics by an average of 37%, meaning more people accessing more resources. We also launched a record 21 public health campaigns.

Ultimately, it was a notable year for our digital marketing team, proving that social media done right can advance public health, not undermine it.

**PRIORITY: Create more targeted educational campaigns for specific audiences**

There’s no shortage of informative public health campaigns out there. But, unfortunately, they often do not represent the unique needs or identities of our service population. As a result, there is an urgency for more campaigns that can resonate with our patients and participants. We intend to craft more high-impact campaigns covering topics such as cervical cancer and sexual health to improve representation and build greater trust.

**On the Airwaves**

We became a household name on local and national media outlets for the latest health information in 2022.

It started with Dr. Jessica Petros speaking with MyMCM about the COVID-19 intervention Paxlovid. Dr. Melissa Clark followed with her thoughts on the groundbreaking treatment in an interview with the National Desk soon after. We also saw CCI’s Maternal and Child Health Director, Aastasshia Lacy, FNP-BC, speak about Black maternal health with WJLA and CCI Behavioral Health Consultant, Ericka Portela Solis, discuss grief with FOX 5 DC.

By the end of the year, over 100,000 people tuned in to learn the latest public health updates from a source they can trust: CCI.

**PRIORITY: Work to stop the spread of misinformation within the community**

The growing distrust of medical institutions among the public is facilitating a public health crisis. We aren’t willing to sit by as disinformation threatens the well-being of our neighbors. We’ll continue to proactively educate the public using the latest research and decades’ worth of clinical experience to stop the spread of misinformation through media appearances, campaigns, and events.

1.3m viewed our content  
43.K engaged with our posts  
20.5K clicked to learn more  
83K watched our videos  
354K minutes watched
Our work is only possible because of our supporters. We want to extend our gratitude to each person and group who contributed towards our mission in 2022.

**INDIVIDUALS**

Anonymous (5)
Vivian Aguayo
Didi Allin
Salliann Alborn
Glenda Alvarado
Flor Alvarenga
Haimanot Amare
Veronica Amaya
Nicole Anderson
Saema Ansari, MD
Kayla Anthony
Olivia Antoine
Cesar Arias, MD
Wendi Avila Aguilar
Alma Barahona
Michael Bard-Henke
Robert Baror
Carlos Barrios
Jed Barton
Annamaria Basile
Julienne Bautista
Meaza Bekele, MD
Nazaarah Bell
Allison Beltran
Kiana Benson
Karen Blanco
Tasha Blanks
Claudia Bonilla
Michelle Brady
Alisa Brightley
Russell Brown
Sonya Bruton, PsyD
Tarik Buli
Fiker Buli
Susan Burton
Lavonia Byrd
Tiffany Callis
Jonathan Camp
Palmyr Cardenas

Jason Chi
Joe Chidley
Deidra Clark
Cindy Clark
Melissa Clark, MD
Adriana Collins
Lisa Conlon
Tony Conrad
Mariana Cordier
Della Cox
Jeannette Craigfeld
Lori Crawford
Josseline Cruz
Leena Daniel
Rosa Datcher
Lauren Davis
Melissa De la Cruz
Joanna DeLucia
Jose Luis Diaz
Stephanie Dorah
Ashley Dozier
Elizabeth Durham
Barbara Eaton
Ari Engelberg
Deblin Escobar
Marisol Euceda
Tameka Fain-Lovett
Suellen Farrington
Carmen Frazier
Jennifer Fredrick
Lesvia Galo-Velasquez
Anita Gangar
Jessica Garcia
Vanessa Garcia
Caity Gillooley
Parastoo Golestani, DDS
Gladys Gonzalez
Norm Gordon
Vanessa Gordon-King
Leotta Grant
Jessica Gutierrez
Brandon Haggins
Henoch Hailu
Cecelia Hall-Carrington, MD
Andrea Harris
Diane Hastings
Erica Heiney
Sherlyn Hernandez
Veronica Hernandez
Guadalupe Herrera
Thi Herrera
Nichole Hill
Todd Hines
Frances Ho
Elisabeth Hooper
Abigail Hornig
Katia Howell
Alice Hughes
Lexi Hull
Brenda Irahet
Omoniyi Isaac
Rachel Jin
Elizabeth Jiron
Lauren Johnson
Frances Jones
Moriah Jones
Bethlehem Kassaye, DO
Wendy and Michael Keegan
Jonathan Keene
Liza Kilby, MD
Joyce Valerie Kinsella
Alison Kitchens
Kathleen and Larry Knolhoff
Joseph Kwak
Aastashia Lacy
Ella Lawes
Kerry Lester
Michele Levy
Madeleine Lippey
Natasha Lodha
Yesmi Lopez
Marguerite Lucea
Jessica Lucero
Steven Lynch
Jen Lyons
David Malouf
Maimunah Marah
Erin McBerry
Alexandrea McIntosh-Ogunfolu
Nico McMinn
Jennifer Meltzer
Veronica Mendoza
Cyriella Merolli
Catonia Mills
Nanette Mitchell
John Murphy-Ballantyne
Ceilan Nava
Thi Nguyen
Michelle Noland
Caroline Shields
Prisca Obeleagu
Faith Ogbonna
Marvin Onyemaechi
Edith Onyenemezu
Anthony Onyewuchi
Monet Ouwinga, MD
Clare Overmann
Leonard Ozoemena
Gaurang Patel
Jason Patnosh
Nicole Pease
Andrea Penado Dominguez
Tracy Perkins
Tristan Peters
Jessica Petros, MD
Parker Pillsbury
INDIVIDUALS CONT.
Nancy Pindus
Tiara Pitts
Saundra Plett
Ericka Portela
Sonia Portela
Davonia Porter
Casey Poteet
Mary Preuss
Andrea Price
Joy Pritchett
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Hadiya Rice
Mia Riley, MD
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Ariel Silveira
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Robin Sparer
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Catherine Stieg
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Patricia Woolsey
Jacob Yank
Ingrid Yates
Stephanie Zafiropoulous

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