



**healthy
communities**
OF THE CAPITAL AREA



A Local Healthy Maine Partnership

*Your
Local Public Health Plan:
“Creating Healthier Communities”*

May 2011

Healthy Communities of the Capital Area

36 Brunswick Ave

Gardiner, ME 04345

www.healthycommunitiesme.org

(207) 588-5012



HCCA Mission: Convene and support people, organizations, and communities to collaborate on public health and quality of life issues.

Executive Director: Joanne E A Joy, MA

The Executive Director role at this small non-profit includes a broad range of responsibilities devoted primarily to three areas: 1) programmatic guidance and oversight, 2) organizational direction, and 3) integration of the community coalition as part of the larger public health world in Maine.

Substance Abuse Program Manager: Neill Miner, MSW

The Substance Abuse Prevention Manager works to develop community capacity to respond more effectively to alcohol and other drug issues. He divides his time between community organization activities and managing the range of administrative tasks required to continue to qualify for federal Drug Free Communities funding.

School & Youth Program Manager: Renee Page, MPH

The School & Youth Program Manager provides resources and technical assistance to our local service area schools (Augusta, Chelsea, Fayette, Hall-Dale, Litchfield, Maranacook, Monmouth, Readfield, Richmond, Windsor, & Winthrop) and other youth-serving organizations that are interested in improving the lives of young people and their families. This work is done primarily through authentic engagement to implement policy change and strategies that make it easier for youth and families to make healthier choices.

Project Coordinator: Karen Tucker, MSTD

The Project Coordinator works closely with other staff to ensure overall smooth operations at HCCA, providing the day-to-day communications link between and among staff, board, stakeholders, and others. Additional responsibilities include coordination with our fiscal partner, MCD, to assure all payroll, accounts receivable, and accounts payable documentation is accurate and in the right hands. The Project Coordinator interfaces with all HCCA staff to support their projects, to build capacity, and implement objectives.

Adult and Worksite Wellness Program Manager: Amy Wagner, CWWPC

The Adult and Worksite Wellness Program Manager is responsible for policy and environmental change at the worksite level by promoting Health and Productivity Management through *Healthy Maine Works!*. Topic areas include physical activity, nutrition, reduced tobacco use and exposure, substance abuse prevention, health risk management, worksite support for chronic disease prevention and self-management (cardiovascular disease, diabetes, asthma, cancer).

Other adult initiatives include Smoke-free Housing, community-based chronic disease self-management supports, KeepMEWell, Alliance for Substance Abuse Prevention (ASAP), MAPP, press releases, newsletters, Lead Poisoning Prevention, H1N1, and promotion of nutrition education in food pantries and other settings.

Your Local Public Health Plan “Creating Healthier Communities”

Current Highlights

- **Your Community Health Improvement Plan covering all 18 towns is ready for action!**
 - Since January 2008, over 300 people have been engaged in providing their voices for the Vision, the Themes and Strengths, and the Forces of Change assessments.
 - This input, plus health indicator and socio-economic and population data have been collected and reviewed to create the basis for priorities, as we move forward with updates from the 2010 Census Data, and from the OneMaine Community Health Needs Assessment 2010. The interim report will be on our website by July 1, 2011 at www.healthycommunitiesme.org
- **Many HCCA partners, friends, and members of the Board of Directors have engaged local legislators in discussions about the value of local public health efforts!**
 - The Fund for a Healthy Maine is the Master Tobacco Settlement money, not tax dollars, and supports many public health efforts in Maine including local efforts to reduce tobacco use and exposure, improve nutrition options and increase access and use of physical activity opportunities in communities, worksites, and schools.
 - This money continues to be protected in legislation to be used to “supplement not supplant” general fund allocations thanks to the many voices who contacted their legislators.
- **HCCA Director’s Statewide leadership and collaborations connect HCCA to best-practices, innovative ideas, emerging work and state level efforts ~ two highlights:**
 - The State Coordinating Council for Public Health has diverse public health perspectives at the table. SCC supports readiness for Public Health Accreditation among other responsibilities.
 - The Maine Network of Healthy Communities is the only statewide organization supporting community-based coalitions. The engagement of the very talented HMP peers across the state brings best practice and innovative efforts to practical application through mentoring and training opportunities not found elsewhere in the state.
- **HCCA Director focuses on efforts to reduce health disparities ~ four examples:**
 - A mini-grant award connecting public health & behavioral health helps connect the two systems
 - Injury Prevention Grant will promote unused prescription drug Lock Boxes & Take Backs
 - Togus VAMC is now tobacco-free & HCCA assisted with linkages to state systems, and continues to sit on their “Un-Smoking” team, and provide resources/options for Veteran families.
 - Project Integrate! continues to engage behavioral health treatment settings to integrate tobacco treatment. Tobacco use among mental health/substance abuse clients is very high; tobacco related disease kills more people than their mental health/substance abuse diseases do. www.project-integrate.org

