



**healthy
communities**
OF THE CAPITAL AREA



A Local Healthy Maine Partnership

Celebrating Local Public Health

making connections ~ improving lives

June 2012

Healthy Communities of the Capital Area

36 Brunswick Ave

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www.healthycommunitiesme.org

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Highlights: April 2001 ~ June 2012

Joanne Joy has lead the organization's Community Engagement and Policy & Environmental Changes for the full 11+ year history. Her passions for collaboration and reducing health disparities are evident in many of the organization's achievements.

- **Collaboration is Key:** The Local Service Area for HCCA includes 18 towns with approximately 70,000 people, 7 K-12 School Districts, 140+ early childcare providers, a hospital/health system with many primary care and specialty practices, over 900 employers of 50 and fewer workers, social service providers, volunteer organizations, religious institutions, as well as many parks, trails, farms, Farmers Markets, stores and more. One key to gradually making the healthier choices the easier choices is multi-sector and multi-partner collaboration to identify policies & environments that support healthy choices, as well as increasing partner capacity to provide information and supports for people to, sometimes dramatically, change their behaviors.
- **Focus on Populations with Health Disparities:** HCCA has focused on populations in southern Kennebec County with poor health outcomes as documented in Maine and nationally.
 - **Behavioral Health Populations: Those with Mental Health and Substance Abuse Diagnoses**
 - **Project Integrate:** www.project-integrate.org, a local/statewide collaborative project, provides resources and guidance to integrate tobacco treatment into other treatment modalities
 - For instance, people with Serious Mental Illness die about 25 years younger than other community members and smoke at rates between 40% and 95%, have high rates of obesity and chronic disease unrelated to their diagnoses, and in the general population, individuals with depression smoke at over twice the rate of others (37.5% to 16%, BRFSS 2007-08, 2009)
 - Examples of success include: Tobacco-Free Policies at Riverview and Togus; Tobacco Treatment Supports: Improved Vending Machine Options and Celebration Meals with MOCO; School Garden at Phoenix House; Provides presentations and information on the connections between depression and chronic disease to academic settings, primary care practices, mental health agencies, and social service providers.
 - **Young Adults, Lower Income Adults, & Veterans** smoke at higher rates than the general population
 - **Togus VAMC Tobacco-Restricted Policy** limits tobacco use in all but mandated locations. The Unsmoking Committee is working to increase tobacco treatment capacity through Helpers Training.
 - **University of Maine at Augusta announced a Tobacco-Free Campus Policy in May**
 - Young adults are targeted by tobacco marketing; populations with the lowest incomes and educational attainment smoke at the highest rates in the general populations, and veterans also have higher tobacco use rates. All are very well served by UMA. This new policy helps people avoid both the impacts of second hand smoke, and reduce the overall tobacco use of smokers as well.
 - **Patients at Federally Qualified Health Centers: Richmond Area and DFD Russell Health Centers**
 - The Health Centers are partnering with HCCA to identify free and low-cost resources for patients to Quit Smoking, Become More Active, Eat Healthier. This assists patients to change their behaviors, avoid high cost tests, reduce prescriptions, and improve quality of life.

"It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change."*

*Institute of Medicine, (2000), Promoting health: Intervention strategies from social and behavioral research (B.D. Smedley & L.S. Syme, Eds.), Washington, DC: National Academies Press.

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Highlights: October 2007 ~ June 2012

Neill Miner has lead the organization's Substance Abuse Prevention initiatives since the fall of 2007. During this time he expanded these efforts by securing federal funding through a Drug Free Communities Grant. His passions for reducing substance abuse in all it's forms, and willingness to engage the communities have brought about quantifiable change.

Community Engagement is Key: HCCA continues to staff and support the Drug Free Communities funded coalition: the Southern Kennebec Alliance to Prevent Substance Abuse (ASAP). The Alliance supports efforts to: reduce access to alcohol and other drugs; promote awareness of the risks of use; build awareness of the consequences of use; and build youth assets—knowledge, skills, attitudes and connections that help them make healthy choices.

