HCCA began in 1997 with local social service providers networking to support each other under the name of Southern Kennebec Healthy Communities (SKHC).

In 2001, the first local community health coalitions with their partner schools were funded with grants from Maine CDC funded through the Master Tobacco Settlement dollars to reduce tobacco use and exposure and improve physical activity and nutrition. MaineGeneral was our fiscal agent and SKHC was the advisory board for the project called Getting Healthy. By 2007, SKHC and Getting Healthy joined forces, applied for IRS non-profit status, rebranded the joint venture as Healthy Communities of the Capital Area and applied for the second round of coalition funding as a Healthy Maine Partnership (HMP). By 2009 the HMPs were in statute as part of Maine’s public health infrastructure. It is a wild and wonderful prevention story still being written with ample data proving coalitions and local prevention work.

Now, in 2016, the Maine CDC funded community health coalitions are facing an unknown future. Rather than the Master Tobacco Settlement funds being directed to community coalitions for local input and local action as in the past 15 years, there will be four statewide grants awarded for the next 5 years in 1) Substance Abuse Prevention, 2) Tobacco Use and Exposure Prevention, 3) Youth Engagement and Empowerment, and 4) Mass-Reach Communications. Some local prevention is required of the successful statewide bidder, approved at the Central District Coordinating Council level and some trickle down is expected to reach HCCA but not required.

Although as we move forward core funding is no longer in the mix, nor Maine CDC funding for healthy foods and physical activity grants, we remain committed to prevention through policy, systems, and environmental changes. We will continue to engage community members to define and address our local public health needs, and encourage you to continue your collaborations and partnerships with us.

Here’s to the future and our ongoing relationships.
May 23, 2016

The past nine years have gone by very quickly.

I have been a member of the Board of Directors of Healthy Communities of the Capital Area (HCCA) since 2007 and Board Chair since 2010. I have always been proud of the work and the people involved. We have had some funding ups and downs and many challenges related to the Healthy Maine Partnership funding through the Maine CDC.

The remarkable people at HCCA, under the steadfast and creative leadership of Joanne Joy, our Executive Director, are individually and collectively committed to the work and to the people served across 19 towns. Community members attending HCCA forums not only learn more about needs and resources in their own towns, they add their voices to address community health challenges in unique and local ways.

I leave HCCA at a time of a radical change and most likely another reduction in the Maine CDC funding for prevention efforts! I have no doubt that the best is yet to come. I believe in the organization and its ability to continue convening communities to address prevention issues. Tobacco, unhealthy foods, little daily physical activity, recreational marijuana and, of course, opiates are ongoing challenges. My hope is that resources continue to reach communities and that HCCA continues their prevention efforts based on experience, expertise, and partnerships across communities to undertake them.

Sincerely,

Jim Wood, Outgoing Chair
HCCA’s three primary areas of funding for FY 16 are:

1. HMP funds, which are tobacco settlement dollars. They are disbursed by the State of Maine. These dollars primarily fund strategies to reduce tobacco use and exposure and promote physical activity and nutrition.
2. Substance Abuse Prevention is funded by Federal dollars disbursed from the State or directly to HCCA. These funds support the local Drug Free Communities Coalition and other strategies to reduce underage drinking and other drug use.
3. Nutrition Education is funded by Federal and Foundation grants that focus on nutrition education to SNAP eligible students and families, local foods to institutions, and school gardens.

For fiscal years 2015 and 2016 funding was consistent. Approximately 85% of all grant dollars funded programming and the remaining 15% paid for indirect costs.

Fiscal year 2017 begins July 1, 2016. This upcoming year will see many changes for tobacco use prevention and substance abuse prevention funding because of the restructuring of State dollars and any Federal dollars passing through the State. Nutrition Education is slightly lower due to a decrease in the funding for SNAP-Ed. The chart below compares FY16 to the current projection for FY17.

Tam Warren, Board Treasurer
HCCA’s Mission, to convene and support people, organizations and communities to collaborate on quality of life and public health issues, reflects both the World Health Organization’s Healthy Communities Model and the SAMSHA Drug Free Communities sectors. The WHO definition and the Drug Free Communities graphic of sectors are below.

The Healthy Communities Model

The philosophy and practice of HCCA is grounded in the World Health Organization’s Healthy Cities, Healthy Communities Model:

“Whether the primary reason people convene involves children, environmental concerns, homelessness, safety, education or other issues, the approach is always the same, a collaboration is organized among citizens and people from business, government and other sectors of society who recognize their interconnection can be used to impact the well-being of the entire community.”

http://www.healthycommunitiesinstitute.com/hci-history/

The Drug Free Communities Sectors

The following pages offer snapshots of HCCA collaborations and programming across the last year, some through text and pictures, others through infographics.