Moving Forward

- **Community Health Improvement Plan to be completed by July 2012 ~ More Partners Needed!**
- **Legislation is important in public health in Maine ~ Please continue to be involved!**
- **Statewide work continues to maintain/strengthen the public health system ~ Stay tuned!**
- **Reducing health disparities is key to improving Maine’s health status in our local service area, in Kennebec County, Central Public Health District and across Maine ~ Join us in this work!**



Neill Miner, MSW

Substance Abuse Prevention Manager

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Current Highlights

- The mission, vision, and capacity of the Southern Kennebec Alliance for Substance Abuse Prevention (ASAP) continues to grow. We have a new name, a comprehensive action plan, enhanced membership structure, and a sustainability plan for the future.
- Working with and within ASAP, law enforcement agencies across our service area are providing every-day prescription drug take-back services to local citizens, and working to enforce Maine’s underage drinking laws in a more robust and collaborative way than ever before.
- We continue to expand access to skill building opportunities for youth who are making unhealthy choices about the use of alcohol, tobacco, marijuana and prescription drugs: the Student Intervention and Reintegration Program (SIRP), now offered in a variety of settings, and Not On Tobacco (N-O-T) Teen Tobacco Treatment.
- Alcohol retailers (on- and off-premise) and some of the business organizations they belong to (e.g., the Hallowell Area Board of Trade) continue to partner with ASAP on training opportunities for owners, managers, and staff. These opportunities build capacity to make safe sales and run a profitable business.
- Local schools continue to work with and through ASAP to create opportunities for youth leaders to take action concerning substance use. High School Opinion Leaders in Winthrop and the Maranacook school districts are now implementing recommendations they made last June to share “lessons learned” with younger students.

Moving Forward

- ASAP is partnering with the Maine Parent Federation to create new resources and opportunities for action with parents of middle school students, helping their children to grow up safe, healthy and strong.
- ASAP is partnering with all four Healthy Maine Partnerships in the Central District to expand our prescription drug misuse prevention. We are recruiting, training, and supporting a team of community prevention advocates to teach friends, colleagues, students and clients what everyone can do to reduce this problem. Watch for our emerging media campaign promoting everyday drug return services.
- ASAP is working with the 11 other federally funded Drug Free Communities coalitions in Maine to create a statewide network focused on sustaining itself beyond the end of the current federal grant funding.



Renee Page, MPH, CLC

School & Youth Program Manager

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Current Highlights

Several initiatives really moved to the next level this past year.

- Priority School mini-grants from DOE enabled RSUs 2 & 4 to continue to implement Coordinated School Health Programming initiatives including conducting School Health Index Assessments, policy updates, and completing grant applications for continued CSHP support.
- RSU 38 continued wellness initiatives including LifeSkills curriculum implementation and development of a Local Foods Buying Club.
- HCCA supported 9 schools in RSUs 2, 4, 12, 38, Winthrop, and Augusta with Take Time! physical activity program implementation resulting in thousands of minutes of physical activity incorporated into the school day.
- The Children’s Center and Kennebec Valley YMCA each implemented NAP SACC (Nutrition And Physical activity Self Assessment for Child Care) and have begun to update policies, provide trainings for staff and families, and purchased new equipment to increase opportunities for children to be active and improve nutrition.
- 12 individuals from Gardiner, Maranacook, Monmouth, and Winthrop schools were trained in Center for Tobacco Independence Basic Skills and American Lung Association’s Not On Tobacco (N-O-T) teen tobacco treatment program.

This small space does not allow me to give kudos and recognize all that has been accomplished in collaboration with our partners this year, but it has been an exciting year with much momentum as we move into the next grant cycle.

Moving Forward

Many of our current initiatives will continue and several new exciting collaborations will emerge in the coming months.

- HCCA will be hosting a FoodCorps Member who will be working with Capital Area Technical Center, Augusta Schools, Gardiner Schools, and Head Start sites to build and expand upon existing school gardens, help school food service develop food procurement systems to increase the amount of local foods in school meals, and provide nutrition education to students and families.
- Legislation regarding Farm to School and PE4ME is under consideration. This will increase local foods in school meals and help schools move toward establishing daily PE programs.
- Work with Kennebec County agricultural fairs to offer tobacco-free environments.
- Work with our *two* new Coordinated School Health Program grant awardee school partners RSUs 2 & 11.
- Collaborate with southern Kennebec early child care sites to offer resources and technical assistance on tobacco, nutrition, physical activity, sun safety, and other initiatives.

Renee will continue to participate with a number of professional organizations and boards including but not limited to the Maine Nutrition Council, Kennebec County Cooperative Extension Executive Committee, Maine Asthma Coalition, Maine Farm to School Work Group, Central Public Health District Coordinating Council, and SKCDC Head Start Health Advisory Committee to better move HCCA’s work forward.

