

# **Morris Hood III CKD and COVID-19 Complications Prevention Initiative**

---

Michigan Legislative Report  
Year 1 (June 2022 - September 2022)

# Executive Summary

People living with chronic kidney disease (CKD), or its leading causes of diabetes and high blood pressure, are at greater risk for severe illness and complications or death from COVID-19. The pandemic has highlighted the challenges faced by populations ranked high on CDC’s social vulnerability index, including evidence that kidney disease and its precursors—obesity, diabetes and hypertension, which significantly affect older adults—are known risk factors for serious COVID-19 complications up to and including death per the Centers for Disease Control and Prevention.

We appreciate the State of Michigan allocating a portion of funding from the federal American Rescue Plan to the NKFMI for the fight against kidney disease. House Bill 5523 appropriated \$14 million to establish and implement the Morris Hood III CKD and COVID-19 Complications Prevention initiative.

## A note from our CEO



*“Early identification and treatment of CKD would change the trajectory. New science demonstrates that a combination of early identification, pharmacological treatment, physician directives and patient engagement in evidence-based healthy lifestyle interventions can prevent these diseases thus saving both lives and dollars. Michigan Medicaid alone spends over a billion dollars annually on kidney disease. The Morris Hood III project will be transformational.”*

-Linda Smith-Wheelock

President and CEO, National Kidney Foundation of Michigan

# Purpose with Alignment to CKD Prevention Strategy

The foundation for this project is the “Chronic Kidney Disease Prevention Strategy in Michigan 2021-2026” which emphasizes that kidney disease is common, serious, costly and often preventable. The NKFM and the Michigan Department of Health and Human Services (MDHHS) developed this public health approach to prevention with the support of many state and local partners. With more than one million people in Michigan with CKD and most unaware of their disease, the NKFM is dedicated to transforming kidney care and prevention across the state, particularly for those who were affected by or are at risk for COVID-19.

## Target Outcomes



Development of *Discover your Data* platform to understand the cost and health impact of CKD on Michigan residents and the relationship and risk between CKD and COVID-19.



Work with health systems and providers to increase understanding of CKD and the relationship and risk between CKD and COVID-19.



Create and implement a promotion and communications plan to raise awareness of kidney disease and the relationship between CKD and COVID-19 among key audiences.



Serve People with CKD, at risk for CKD, or at risk for COVID-19 through evidence-based programs and/or culturally appropriate nutrition and physical activity programs.

# Progress

## Discover your Data Platform

A key part of the project is identifying the economic and health impacts of COVID-19 on CKD. The Discover your Data (DyD) platform will be developed to allow stakeholders to understand the importance of identifying how CKD impacts their population. Between June 2022 and September 2022, NKFM staff met with key collaborators on the DyD platform (HHS Technology Group, Mathematica, Joint Venture Hospital Laboratories, and the University of Michigan Kidney and Epidemiology Cost Center) to develop a plan and timeline for acquiring data needed for analysis. They also defined the impact of COVID-19 on CKD and agreed on a framework to develop a cost calculator.



## Health Care Initiatives

The NKFM presented about the initiative, CKD and the link between CKD and COVID-19 to the Chief Medical Officers of Medicaid health plans through the Michigan Association of Health Plans.

NKFM staff held multiple meetings with southeast Michigan health plans to develop a pilot project to identify members with early stage CKD and intervene with programs to delay CKD progression.