Celebrating:

- The Coalition, now in its 4th year, is seeing positive trends in some important areas. According to student survey data, comparing data gathered in 2009 and 2011, rates of substance use in the last 30 days among high school students are down: alcohol, down 5%; marijuana, down 2%; binge drinking, down 4%.
- Continued partnership across our area law enforcement agencies. Agencies work together regularly, to respond to reports of underage drinking parties; conduct drug-dog searches in cooperation with area schools; and conduct compliance checks to support the safe sale of alcohol.
- Completion of public forum where 60 community leaders discussed the problem of prescription drug misuse: what is being done, and what needs to be done next. Information and energy from that forum has helped sustain powerful prevention efforts such as the Rx misuse prevention trainings delivered by MaineGeneral's Prevention Center. It has also supported increased collection and safe disposal of unused and unwanted medications, in local drop boxes and on special Take-Back Days, in the Spring and Fall.
- Work by youth in two area high schools with middle school students to prevent misuse. Students at Maranacook and Winthrop are sharing their perspective with their younger peers about the risks of substance use, and lessons learned about how and why to make healthy choices about alcohol, tobacco, marijuana, and prescription drugs.
- Dramatic expansion of the use of the PRIME for Life curriculum. This year, over 160 young people who have been caught violating Maine Law and/or school policies have completed the 12 hour PRIME for Life class.

"Community mobilization to promote positive youth development must address not only formal organizations and programs but also informal norms and relationships. Studies show that youth do better in communities where adults share some basic values, norms, and expectations, including understandings about what kind of behavior is acceptable and what to do when someone crosses the line."*

*Damon, W. (1997). *The youth charter: How communities can work together to raise standards for all our children.* New York: Free Press; Sampson, R.J., Raudenbush, S.W., & Earls, F.C. (1997). Neighborhoods and violent crime: A multilevel study of collective efficacy. *Science*, 277, 918-924

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Highlights: September 2007~June 2012

Renee Page has built relationships with, provided resources & technical assistance to schools, early childcare, and after school programs to make the healthy choice the easy choice.

Community engagement occurs in a variety of settings: at formal coalition meetings, community events, and even on the bleachers of basketball and soccer games. Many southern Kennebec County public health advocates are parents, teachers, coaches, and mentors who all want the best for kids; to grow up healthy and ready to succeed. Below are a few examples of changes implemented over the past 5 years that affect our most vulnerable citizens and leaders of tomorrow.

Celebrating:

- **School Health Leadership Councils (SHLC) Changing School Culture: Augusta, Gardiner, Hall-Dale, Litchfield, Maranacook, Monmouth, and Winthrop schools** SHLCs develop model policies, make the school environment healthier, and bring resources to their communities. Examples at these schools include alternative to suspension N-O-T (Not On Tobacco) teen tobacco treatment program, coordinated school health grants, and staff wellness initiatives that value staff health and encourage them to be positive role models for youth.
- **Changing the Environment in Early Child Care: KVYMCA, SKCDC Head Start, and The Children's Center**
A revolution is underway in early child care. Children in early care settings are no longer simply being babysat for the day. They are participating in structured physical activity, playing in gardens, and serving themselves family style meals with plenty of healthful selections. The Children's Center and Head Start have physical activity, nutrition, and tobacco policies that support child and family health. KVYMCA implemented NAP SACC (Nutrition And Physical activity Self Assessment for Child Care) to identify and improve upon opportunities for physical activity and improved nutrition.
- **After School Programs Making Change with High Risk Youth: Augusta, Hall-Dale, Gardiner, and Winthrop After School Programs**
Traditional after school programs are a cross between a tutor and a babysitter. Children at Augusta, Hall-Dale, Gardiner, and Winthrop After School Programs are participating in structured physical activity programs like Wii Fit and Cup Stacking, receiving healthful snacks, participating in cooking and garden clubs, and focusing on the 40 Developmental Assets, diminishing at-risk youth's engagement in risky behaviors, making them more successful students and citizens.

Though there is still work to do, citizens of southern Kennebec County should feel confident in knowing that their Local Healthy Maine Partnership is making every effort to collaborate with schools, early child care, after school programs, and other youth serving organizations to make them the healthiest place for kids.

“...public health is about social systems and collective decision-making rather than being exclusively about the isolated activities of individual members of the public.”

Research Unit in Health and Behavioural Change, University of Edinburgh (1989), *Changing the public health*. Chichester (Wiley), xiii

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Highlights: October 2007 ~ June 2012

Karen Tucker has been HCCA's voice on the phone and crafter of the internal systems which support our ever evolving reality. She also supports several community organizations and is HCCA liaison for the Lead Program, KeepMEWell, chronic disease self-management resources, and several community groups.