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Current Highlights

- Continue to be the “glue that keeps it all together” establishing and maintaining communication and organizational systems, as we continue to expand our efforts
 - Oversee the update of HCCA’s website, www.healthycommunitiesme.org
 - Facilitate the legislative educational materials
 - Ensure accuracy in financial records
 - Respond to daily staff requests and community inquiries
 - Coordinate the office schedule
 - Integrate supports for new grant awards; Mental Health Integration, NAP SACC & Maine Injury Prevention
- Provide coordination and support for projects:
 - Keep Me Well ~ featuring the free on-line health risk assessment at numerous locations: Windsor Fair, Gardiner Farmer’s Market, Libraries, Senior Centers and at community and professional meetings
 - 211 Maine Resource ~ updates
 - Lead Poisoning Prevention ~ keeping families, especially those with young children, lead safe through materials distribution, increased knowledge of ways to discover the presence of lead contaminants in the home
 - Healthy Start Spring and Fall Forums ~ supporting professional development events for in-home visitors of young families with children age 0 to 5 years
 - Drug Free Communities & Student Intervention and Reintegration Project ~ staffing the substance abuse prevention initiatives
- Work with local community groups that improve the quality of life of community members
 - Home Heating Work Group, Richmond Seniors, and Capital Area Aging and Disability Resource Center to provide health improvement system supports for all ages
- Providing administrative support to the HCCA Board of Directors and various meetings and events

Moving Forward

- Juggle the many priorities that are part of the dynamic HCCA landscape
- Support the on going work of developing the action phase of our area’s Local Public Health Plan
- Increase responsibilities for staffing and coordination of the SIRP program

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Current Highlights

- The number of worksites working with HCCA on worksite wellness initiatives has grown to 44, tackling a wide array of topics including tobacco, physical activity, nutrition, identification of risk factors, air quality, ergonomics, safety, substance abuse, work life quality, stress management, self care and wise health consumer, sun safety and chronic disease management.
- Tie One On For Safety Campaign
 - 1,400 people in the service area signed the Tie One on for Safety Pledge, pledging to drive safely: drive sober, wear seatbelts, drive the speed limit and not use their cellphones while driving during the holiday season and beyond.
 - A media campaign was conducted during the six week holiday with the help of many partners.
- As a member of the Maine Asthma Coalition Worksite Workgroup
 - Advocated to add strategies and educational opportunities for HMP and worksites.
 - Was a panelist for a presentation on Asthma in the Workplace at the Maine Indoor Air Quality Conference, presented at numerous conference and worksites on stress management and helped organize a day long training for HMPs on worksite wellness.

Moving Forward

Current initiatives and several new collaborations will emerge in the coming months. Healthy Maine Works! will be one of three required frameworks.

Amy will continue to participate with a number of professional organizations and boards including but not limited to Maine Occupational Research Agenda as Co-Chair, Maine Worksite Wellness Initiative, Maine Asthma Coalition, Maine Asthma Coalition Worksite Workgroup, Maine Asthma Coalition Leadership Team, Central District Public Health District Coordinating Council, SKCDC Health Advisory Committee, Worksite Wellness Measurement Group, ASAP, Gardiner Board of Trade Executive Board, Hallowell Area Board of Trade, Cynergy Steering Committee, Winthrop Area Chamber of Commerce, Kennebec Valley Chamber of Commerce, Southern Maine Wellness Council, Wellness Council of Maine, and Kennebec Valley Entrepreneurial Network to move HCCA’s work forward.

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Introduction

I am Tara Marble and this is my very first year as the School Health Coordinator (SHC) for MSAD/RSU 11. I started the job in the beginning of January and have been running with it ever since. I have my B.S. in Community Health Education and my K-12 Teaching certification from the University of Maine at Farmington. Previous to this job I had worked in public health as a Family Life Educator and Consultant for the Family Planning Association of Maine from 2005-2010. I had worked with thousands of students from all grades in Northern Kennebec, Southern Sagadahoc, Lincoln, Waldo, and Knox counties. This previous work has really helped me gain a great understanding about the inner workings of school systems. I also had the opportunity to collaborate with Anthony Anderson who was the former School Health Coordinator for MSAD/RSU 11. I got to work closely with him on curriculum issues and creating a more solid Family Life Education program in the schools. I am so happy to be on board with the Gardiner schools. I am ready to move forward after being awarded the grant to continue as the SHC.

Current Highlights

- Currently MSAD/RSU11 has been awarded a small grant through Safe Routes to School and the Bicycle Coalition of Maine for ‘Walking School Bus’ programs at each of the 5 elementary schools.
- Three school staff members participated in the CTI Basic Skills Training as part of the Not On Tobacco (N-O-T) program, in collaboration with HCCA, to develop an alternative to suspension program for students caught with tobacco and who wish to quit.
- The MSAD/RSU 11 Wellness Team, has successfully put on a 1mi/5K Scholarship Race. With nearly 60 participants and raising over \$700 for a student at Gardiner

Moving Forward

- The district plans to make full use of the incoming FoodCorps Member with creation of several school-based and community gardens.
- The Wellness Team will continue the forward momentum by attending the Annual Wellness Conference at Sugarloaf during the summer.
- School Health Index will be administered in the district.
- Walking School Bus programs will continue, and all elementary schools will reinstate Take Time!
- SPARK (Physical activity time) will be mandated in Pittston Consolidated School for all students K-5 next school year.