Please enjoy our shared stories
Restoring Justice: Youth and Community

Some are surprised that HCCA with its primary focus on prevention also participates in restorative justice. We have found the RJ fits nicely with HCCA’s goal of improving quality of life as well as prevention. Research shows when youth feel connected to their communities, their risk of substance abuse and other risky behavior is reduced.

Last year HCCA began a partnership with the Restorative Justice Institute of Maine.

Karen Tucker serves as a Restorative Justice Lead Facilitator, using a structured process to bring youth together with those they harmed in order to be personally responsible and help make things right.

The Augusta Community Justice Collaborative (CJC)

Through RJIM’s Restorative Response Program, facilitated restorative processes are offered for youth who committed an act of wrongdoing. Through Restorative Processes, youth can:

⇒ Understand how their actions have impacted others
⇒ Be held accountable with high support and regard
⇒ Have the opportunity to make things right

HCCA is honored to be part of CJC: restorative justice is an important component of a healthy community.

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It’s TIME to Address Substance Abuse
Resolve: Increase the Sense of Belonging

HCCA and 22 Community Partners Continue to Plan for Multi-Sectored Strategies to Reduce the Impact of Substance Abuse

Members of the TIME Planning Team reviewed many different data sources, analyzed interviews from diverse community members impacted by substance use, and benefitted from expert presentations. They took all this information into consideration and informed by their varied experience and expertise have identified a core issue to address to reduce the impact of substance abuse; increase the sense of belonging and community.

Our interviews revealed that teens and older adults, family members and people in recovery, young families and single adults, foster families and grandparents lacked a sense of belonging, of being valued, and feeling connected to the greater community.

⇒ Approximately 50% of our high school students report that they don’t feel they matter to the community.
⇒ People in recovery report not having a safe place to socialize and few opportunities for meaningful engagement
⇒ Grandparents and foster parents report needing more support

During the months of May, June and July the Planning Team will identify more specific strategies and begin to gain commitments from additional organizations to share in our efforts.

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Next Steps

*Host Community Input Meetings in June and July
*Categorically define strategies to increase the sense of belonging
*Gain additional input into prioritization of multi-sector strategies
*Secure commitments from organizations, individuals and communities to participate in the 3-Year Implementation Phase

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Project Funded by Maine Health Access Foundation (MeHAF)
January 11, 2016

300 Community members in attendance
28 Community organizations in attendance
Comprehensive panel of 10 experts
Skip Gates, Affected Father
Dan Perry Assistant United State Attorney

Community Action Teams

Advocacy
Law Enforcement
Prevention/Education
Treatment
Medical

Current Planning
Team Members

Augusta Schools
Augusta School Board
Augusta Police Department
Augusta Fire Department
Augusta Rotary
Augusta Boys and Girls Club
Maine Alliance for Addiction and Recovery
HCCA/ASAP
Spurwink
Kennebec Behavioral Health
Southern Kennebec Child Development Centers
MaineGeneral
City of Augusta
Salvation Army
Kennebec Leadership Institute
KVYMCA
Dr. Fred White
Kennebec Sheriff Office
Debbie Coulombe
Lisa Wardwell

March 30, 2016

109 Community members in attendance

Current Outcomes

Community Engagement
Mass Education
Increase Awareness

Do you want to make a difference in your community?

Contact Holly Kiidli, Program Coordinator:
588-5027 or hkiidli@mcd.org
November 10, 2015
120 Community members in attendance
Comprehensive panel of 6 experts

May 12, 2016
"The Opiate Effect"
Skip Gates, Affected Father
Dan Perry Assistant United State Attorney
12 Parents, Educators, Law Enforcement, City Officials and Concerned Citizens

May 13, 2016
Skip Gates, Educator and Affected Father
presented "The Opiate Effect"
at two school-wide assemblies,
one at Gardiner Regional Middle School and one at Gardiner Regional High School

January 21, 2016
79 Community members attended
8 Community Organizations
Speakers:
Gay Grant
2 Individuals in Recovery
A Gallery Walk of Resources

Current Planning
Team Members
MSAD 11
Gardiner Fire Department
Gardiner Police Department
HCCA/ASAP
Gardiner Rotary
Pat Hart

Do you want to make a difference in your community?