Celebrating:

- Being the number one HMP area for individual completions of the free On-line Health Risk Assessment www.KeepMEWell.org, for this past year.
- Our www.KeepMEWell.org partnerships with:
 - Lithgow Library
 - Gardiner Public Library
 - Gardiner Family Practice
 - Spectrum Generations
- Supporting outreach for the **Warming Center in Augusta** on the website and through emails
- Providing support for **Healthy Start** a volunteer training group for early childhood professionals:
 - Administrative support for 5 educational workshops with up to 45 attending
 - Co-writing a successful grant received May 2012, which will provide training to area home visitors around recognizing and responding to Substance Abuse issues
- Advertising e-waste take backs for the **United Way of Kennebec County**
- Co-convener, with Spectrum Generations, of the **Capital Area Aging and Disability Resource Center Network**.
- Providing **Local Health Officer's** with emerging Public Health issues and information
- Spearheading an HCCA website overhaul (twice), maintaining the website
- Researching and providing support of the creation of electronic newsletters and e-blasts.
- Promoting the use of social media
- Creating a system to catalog and maintain our funding stream revenue and expense records
- Administrative support for and training in the Student Intervention and Reintegration Program (SIRP), with an increasing participation each year—this year having 160 youth completing the program.
- Streamlining a request for payment system with our contracted HR and Financial Management partner, Medical Care Development

"Culture does not change because we desire to change it. Culture changes when the organization is transformed; the culture reflects the realities of people working together every day."

◦ **Frances Hesselbein**
The Key to Cultural Transformation, Leader to Leader (Spring 1999)



Amy Wagner, CWWPC

Adult and Worksite Wellness Program Manager

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Highlights: April 2008 ~ June 2012

Amy Wagner has recently accepted a position with SafetyWorks! as an Occupational Safety Engineer and started on May 14th. She describes her parting as bitter sweet, saying “as I leave this great team here at Healthy Communities of the Capital Area and so many of you. I am grateful to have worked with so many amazing people on health and wellness and public health issues as we improved the lives of the people of Southern Kennebec County. I hope you are very successful in your future and continued efforts.” Below are just a few examples of Amy’s accomplishments.

Celebrating:

- Publishing a well received and circulated monthly wellness newsletter for worksites for the last four years, with a mailing list of over 300 people.
- By 2011, the number of worksites working with HCCA on worksite wellness initiatives had grown to 44, and has increased since, 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.
- Providing technical assistance to the City of Augusta on the development of the Tobacco Ordinance
- Collaboration with the Augusta Food Pantry, Bread of Life Ministries and Literacy Volunteers to provide healthy lifestyle education to low income Augusta residents
- Participation in 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
- In FY 2010, Worked as a grassroots leader for Health Promotion Advocates to successfully advocate for eight major health promotion provisions to be included in the National Health Care Reform Bill that is now law



Laura Budde, BS in Sustainable Food Systems

FoodCorps Member

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Highlights: August 2011 ~ June 2012

Laura Budde is a FoodCorps member housed within HCCA, serving our catchment area. She is a charismatic leader, promoting school gardens and local foods with an energy and passion that has created real change in our schools backyards and cafeteria tables. Laura will continue to be associated with HCCA next year as the State FoodCorps TeamLeader. We congratulate her on her local accomplishments and promotion within FoodCorps.

FoodCorps Program: FoodCorps is a new national nonprofit that seeks to reverse childhood obesity by increasing children's knowledge of, engagement with, and access to healthy food. The centerpiece of its work is an AmeriCorps public service program that recruits young leaders for a year of service in high-obesity, limited-resource communities of need. Service members build and tend school gardens, conduct hands-on nutrition education, and facilitate Farm to School programming that brings high quality, local food into schools. In its inaugural year, FoodCorps has 50 members serving across 10 states, one of which is Maine. HCCA is 1 of 6 Service Sites (and 1 of 3 Healthy Maine Partnerships) within Maine to receive a FoodCorps Service Member.

Celebrating:

- HCCA received a grant from Maine Ag in the Classroom to support their initiative with FoodCorps.
- HCCA received a sponsorship from Maine General Hospital, which supports their partnership with HCCA and sustainability of the FoodCorps initiative.
- Three school gardens were added to HCCA's highest-need service areas (Augusta and Gardiner) through FoodCorps. New gardens are at River View Community School, Gardiner Regional Middle School, and Capital Area Technical Center.
- Weekly programming at the Capital Area Technical Center (CATC) Greenhouse was created in collaboration with CATC Culinary Arts and the 8th grade Health class at Cony Middle School. Students received hands-on nutrition and agriculture education while learning how to grow and prepare their own food.
- Six week cooking classes were offered at the Boys and Girls Club in Gardiner with the Cooking Matters program.
- The Local Procurement Meet and Greet in February connected nine local farms with area food service directors. A \$300 weekly contract between Emery Farm and MSAD11 is one result of this meeting.
- Local sourcing continues to increase in HCCA service area school districts through maintaining partnerships between area farms and food service staff. In Gardiner, spring greens and grass fed beef are now regularly featured on the menu.
- This spring, FoodCorps Member and School Health Coordinator lead two weekly after school Garden Clubs with a combined 28 participants. Produce from these gardens will provide for test testing by Garden Club students, as well as supplement the school food service program.