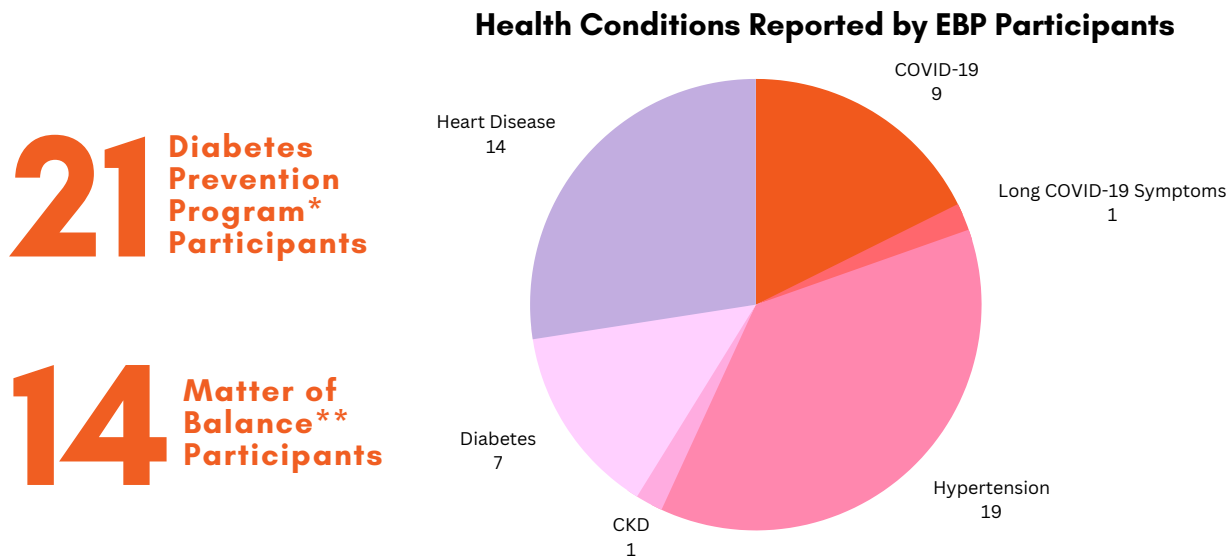
NKFM attended meetings with Michigan Primary Care Association to begin planning a CKD Learning Collaborative for 2-5 clinics. Staff were invited to present at their Fall Clinical Conference on October 19, 2022.

Medicaid is adding CKD measures that Medicaid health plans must report on: 1) CKD screening and 2) control of blood pressure among persons with hypertension with diabetes and/or CKD.

## Community Initiatives

**Evidence-Based Programs:** The NKFM already knew how many people going through our previous evidence-based programs have diabetes, hypertension and/or CKD. We added questions to our registration forms so we know how many program participants we are serving have had acute kidney injury and/or a history of COVID-19. This will help us assess how many people are at risk for CKD or have CKD that have participated in self-management and evidence-based programs.

From June 2022 - September 2022, the NKFM had **35** participants in evidence-based programs funded through this new initiative:



**Adverse Childhood Experiences\*\*\*:** The NKFM integrated education about risk factors for CKD and the relationship between CKD and COVID-19 into the Adverse Childhood Experiences (ACEs) presentation that is delivered to early childhood education professionals. The presentation will be delivered to other stakeholders in the future.

From June 2022 - September 2022, the NKFM delivered **2** ACEs presentations with **14** attendees.

**Nutrition and Physical Activity Programming:** Adopt and integrate culturally and linguistically appropriate messaging and best practices into nutrition and physical activity education programming.

From June 2022 - September 2022, the NKFM partnered with **5** community entities and have **5** potential partnerships with community and health entities.

## CKD Awareness Campaign

**Communications Plan:** The NKFM developed a communications plan for the rollout of the kidney disease standard messaging which focus on the relationship and risk between CKD and COVID-19.

**Patient Education:** Two patient education tools were developed for African American and Hispanic audiences to increase the understanding of the relationship and risk between CKD and COVID-19 and to prompt at-risk individuals get tested for CKD.