Contact Karen Tucker, Program Coordinator:
An exciting and innovative part of HCCA’s community engagements continue to be in support of local food system development at the local, state, and regional levels led expertly by Renee Page. Here are some highlights:

**Maine Farm to School Network**
HCCA is the new fiscal home to the Maine Farm to School Network and Renee Page has moved into the role of **Network Coordinator and Maine State Lead** to the National Farm to School Network. Highlights over the past year include:

- **Elmina B. Sewall Foundation** award supports development of Maine Farm to Institution
  - 7-member cross-sector **leadership team** (K-12 schools, colleges, and health care)
  - 3 **regional gatherings** in Fort Kent, Standish, and Ellsworth
  - Farm to Institution **network building and communication** development
  - Developing Maine **Harvest of the Month** local foods promotion program
- Convened **4th Annual Maine Farm to School Conference**, October 16, 2015
  - Most well-attended conference to date
  - 23 workshops, key notes, and field trips
- **National Farm to School Network Sea to School Innovation Fund Project**
  - Collaboration with MA & NH on **best practices and resources** for serving Gulf of Maine products in school meals

**Reducing Food Waste & Increasing Access to Fresh, Local Foods**
Building upon a unique partnership with the Kennebec Sheriff’s Office and in response to the HCCA 2015 local foods forum prioritization process, HCCA secured a Harvard Pilgrim Health Care Foundation Healthy Food Fund grant to **glean produce from area farms and orchards** to redistribute to **hunger relief organizations** along with **hands-on nutrition education**. The Kennebec Sheriff’s Office recognized Renee for this work with a **Community Service Award**.

**Moving Forward**
- Renee to **present a workshop and host a poster session** at the National Farm to Cafeteria Conference
- Transition **Capital Area Food Council** to a new home with the Gardiner Food Co-op and Café
- Continue to develop **Maine Farm to School and Farm to Institution Networks** and build collaborations with northeast partners
- HCCA hopes to host a **Hunger Free America VISTA** position to bolster hunger relief efforts in the capital area – ask how you can help make this happen

*The following pages showcase more of HCCA’s Obesity Prevention and Health Eating efforts the SNAP-Ed and FoodCorps Programs*
SNAP-Ed provides nutrition education to individuals and families who are eligible for SNAP benefits.

In FY16 Nutrition Program Coordinator, Rachael Reynolds, and Nutrition Educator, Emily Knipp, have been working to develop new partnerships and increase adult participation in the program.

**Eat Well Play Hard: Pre-K**

Pre-K children learn about MyPlate, are introduced to new foods, and talk about physical activity!

We added 11 new class series this year, totaling 29 EWPHE classes!

**Nutrition To Grow On: 4th-6th Grade**

13 new class series were added, teaching 271 students to make positive health decisions by incorporating:

- Math
- Science
- Environmental studies & Gardening Activities

**Pick a Better Snack and Act: K-3rd Grade**

This curriculum has grown by 135% in the past two years!

**Locations**

- Head Start
- YMCA
- Boys and Girls Club
- Laura E. Richards Elementary
- Gilbert School
- Good Shepard Learning Center
- Chelsea School
- Carrie Ricker School
- Riverview Elementary
- Libby Tozier Elementary
- T.C. Hamlin School
- Augusta Child Care Afterschool Program
- Capitol Clubhouse
- Hannaford
- Togus VA
- Augusta Boys and Girls Club
- Goodwill Lifeworks
- Family Violence Project
- WIC
- Faith Christian Food Bank
- Bread of Life Shelter
- Litchfield Senior Center
- Oldies But Goodies Senior Center
- Arch Beta Housing
- Chateau Cushnoc Housing
- Cotton Mill Apartments
- Farmers Markets

**Cooking Matters**

In addition to the Grocery Store Tours offered at local Hannafords, we have also now offer "Pop-up" Grocery Store Tours to allow easier access for the community.

Through the Cooking Matters curriculum we have reached 159 adults with tips to shop cook and eat healthy on a limited budget!

**Moving Forward**

With 6 months left in FY16 Rachael and Emily plan on continuing to invest in our communities by providing more SNAP eligible individuals with nutrition education.

They will also continue with their policy, systems, and environmental change efforts to increase participation in the National School Meals Program at 9 local schools.
CONNECTING KIDS WITH HEALTHY FOOD

ACCESS

- Supported gardens at Cony Middle School, Gardiner Regional Middle School, and Maranacook Community High School
- Coming soon...a new garden at Teresa C. Hamlin School!