"If you tickle the earth with a hoe she laughs with a harvest."

- Douglas William Jerrold



Tara Marble, BS Community Health Education

RSU 11 School Health Coordinator

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Highlights: January 2011 ~ June 2012

Tara Marble finished her first full year as School Health Coordinator (SHC) for MSAD/RSU 11. She is currently on maternity leave as of June 10, with the birth of her and husbands first child, Lucia.

Celebrating:

- Continued implementation of the 'Walking School Bus' programs at each of the 5 elementary schools.
- Launch of the Not On Tobacco (N-O-T) program, in collaboration with HCCA, as an alternative to suspension program for students caught with tobacco and who wish to quit.
- The MSAD/RSU 11 Wellness Team, held their 2nd annual 1mi/5K Scholarship Race. Participants raised funds for students at Gardiner Area High School who will go on to study in the Health Sciences. This has become a successful yearly event!
- Farm to School activities are taking off in Gardiner Area Schools. In collaboration with HCCA's FoodCorps Service Member, two new school gardens are in place engaging learners in hands-on agriculturally-based nutrition education.
- The Wellness Team will continue the forward momentum and once again attend the Annual Wellness Conference at Sugarloaf during the summer.
- Physical activity in the classroom has become part of the culture in Gardiner Area Schools.
- District-wide, staff received Trauma training to be able to accurately identify learners who have experienced trauma and effectively address it.
- Received grant resources from Maine Ag in the Classroom, Chef's Move to Schools, and Whole Kids Foundation, totaling more than \$22,000.



Jamye Martin, BS Community Health Education

RSU #2 School Health Coordinator

Your Local Public Health Plan

“Creating Healthier Communities”

Highlights: September 2011-June 2012

Jamye Martin, the first RSU#2 SHC is implementing a coordinated approach to school health: improving students' health and their capacity to learn through the support of families, communities and schools working together through prevention and intervention.

Personal Background:

- B.S. in Community Health Education and K-12 Health Teacher certification from the University of Maine at Farmington.
- Maine General in the Prevention Center, where I worked with the tobacco cessation support groups and the Move More Telephonic program.
- Health Coordinator at the Alford Youth Center, Boy's and Girl's Club and YMCA in Waterville.

Celebrating:

- The N-O-T on Tobacco Program is being implemented in Monmouth Schools.
- Daily morning indoor walking at Hall-Dale Elementary as well as once a month Walking School Bus events.
- Hall-Dale Elementary School was awarded a \$1500 grant from 5-2-1-0 Let's Go! to decrease the amount of sugary drinks students consume during the school day by providing students with water bottles for water or low fat milk. This will be coupled with nutrition education related to sugar sweetened beverage consumption.
- Henry L. Cottrell and Marcia Buker have begun to implement 5-2-1-0 Let's Go! into the elementary schools.
- Henry L. Cottrell Elementary School is implementing the Smart Moves for ME Program in all of their classrooms. This is a program that incorporates physical activity in the classroom as well as nutrition education.
- Marcia Buker Elementary School was awarded a \$250 Safe Routes to School grant to organize a Walking School Bus event. There were about 200 students in attendance.
- Richmond High School/Middle School has been working to have non-food fundraisers such as a dodgeball and a volleyball tournament that students, staff, and community members can participate in.
- The School Health Index assessment has been completed at RSU 2 schools.
- Staff wellness surveys have been completed at all of the schools in the RSU.
- The RSU is submitting an application for the Healthier US Schools Challenge grant..
- The Walking School Bus program will be implemented at Henry L. Cottrell in Monmouth as soon as the side walk construction project begins in 2013.

"

"...we cannot change other people, but we can empower them to change themselves." Unknown



Healthy Communities of the Capital Area (HCCA) is a coalition of local people who work locally to improve the health and quality of life in our communities.*

Mission

To convene people, organizations and communities to collaborate on quality of life and public health issues.

Vision

Happy, thriving, interconnected people, organizations, and communities who are empowered to improve their quality of life.

* *Our Local Service Area (LSA) includes the Southern Kennebec County towns of Augusta, Chelsea, Farmingdale, Fayette, Gardiner, Hallowell, Litchfield, Manchester, Monmouth, Mount Vernon, Pittston, Randolph, Readfield, Vienna, West Gardiner, Wayne, Windsor, Winthrop, and Richmond.*

HMP is a collaborative effort among 26 local coalitions, the Maine DHHS (Maine CDC and Office of Substance Abuse) and DOE, supported primarily by the Fund for Healthy Maine and federal grants from the US CDC and SAMHSA.