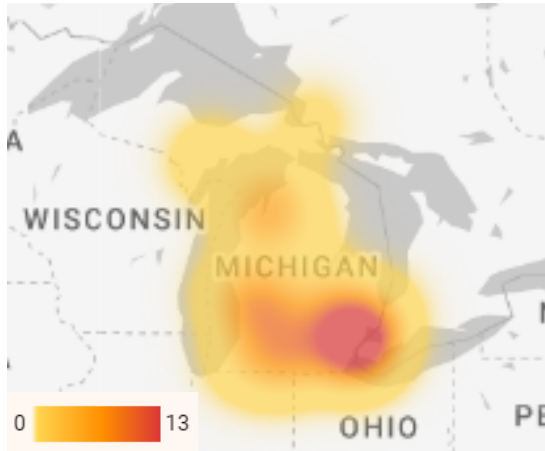
**Are You the 33%? Campaign:** The NKFM partnered with the National Kidney Foundation to implement the *Are You the 33%?* Campaign throughout Michigan. The strategic digital campaign is focused on **reaching, educating,** and **empowering** Hispanic/Latino and Black/African American people and individuals living in rural areas in Michigan to take control of their kidney health and raise awareness of COVID-19 risk.

The campaign guides users through a multi-channel journey that includes paid ads, a kidney risk quiz called Minute For Your Kidneys, tailored web content, and a customized email series.

From September 26, 2022- September 30, 2022, the NKFM ran **8** digital ads (4 English, 4 Spanish).



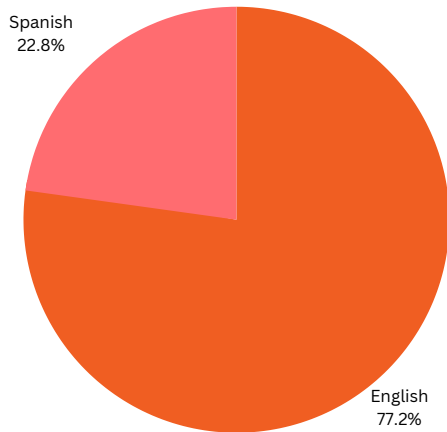
### Minute For Your Kidneys Quiz Submissions by Michigan Locations