KNOWLEDGE

- Organize the Maranacook “Growing Our Lunch” seedling project with all RSU #38 schools
- Teach a weekly 8th grade Health class, focusing on local foods, food systems, and nutrition
- Teach a weekly 7th grade Life Skills class, investigating healthy eating practices and gardening
- Support the nutrition unit in Gardiner Regional Middle School 6th grade Health classes
- Organize Maranacook Community Middle School’s nutrition club “Club Sustainability” which gives kids a voice in school lunch
- Facilitate a cooking class for 6th graders at Gardiner Regional Middle School

ENGAGEMENT

- Worked with over 1,300 students in classroom and cafeteria activities
- Installed Farm to Cafeteria maps in cafeterias to show local food sourcing
- Harvested over 30 pounds of garden produce for use in classrooms and cafeterias
- Held 45 cafeteria taste tests to promote local foods and encourage exploration

The annual cost for HCCA to host a FoodCorps Service Member is approximately $12-15,000 and must be raised locally. Please help support this valuable resource for our highest needs schools and help kids learn skills to live healthier lives by donating $20 today!
The newest endeavor for HCCA: Fundraising Online

HCCA was one of the very first 50 host sites nationally for a FoodCorps Service Members just five years ago. As a host site, HCCA pays a cash match which increases from $5,000 to $6,250 this year, to $7,000 in FY17. As a host site HCCA also provides all other office supports such as rent, copies, computer, phone and the like as in-kind donations. The HMP grant in the past provided most of the cash match, but that funding is no longer available.

HCCA is turning to its community members to keep this valuable program available in local Gardiner and Augusta schools where more than 50% of the students are eligible for Free and Reduced School Lunches.

*Your $20.00 donations will keep FoodCorps here at HCCA.*

Our goal is to raise $8,000! Just 400 donations of $20.00.

Examples of what a $20.00 Donation will Purchase

- Travel expenses for the FoodCorps service member
- Seeds for school gardens
- Recipe cards for students
- Food for classroom taste tests
- And much more

Donate today

- Online [gofundme.com/24ds2mr8](gofundme.com/24ds2mr8)
- Mail check to HCCA, 36 Brunswick Ave, Gardiner, ME 04345

Together we can sustain FoodCorps and our commitment to:

- Agriculture-based nutrition education
- School gardens
- Local foods served in our schools.
Substance Abuse Prevention

Community Engagement and Programming
HCCA is the host site for the local Drug Free Coalition Alliance for Substance Abuse Prevention (ASAP) since 2009

Core Elements of the Coalition

1. A leadership team meets on the second Tuesday of every other month to provide input and oversight.

2. Preventing youth and young adults from using alcohol, tobacco, marijuana and prescription drugs.

3. Additional prevention funding through State and Federal Grants.

Join ASAP Today!

Contact Holly Kiidli, Program Coordinator
207-588-5027 or hkiidli@med.org

Our Prevention Partners

Parents | Law Enforcement | Schools
---|---|---
Religious Organization | Government | Youth
Youth-serving Organizations | Businesses | Media
Health-care Professional | Civic/Volunteer Organization | Anyone working on prevention
Substance Abuse Prevention Programs
7 Strategies for Community Level Change

Reducing Access and Enhancing Barriers
Tobacco and Alcohol Retailer Training
Promoting Rx Take Back Day
Promoting Rx Drop Boxes at Police Departments
Compliance Checks

Providing Information and Enhancing Skills
Prevention Brochures
Marijuana, Vaping and E-cigarette Jeopardy
HECK Training (Rx, overdose prevention)
Heads Training (Quitting tobacco)
Parents Who Host Lose The Most
KVTips
Universal PSA's

Changing Consequences and Providing Support
Universal Prime
Prime for Life
SIRP

Policy Development
School Substance Abuse Policies
Alcohol and Tobacco Retailer Policies

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Maine Integrated Youth Health Survey Data
Most numbers are going down, but we have a few concerns....