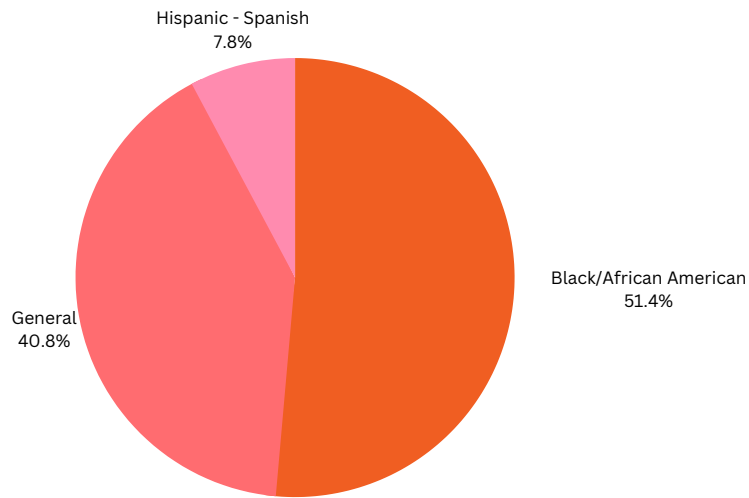
### Digital Campaign Data

**52.1 K** Ad Impressions  
**363.0** Sessions  
**82.0** Quiz Completions  
**79.52%** High Risk for CKD

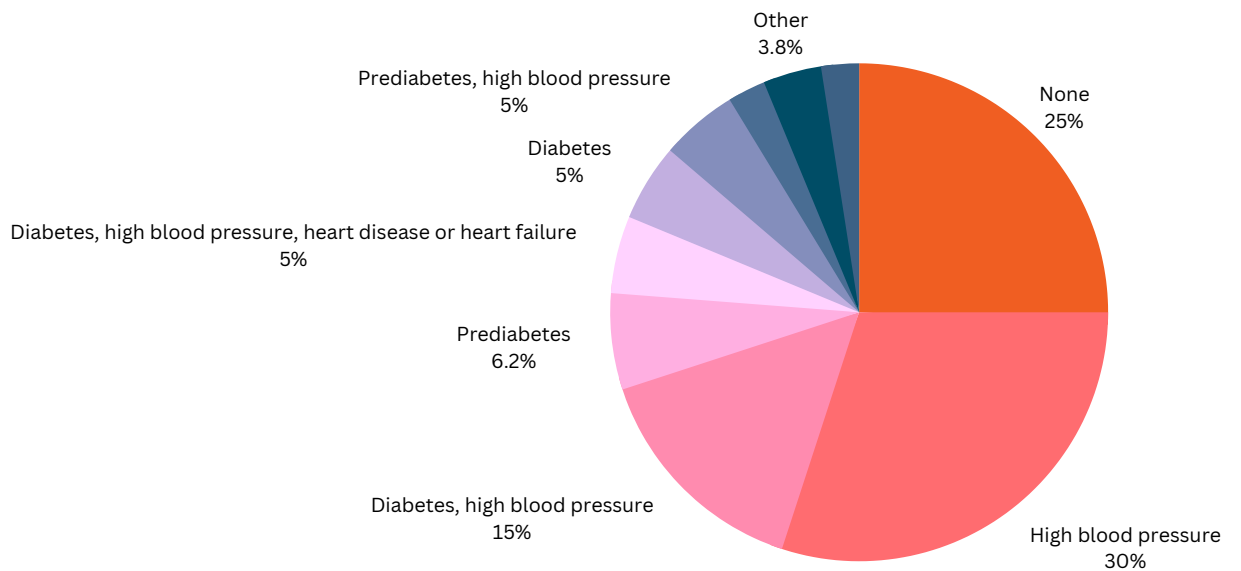
### Quiz Completions by Language



### Quiz Completions by Audience Group



### Quiz completions by Health Conditions Reported by Users



# Advisory Committee

## Advisory Committee Charter

We created a draft committee charter which will be used when orienting potential Advisory Committee members to the initiative and the committee.

## Members

Over the course of five meetings, 21 key individuals who are consumers, providers, policy makers and/or advocates impacted by CKD and COVID-19 were identified to be invited to participate on the Advisory Committee. Meetings were held with many on the list to gauge availability and commitment to attend. The first meeting date was set for Friday December 2nd. The meeting will be held virtually to maximize attendance.



## Project Partners

- HHS Technology Group
- Joint Venture Hospital Laboratories
- Mathematica
- Michigan Association of Health Plans
- Michigan Association of Health Plans Foundation
- Michigan Department of Health and Human Services
- Michigan Primary Care Association
- Public Sector Consultants
- University of Michigan Kidney Epidemiology and Cost Center

## Message from Morris Hood III's Family

*The bill honors the late Morris W. Hood III, a former member of both the Michigan House and Senate. Hood had diabetes as a child, which later developed into kidney disease. As the recipient of a kidney transplant in 2016, Hood was an advocate for people with CKD, an ardent supporter of kidney disease awareness and prevention, and a long-time supporter of NKFM's healthy living programs. He particularly loved the NKFM Regie's Rainbow Adventure® program, which features a broccoli superhero who gets his superpowers from healthy foods and physical activity. Hood sometimes took Regie puppets to the Senate floor during Kidney Month to raise awareness. Hood died on May 11, 2020 from COVID complications. He was 54.*



## Evidence-Based & Self-Management Programs

### Diabetes Prevention Program\*

- 16 weekly core curriculum sessions
- Monthly follow-up for 6 months
- Focus on modest weight loss and increase in physical activity in a support group format
- Monitoring fat grams and total calories
- [readysupportprevent.org/](https://readysupportprevent.org/)



### A Matter of Balance\*\*

8-week program to help older adults overcome fear of falling through weekly 2-hour sessions including peer group discussion, exercise, education and some behavior modification.



### Adverse Childhood Experiences\*\*\*

Adverse Childhood Experiences (ACEs) are serious childhood traumas that result in toxic stress that can harm a child's brain. This toxic stress may prevent a child from learning, from playing in a healthy way with other children and can result in long-term health problems.

Through stress, frequent or prolonged exposure to ACEs can create toxic stress, which can damage the developing brain of a child and affect overall health.