**Middle School**
- 46% feel like they do not matter to their community
- 33% do not think marijuana is harmful
- 48% reported being bullied

**High School**
- 50% feel like they do not matter to their community
- 64% do not think marijuana is harmful
- 24% report using alcohol in the last 30 days

**Let's Celebrate!**

**School Participation**
- 100%

- Winthrop Schools
- MSAD 11
- Augusta Schools
- Maranacook Schools
- Monmouth Schools
- Halldale Schools

For more information contact Holly Kiidli: 588-5027 or hkiidli@mcd.org

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Changes from '09-'15

- High School Past 30-day alcohol dropped from 31%-24%
- High school past 30-day use of marijuana dropped from 24% to 20%
- High school past 30-day misuse of prescription drugs dropped from 10% to 4%
- Middle School Past 30-day alcohol dropped from 12%-5%

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Alliance for Substance Abuse Prevention
Healthy Communities of the Capital Area
36 Brunswick Avenue, Gardiner, ME 04345
preventing substance abuse — building community
**New State Law**

All electronic nicotine products included in Maine Smoke-free laws!
No use of e-cigarettes, vaporizers or hookahs allowed in:
- Workplaces
- Restaurants
- State Parks
- Enclosed Areas

**New Tobacco-Free Policies**

Winthrop Public Beaches
Richmond Area Health Center
Kennebec River Rail Trail

**Tobacco Use and Marijuana Smoke**

Included in some tobacco-free policies!

**New FDA Regulations**

FDA tobacco regulations now include e-cigarettes, cigars and hookahs!

Now the FDA:
- reviews all new products
- regulates branding and marketing
- ensures accurate information on labels
- communicates potential risks of use

**Emerging Concerns From 2015 Maine Integrated Youth Health Survey**

- 32.4% of Kennebec County youth reported using an electronic vaporizer at least once in their life.
- 19.5% of Kennebec County youth reported using an electronic vaporizer in the last 30 days.

**Signs to Borrow**

These signs loaned free of charge to promote your Tobacco-free Event! Call Joanne: 207-588-5011
5 Above the Influence Youth Groups

Augusta Boys and Girls Club
Gardiner Boys and Girls Club
Gargoosta Youth Group
Winthrop Opinion Leaders
Maranacook Health Center Student Advisory Group

100 YOUTH!

2015-2016 Activities

10 Sticker Shock Events with 12 Retailers
5 Drug Jeopardy Games
Marijuana Education Nights
Red Ribbon Week
6 Tobacco use, litter and signage assessments
2016 Town Hall Meeting on Underage Drinking
151 Students completed one of the following:
  Prime For Life
  SIRP
  Universal Prime
Jane Hutchinson, BS, Project Assistant serves as liaison to MCD in implementing our Management Services Agreement to process accounts payable and accounts receivable, and supports all budget management processes.

Joanne E.A. Joy, MA, Executive Director leads the organization with a clear focus on the mission to convene and support people, organizations and communities to collaborate on quality of life and public health issues. Joanne has been the director of programming since 2001, stepping into the Executive Director Role in 2007.

Holly Kiidli, Substance Abuse Prevention Project Coordinator oversees substance abuse prevention projects funded by state and federal awards including facilitating the Kennebec Alliance for Substance Abuse Prevention (ASAP), a Drug Free Communities Coalition.

Emily Knipp, BS, SNAP-Ed Nutrition Educator, implements SNAP-Ed classes in multiple settings.

Stephanie Matyak, DO, Substance Abuse Prevention Program Manager manages two federal substance abuse prevention grants.

Neill Miner, MSW, Substance Abuse Prevention Project Director (Retired Dec. 2015) managed HCCA’s substance abuse prevention efforts.

Renee Page, MPH, CLC, Assistant Director oversees SNAP-Ed and FoodCorps implementation, is the lead on Farm to School and local foods efforts, and is HCCA’s primary school liaison.

Rachael Reynolds, BA, SNAP-Ed Coordinator coordinates and delivers nutrition education to SNAP eligible community members. Previously, she worked as a SNAP-Ed Educator.

Karen Tucker, MSTD, Communications and Outreach Coordinator, works with municipalities on public health initiatives, is a Restorative Justice Facilitator, and primary liaison with media outlets.

Jada Wensman, FoodCorps Service Member works within classrooms, cafeterias and school gardens in Gardiner, Augusta and Maranacook schools, teaching children to plant, raise and prepare fresh foods, helping schools create a better food environment for stronger, smarter, healthier students.
Mission
To convene and support 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.

HCCA serves approximately 70,000 people in the communities of Augusta, Chelsea, Farmingdale, Fayette, Gardiner, Hallowell, Litchfield, Manchester, Monmouth, Mount Vernon, Pittston, Randolph, Readfield, Vienna, West Gardiner, Wayne, Windsor, Winthrop, and Richmond.